

Compete-CTO Community Tourism Toolkit Community Profile Template

Guidelines for Preparing Community Tourism Profile Template

This Community Tourism Profile template was designed to be completed from a visitor perspective in order to create a destination-styled profile for your community. You may wish to refer to the Tourism Assets Inventory as you begin to prepare your Community Tourism Profile. Your inventory will provide much of the information that is needed but you will have to collect some additional information.

This Community Tourism Profile template has two parts:

- Part 1: Community Profile – in this part, you enter profile and overview information about the community and community tourism experiences, products and services available to the visitor.
- Part 2: See, Do & Stay –
 - the top section of this part is designed as a directory of community tourism enterprises. You enter information about specific community tourism enterprises that offer community tourism experiences, products and services to the visitor.
 - in the bottom section, you enter information about How to Get to the Community and obtain information on Visitor Services

In keeping with the spirit of Community-Based Tourism, businesses/activities shall be classified as Community-Based Tourism by meeting criteria (a), (b) and (c) and at least one (1) of the three (3) criteria named in (d) – (f). These criteria include:

- a) Operates in one of the eight (8) sectors of the tourism industry. These include Accommodations, Attractions, Food and Beverage, Transportation, Tourism Services, Travel Trade, Adventure Tourism (Tours and Activities), Events and Conferences.
- b) Is owned AND OR operated by a community member – whether it be an individual, family, group, organisation or any combination of these;
- c) Generates benefits for the community – either directly to community members (e.g. employment, or the purchase of goods and services from community members) or indirectly through contributions/assistance that helps to address broad community needs (e.g. volunteer activities, donations to maintain natural sites or sponsorships);
- d) Involves direct participation/interaction between locals and visitors, providing an opportunity for meaningful engagement and mutual value;
- e) Shares and helps preserve local/indigenous culture and heritage (e.g. allows for visitor participation in or learning about community customs, traditions).
- f) Provides positive economic, social, environmental and cultural benefits and is conducive to conservation and responsible management of the community's assets.

Once the template has been completed, it could be used to prepare online community tourism profiles or print brochures, such as a 2-page pdf document. For your reference the CTO will supply 10 examples of competed community tourism profiles. To access the profiles and other tools click here: www.ourtourism.onecaribbean.org/cbtresources

**** Definition of Community Based Tourism ****

In 2006, CTO adopted a statement defining community tourism as:

*A collaborative approach to tourism in which community members exercise control through active participation in appraisal, development, management and/or ownership (whole or in part) of enterprises that delivers net socio-economic benefits to community members, conserves natural and cultural [heritage] resources and adds value to the experiences of local and foreign visitors. This encompasses both tourism activities in a community and goods and services supplied to the tourism industry by one or more community members.**

**CTO-European Commission. Competing with the Best: Good Practices in Community-Based Tourism in the Caribbean. (2006)*

**** Concept of 'Community' ****

A group of people living in the same place or having a particular characteristic in common, such as shared belief, interests, and/or goals. It is important to note that it not always geographical placement that defines the community, but lifestyle choice, ethnic or social group and/or spiritual practice could be the defining commonality.

Part 1: Community Profile

Community Name: The Kalinago Territory – A Safe Haven for Indigenous People

Introduction	
Name of community and location (max 2 sentences):	
The Kalinago Territory is a specially protected area of approximately 3,700 acres that was bequeathed to the indigenous Amerindian people in Dominica, by royal decree from the Queen of England in 1903. The territory is found in the north-eastern part of Dominica, stretching from Bataca in the north to Sineku in the south, and the visitor welcome centre dubbed <i>Kalinago Barana Aute</i> is approximately 13km or a 25-minute drive from Dominica's main airport, Douglas-Charles Airport.	
What name means/How community got its name – interesting info, (max 2 sentences):	
The Kalinago Territory is named after the early settler Amerindian people that it was formally gifted to, after the British seized full control of Dominica in 1763 and allocated them 232 acres of mountainous and rocky shoreline in Salybia. These indigenous people, though termed Caribs by the Europeans, continue to identify with their original tribal names being Kalinago (for men) and Kalifuna (for women). Thus, to this day the community is known as the Kalinago Territory.	
Interesting tidbit that shows or highlights an interesting angle (few sentences): e	
The territory began to be formed when 14 acres of land was allocated to the RC Church in 1665, and through land additions in 1776, 1777, 1903 and 1996, the territory grew significantly in size from to its current size of 3782 acres. Today's Kalinago Community stems from the evolution of a traditional fishing, farming, and hunting society rooted in indigenous Amerindian beliefs and customs. Back then, it was forbidden for indigenous people to intermingle with other races, and those who did were banished from the community in shame. While banishment is no longer practiced the Kalinago people still observe many of their ancestral ways including having a Kalinago Council with an elected Chief, singing in their native tongue, and using survival skills like making dugouts (i.e. canoes), weaving and farming to earn a living.	
Key Details	
Population (number of people):	+ - 3,000 persons
Indigenous Groups, if relevant (breakdown by %, if possible):	Kalinago, Arawaks
Languages (main ones, in rank order):	1. English 2. French Creole
Customs, traditions or practices to be observed:	Respect for Village Elders and the Kalinago Chief
Location (fill in details): Note: also use Google Maps to prepare a map showing location, geographic features, etc.	Longitude 15°30'07.0"N Latitude 61°15'30.5"W Elevation 100 meters above sea level
	 https://goo.gl/maps/UDhF2uJwTNhAobqB9
Topography: few sentences with features:	The territory stretches from north-eastern coast of Dominica inland, with mountainous and steep terrain, as well as seaside and inland cliffs. There is also lush forestry, aided by natural water sources including five named rivers and a waterfall as follows: Sineku River, Mahut River, Gullet River, Salybia River, Cray Fish River and the Islukati waterfall.
Weather: few sentences with features:	The Kalinago Territory rests in the coolest part of the Dominica with persistent cloud cover, and ample rain. The weather is cool and perfect for exploration with moderate temperatures and refreshing gentle showers scattered throughout the day.

