

## PRESS RELEASE

*Leave  
ordinary behind*



### **SOUTH AFRICANS TO VISIT JAMAICA AND PARTICIPATE IN ANNUAL CELEBRATIONS OF ITS FIRST HERO**

*Jamaica and South Africa have reached across the oceans to share experiences for developing community and, in particular, community tourism models and practices.*

CCTNSA (Countrystyle Community Tourism Network, South Africa) has arranged an educational tour to Jamaica in February 2012, to learn about its world recognized 'Villages as Businesses' Model.

*Jamaica is known as 'the home of Community Tourism' and a pioneer in successful community tourism practices.*

Video clips of the Jamaican Study Tour will be showcased at South Africa's **Tourism Indaba** later this year.

Says CCTNSA's **Nikki De Pina** "it is our intention to learn about the successful Jamaican Model and to apply it to a South African context."

CCTNSA has, **Nikki De Pina** says " committed itself to guiding a community tourism project at Onverwacht in Tshwane which will be a first beneficiary of the learnings from CCTNSA's studies of South African, Jamaican and other world models. All community stakeholders including local government, private enterprise and the community are being invited to be involved in this project."

**Mapula Thlagale** of CCTNSA says that “it will be particularly interesting to meet with Jamaica’s academic institutions to learn more about their learning programmes to support community tourism development projects. We hope to apply relevant and successful learning programmes from Jamaica to capacitate local communities with skills needed to make community tourism and community development projects sustainable in South Africa.”

“We are particularly excited” says **Mapula Thlagale** “to have been invited by the Jamaican organizers of the annual Marcus Garvey celebrations to showcase South Africa and its cultures and communities to Jamaicans”.

***Marcus Garvey was a Jamaican-born black nationalist who created a 'Back to Africa' movement in the United States. He became an inspirational figure for later civil rights activists. Jamaica will be celebrating the life and memory of its first national hero, Marcus Garvey, on 19 February 2012.***

CCTNSA’s **Don Leffler** says “the educational tour to Jamaica will be included in a comprehensive Handbook and Educational DVD entitled “Community Tourism: *Creating Footprints*” which references tourism models and practices in the Caribbean, South Africa and other countries.” DON SAYS “CCTNSA and the Tourism Centre of Excellence invites all community tourism stakeholders to share their stories so that we can include relevant current case studies in our educational material”

CCTNSA, a non profit association and satellite of CCTN Caribbean, which is endorsed by IIPT (International Institute for Peace through Tourism) invites sponsors, donors and community tourism stakeholders to contribute to its research and projects.  
*For information on CCTNSA and the Study Tour to Jamaica, contact Nikki De Pina at [info@dixiebay.co.za](mailto:info@dixiebay.co.za) or Don at [info@tourismtraining.co.za](mailto:info@tourismtraining.co.za)*