Communities hold the spirit and social and economic destiny

Countrystyle Community Tourism Network developed the Villages as Businesses Programme to offer opportunities:

- for visitors to experience and support our unique community culture;
- to develop community tourism products that build on unique natural, cultural and human capital;
- for communities to benefit directly from their assets and emerging tourism trends; and
- for friends of the Caribbean, businesses, agencies and institutions to invest in a coordinated, practical and continuing community development programme.

Endorsed by
The National Association of Jamaican and Supportive Organizations (NAJASO) and the International Institute for Peace through Tourism (IIPT)

In association with

- National Best Community Foundation (NBCF)
- Let's do it in the Caribbean
- International Community Tourism Institute (ICTI)
- NCU Morris Entrepreneurship Centre
- Hamilton Knight and Associates (HKA)

Jamaica's Ministry of Tourism* has endorsed Countrystyle's Villages as Businesses Programme, stating that it will complement the Government of Jamaica's emerging thrust towards community-based tourism and encouraging provision of assistance to Countrystyle Community Tourism Network.

** Through Permanent Secretary Mrs. Jennifer Griffith*

The Mighty Beestons Mento Band, Beeston,Spring, Westmoreland

Sandals Chairman Gordon Butch Stewart is hosted by Resource Village

Countrystyle Community Tourism Network

P.O. Box 78
Mandeville, Manchester
Jamaica, West Indies

Phone: 876 507-6326 Skype: villagescctn
www..villagesasbusinesses.com
E-mail: iiptcaribbean@yahoo.com

Villages as Businesses

www.villagesasbusinesses.com

A Countrystyle Initiative
on behalf of communities

in association with
The National Best Community Foundation

Sustaining & Transforming Communities through Tourism Entrepreneurship

Promoting **Community Experience vacations and tours**

An Economic & Social Model for Community Development through Community Tourism

The Villages as Businesses Programme was developed to create economic opportunities for community persons interested in investing in their communities, by offering community tourism products and attractions that build on unique natural, cultural and human capital.

Countrystyle has already demonstrated the benefits of marketing authentic places, people, cultures, lifestyles and experiences. It views the tourism product of Jamaica and the Caribbean as related not only to traditional tourism establishments and resort areas but to each country as a whole.

Jodi-Ann Frith singer and songwriter known as JODIROXX

Community tourism and the Villages as Businesses Programme offer a powerful and practical vehicle for training in hospitality skills, small business management, product development, marketing and community governance.

Countrystyle sees fruitful opportunities in the Villages as Businesses Programme for developing the human capital of the Caribbean and especially for building the self-esteem, skills and capacity of young people. By forming partnerships and international links, solutions can be shared and translated into successes on the ground. The Countrystyle Villages as Businesses Programme is available to all countries in the Caribbean and can collaborate with internationally with other countries wishing to network.

CCTN/NBCF's Community Tourism Training and Development Plan and Proposal pilot project JA

To strengthen and expand the Villages as Businesses Programme, Countrystyle Community Tourism Network and the National Best Community Foundation have proposed a **Community Tourism Training & Development Pilot Project** and are seeking investment of US$500,000 from a coalition of investors and donors.

Highlights of the Pilot Project include:

- Training of 1,800 persons in 36 villages island wide in Community Tourism Entrepreneurship, Environmental Awareness, Business Management Skills Etc. through the ACADEMY FOR COMMUNITY TOURISM (ACT)
- Helping residents design and develop 36 Community Experience Village Tours
- Hosting the 1st IIPT Caribbean Villages Conference/ Trade Show 2017
- Developing a Caribbean Villages Website and web pages for each village to feature its products and services
- Conducting a Study Tour of Costa Rica for Village Leaders
- Providing a Study Tour for Industry Leaders through CCTN/VAB Marketing
- Designing and constructing Directional Signs to villages
- Establishing and managing a Trust Fund for each village

Community Tourism, *combining accommodation with authentic local experiences, is sought after by increasing numbers of visitors to Jamaica and the Caribbean.*

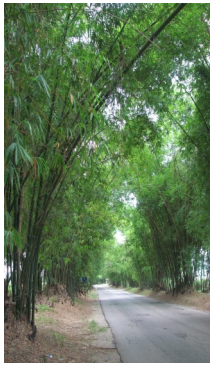
Countrystyle *is delighted to offer diverse accommodations or family hospitality in private homes with local cuisine, attractions , transportation and village tours to suit your interests.*

How You Can Invest in the Future of the Caribbean's Villages as Businesses

There are many opportunities for you to invest in the communities of Jamaica and the Caribbean:

- Visit our Community Ambassador Offices & Management
- Make a one-time, annual or monthly contribution to the Community Tourism Trust Fund (COMTRUST) in memory of the late Desmond Henry, partner of CCTN and past Director of Tourism
- Participate in our 'Pick a Project' and 'Adopt a Village' programmes
- Donate equipment, books, computers, phones ...
- Supplement a donor grant or support a specific aspect of the Community Tourism Training & Development Pilot Project *(e-copies of the plan can be provided upon request)*

For further information Contact:
Diana McIntyre-Pike O.D. BSc
876-507-6326
iiptcaribbean@yahoo.com
villagesasbusinesses@yahoo.com
Skype: villagescctn
www.villagesasbusinesses.com
www. Accesscommunitytourism.com
www.iipt.org



- ***Islands Magazine*** *Responsible Tourism Leadership 20 Blue List Award 2009*
- ***Virgin Holidays*** *Overall Personal Contribution / Responsible Tourism Award Winner 2008*
- ***Islands Magazine*** *Responsible Tourism 100 Blue List Award 2007*