Community Arts, Culture and Heritage Experiences

A few sentences about the community-based arts, culture and heritage experiences available to visitors, developed based on tourism inventory and field mission. (General overview. No specific info on businesses providing tours.)

The community is a living testament to the life of indigenous Kalinago people, who fought against invading colonial forces for more than two centuries, to protect Dominica from European control. For the benefit of visitors, the Kalinago Barana Aute, translated to mean “Kalinago Village by the Sea”, is modeled after traditional living arrangements, pays homage to ancestral architecture, and is the agreed place for residents and visitors to meet for cultural exchanges. During your visit one can look forward to storytelling, singing, dancing, drumming, basket weaving, calabash carving, traditional face painting, canoe building, and traditional meals, housed in an impressive interpretation centre that tells the story of the Kalinago people through the ages. While more immersive activities are arranged by special request, the artisans that practice calabash carving, jewelry-making, basket-weaving and cuisine can be found at Barana Aute daily sharing their skills with the world

Natural Attractions

A few sentences about the special natural features/attractions of the community, such as parks, protected areas. Focus on connection to community – e.g. places which are draws for the destination, and where CTEs take visitors, good places for viewing flora and fauna

Given its lush green landscapes and mountainous terrain the Kalinago Territory is highly revered for its balance with nature. It is a legally protected indigenous reserve and offers outdoor-loving individuals a chance to experience a simpler, cleaner, healthier life through use of traditional herbs and exercise in abundance. You are encouraged to get up-close and personal with the humble Isulukati Waterfall, play in the Crayfish River that runs through the Barana Aute, and climb the centipede trail to explore the legend of L’escalier Tete Chien. Of course, expect to see various species of birds including the Sisserou (Dominica’s national bird), as well as iguanas, agouties, and other fauna as your trek the [Waitikabulu National Hiking Trail Segment 6](#), which passes through the Territory to Hatten Garden.

Accommodation

A few sentences about types of community accommodation available in the area. If none, provide info about accommodation partners community works with. (General overview. No specific info on businesses providing tours.)

Accommodation in the territory is done largely through home-stays, where one can share in the experience of living with a local family during your visit. Home-stays will vary depending on your host, but offer a relaxed opportunity to learn more about life in this indigenous community through participation as opposed to observation. So pull up a chair, eat with the family, and don’t be surprised if a nearby stream offers the best shower you have ever had. But if you need something even more rustic then you can also pitch a tent or hammock in the safety of the Barana Aute, which offers security from 5pm to 9am daily, when the site once again comes alive with the activities of the day. **NB: Home-stays are coordinated from the Kalinago Centre.**

Visitor Information

Names, phone numbers, emails, social media pages for sources of visitor information for community

Name: Ms. Gweneth Frederick
Position: Manager
Site: Kalinago Barana Aute (Kalinago Village by the Sea)
Tel: 767 445 7979 (landline) OR 767 245 4660 (cell)
Email: kbamanager@cwdom.dm
Website: www.kalinagoterritory.com
Facebook: <https://www.facebook.com/Kalinago-Territory-Dominica-185169088237500/>

