

## PRESS RELEASE

### **COMMUNITY & RURAL TOURISM FOR ECONOMIC GROWTH AND JOB CREATION**

#### ***South Africa to learn from Jamaica and the Caribbean***

The Jamaican / Caribbean Model on Community (and Rural) Tourism and Job Creation ("Villages as Businesses") has had impact on world views and it is no surprise that **Diana McIntyre-Pike**, President of Countrystyle Community Tourism Network and the Caribbean Chapter of IIPT (International Institute for Peace through Tourism), was **selected as one of the 50 world experts in Sustainable Tourism** to attend the recent UNESCO World Heritage Sustainable Tourism Experts meeting in Switzerland as part of the process **to develop a new programme on World Heritage and Sustainable Tourism.**

Diana McIntyre-Pike was invited to address the World Heritage Tourism Expert Meeting in Switzerland by the Government of Switzerland and the UNESCO World Heritage Centre.

**Diana McIntyre-Pike has now extended an invitation, on behalf of the IIPT and CCTN, to South Africans interested in community and rural tourism, to visit Jamaica to learn about the success of the Jamaican Model and how it could be applied in South Africa and, also, Africa generally. An Education Tour is being planned for 14<sup>th</sup> to 23<sup>rd</sup> February 2012.**

South Africa has committed itself to the development of Tourism in rural areas to create sustainable economic markets and for job creation. The Jamaican Model of Community Tourism offers many guidelines for South Africa to successfully implement its strategy on the development of rural Tourism for job creation and poverty alleviation strategies.

In 2001, a South African delegation of private Tourism representatives visited Jamaica to learn more about its model of Community Tourism. Subsequently other countries have shown interest in the Jamaican Model which has exceeded expectations for sustainable tourism development projects. South Africa remains interested in the Jamaican Model and strives to address success stories in Jamaica, and other countries, to meet local needs and expectations.

The Caribbean "Villages as Businesses" Programme is a Countrystyle initiative developed in partnership with local and foreign networks to create economic opportunities for community persons from over 300 communities nationwide through the National Best Community Foundation, resulting in sustainable tourism development. According to McIntyre-Pike "the tourism product of Jamaica and the Caribbean is related not only to traditional tourism establishments and resort areas, but to the entire country."

Jamaica's Ministry of Tourism is developing a Policy Framework and Strategy for community-based tourism and the Permanent Secretary, Mrs. Jennifer Griffiths has endorsed the Countrystyle Village programme and stated in her letter of support that "the IIPT Caribbean/Countrystyle Tourism Village programme for Jamaica and the Caribbean region will complement the Government of Jamaica's thrust towards community-based tourism

**The Caribbean Chapter of the IIPT and CCNT has now established a satellite office in South Africa, and has appointed Partners who will act as representatives and consultants on behalf of the IIPT and CCNT.** These Partners are Nikki De Pinah of Dixie Bay Communications, Adv. Don Leffler, Director of THSBS (Tourism, Hospitality & Sport Business School) and Louw Alan, owner of the Cullinan Diamond Lodge

The **Countrystyle Community Tourism Network South Africa** was recognised by the Countrystyle Community Tourism Network & The International Institute for Peace through Tourism (IIPT) Caribbean for its support in part sponsorship of Jamaica's representation at the 2011 UNESCO World Heritage meeting.

The **South African satellite of CCTN / IIPT Caribbean** was recognised in all media statements at the 2011 UNESCO World Heritage Meeting alongside the Jamaica Tourist Board, Sandals Resorts, JHTA Montego Bay Chapter, Western Hospitality Institute, Jamaica Standards Products - High Mountain Coffee, Positive Tourism (PanaCarib), Mandeville Hotel, National Best Community Foundation, Pickapeppa Sauce Factory & Great Huts Eco Resort, Port Antonio.

There are similarities between the Jamaican economic climate and approach to Tourism to that of South Africa in context of the role and value of sustainable Tourism strategies. There is clearly value in looking at the successful Jamaican strategy and "Villages as Businesses" Model which could be successfully adapted and applied to South African conditions and to South Africa's commitment to develop Tourism for the betterment of local communities.

The Caribbean Chapter of the IIPT (International Institute for Peace through Tourism) and the CCNT (Countrystyle Community Tourism Network) has openly invited a South African delegation of Rural Tourism Development representatives and interested individuals to visit Jamaica from 14<sup>th</sup> to 23<sup>rd</sup> February 2012, to understand the successful Jamaican "Villages as Businesses" Model and to consider strategies to apply the Jamaican Model in a South African context for sustainable Tourism development.

For further information on the IIPT and CCNT and, also, on the Study Tour to Jamaica in February 2012, contact Nikki De Pina, South African representative and consultant of IIPT / CCNT Caribbean at Email: [info@dixiebay.co.za](mailto:info@dixiebay.co.za) or call 0840702445 or fax to 0866274512. Alternative Contacts: Adv. Don Leffler at [info@tourismtraining.co.za](mailto:info@tourismtraining.co.za) and Louw Allan at [silv1@acc.co.za](mailto:silv1@acc.co.za)

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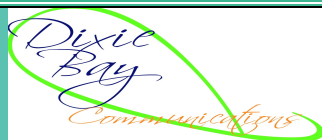
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