

## 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 **Making Connections Work organization (UK) / DIASPORA CONNECT 2022**  
**The National Association of Jamaican and Supportive Organizations (NAJASO)**, and the **International Institute for Peace through Tourism (IIPT)**

- **Manchester Peace Coalition (MPCo)**
- **Academy for Community Tourism (ACT)**
- **UWI Open Campus Caribbean**
- **National Best Community Foundation (NBCF)**

**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 Menta Band, Beeston, Spring, Westmoreland*



*Sandals Chairman Gordon Butch Stewart is hosted by Resource Village*



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# Villages as Businesses



[www.villagesasbusinesses.com](http://www.villagesasbusinesses.com)

A Countrystyle Initiative  
on behalf of communities

in association with  
The National Best Community Foundation



***Sustaining & Transforming Communities through Entrepreneurship***

Promoting **Community Lifestyle Experience vacations**

## 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) in partnership with the UWI Open Campus
- Helping residents design and develop 36 Community Experience Village Tours
- 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 a Community Tourism Trust Fund (COMTRUST)
- Virtual Community Tourism Centres in villages

*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 accommodation 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

\* Contribution to the Community Tourism Trust Fund (COMTRUST)

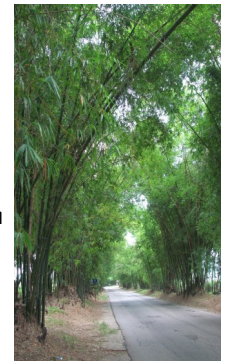
- Participate in our 'Pick a Project' and 'Adopt a Village' programmes
- Donate equipment, books, computers, phones ...
- Supplement a donor grant or support a specific aspect of the Community Tourism Training & Development Pilot Project (*e-copies of the plan can be provided upon request*)
- Market community businesses and projects for investment and partnerships .....

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- **IPT Golden Championship Business Resilience Award 2019**
- **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**