Part 2: See, Do & Stay

Community Arts, Culture and Heritage Experiences			
Name	Location	Contact	Type
Specific info on community enterprises that provide experiences. Type refers to the type of experience offered e.g., cultural tour, village walk, herbs/medicinal plants walk, kayak tour, etc. Add or delete lines as needed.			
<u>Karifuna Cultural Group</u>	Kalinago Territory	Kalinago Barana Aute / Prosper Paris via telephone (767) 225 8940	Indigenous Dance and Performance Activities
<u>Karina Cultural Group</u>	Kalinago Territory	Kalinago Barana Aute / Miranda Langlais via telephone (767) 245 8746	Indigenous Dance and Performance Activities
Cecilia Benjamin	Kalinago Territory	Kalinago Barana Aute / Cecilia Benjamin via telephone (767) 285 3287	Local Expert – Craft Artisan
Elizabeth Valmond	Kalinago Territory	Kalinago Barana Aute / Elizabeth Valmond via telephone (767) 225 3463	Local Expert – Craft Artisan
Multi-experience Packages			
If multi-experience and/or multi-destination community tourism packages are available, include information, links, etc. to actual and/or sample day and multi-day packages linking 2 or more experiences, at least one of which is offered by a community enterprise. Add or delete lines as needed.			
N/A			
N/A			
Community Food			
Community enterprises that provide food and beverage services. Type refers to the type of food establishment e.g., street stand, fast food, home meal, café, restaurant. Specialty refers to type of food served e.g., local cuisine, indigenous cuisine, vegetarian. Add or delete lines as needed.			
Name	Location	Contact	Type & Specialty
Rosemund Restaurant	Kalinago Territory	Kalinago Barana Aute or Rosemund Burton via telephone (767) 265 4785	Restaurant – Local and Indigenous Cuisine
Daniel Frederick Cassava Bakery	Salybia, Kalinago Territory	Daniel Frederick (767) 617-5058	Bakery – Local Cuisine
Nelly's Hideaway Bar and Restaurant	Salybia, Kalinago Territory	Winsome John (767) 612-0532	Restaurant – Local Cuisine and Fast Food
Miz Belle's Bar and Cuisine	St. Cyr, Salybia, Kalinago Territory	(767) 276-9302	Restaurant - Local Cuisine and Fast Food
Community Accommodation			
Community enterprises that provide accommodation. Type refers to the type of accommodation offered e.g., home stay, hostel, guest house, B&B, ecolodge, hotel, etc. Add or delete lines as needed.			
Name	Location	Contact	Type
Touna Kalinago Heritage Village (Touna = water in English)	The Kalinago part of Concord Parish	Irvine Auguiste Tel. (767) 285-1830 or 767 316-7655 Email: onenicepeople@gmail.com	Home-stay and Cabin
Regina's Homestay	Kalinago Territory	Regina Joseph 7672854682 (sleeps 4 persons)	Homestay - with farm experience
Aywasi Kalinago Retreat	Aywasi Street, Salybia	Louis Patrick Hill Tel: (767) 235-4455/ 445 8087 info@aywasiretreat.com	Cabin/ Eco-lodge
Breezes Cottage	Kalinago Territory	(308) 872-7250 http://www.breezescottage.com/	Guest House
How to Get Here			
Provide short relevant details on how to get to community			
By Air:	Fly into Douglas Charles Airport, then go by road		
By Road: (self-drive directions)	From Douglas Charles airport drive southeast passing through Belles for approximately 13 kilometers. Set GPS to Kalinago Barana Aute.		
By Road (shared bus service):	Available shared daily bus service departing a fixed bus stand in the capital city of Roseau every 2 hours, between 8am – 4pm. The last bus leaves the Kalinago Territory for Roseau at 3pm.		
By taxi:	Any authorized taxi service via road, particularly those certified by the Discover Dominica Authority.		
By Other: e.g. Boat	Travel to Dominica via ferry from Martinique, Guadeloupe or St. Lucia, then go via road.		

Visitor Services & Information	
Details on key tourism services: 1) washrooms – if no public ones, list places that are friendly to visitors (e.g. gas stations, restaurants); 2) internet – public access points, cafes, etc.; 3) electricity – volts, frequency and plug type as well as available hours, if applicable; 4) Visitor assistance - safety and security services such as police, where help can be obtained by a visitor and sources of visitor information; 5) health services – location of doctors, clinics, hospitals, etc.	
Publicly accessible washrooms:	There are eight (8) public washrooms on site at the Kalinago Barana Aute
Internet:	Type: <input type="checkbox"/> Satellite <input checked="" type="checkbox"/> Landline <input type="checkbox"/> Mobile <input type="checkbox"/> None Availability: <input checked="" type="checkbox"/> 24 Hours <input type="checkbox"/> Set Times Daily <input type="checkbox"/> Less Than Daily Access Points: <input checked="" type="checkbox"/> Community Businesses
Electricity:	Type: <input type="checkbox"/> Renewable <input type="checkbox"/> Generator <input checked="" type="checkbox"/> Grid <input type="checkbox"/> None Availability: <input checked="" type="checkbox"/> 24 Hours <input type="checkbox"/> Set Times Daily <input type="checkbox"/> Less Than Daily Voltage: <input checked="" type="checkbox"/> 110 <input checked="" type="checkbox"/> 220 Pin Type: <input type="checkbox"/> Flat <input type="checkbox"/> Round <input type="checkbox"/> Square
Visitor Assistance:	There is safety and security assistance available from the Salybia Police station which is the sole police outpost in the community. Private security is also available at the Barana Aute between 5pm and 9 am daily.
Health Services:	There are three (3) Health Centers within the territory which can address basic healthcare needs, and include Salybia Health Center, Mahut River Health Center, and Atkinson Health Centre. Private doctors are also available in the Castle Bruce District which is about 20 minutes away.