

## 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](http://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: Rastafari Indigenous Village – Positive Vibrations from Jamaica

Introduction	
<b>Name of community and location (max 2 sentences):</b>	
The Rastafari Indigenous Village (commonly known as RIV) is a micro village located on the outskirts of the city of Montego Bay in the north-western part Jamaica. It is approximately 25 minutes' drive south-east of the Sangster International Airport and is home to a collective of cottage industry entrepreneurs that share a unified desire to preserve the principles and practices of the Rastafari movement.	
<b>What name means/How community got its name – interesting info, (max 2 sentences):</b>	
Rastafari Indigenous Village is an intentional community created to maintain the traditional principles and practices of the Rastafari movement. The name Rastafari, is made up of two (2) words namely 'Ras' - the title given to Royalty in Ethiopia, and 'Tafari' - the pre-coronation name of <u>His Imperial Majesty (HIM) Emperor Haile Selassie of Ethiopia</u> . The movement evolved in Jamaica in the 1930's consequent to a global searching for identity and linkages for African people in the diaspora to the continent and a philosophy of life.	
<b>Interesting tidbit that shows or highlights an interesting angle (few sentences): e</b>	
Who is a Rastafari? The answer to this question is better understood and experienced through a visit to RIV. As your journey to the village begins one should appreciate that there will be limited signage to announce your discovery, because RIV is an intentional communal home for a civilized people rather than the typical visitor attraction. Thus, a journey through RIV asks the traveler to examine relationships, aims to stimulate cultural conversation, questioning, transitioning, enlightening and introduces the concept of re-creating and creating. Creating language, art, craft, food, farming, wellness and healing in order to become a better humanity.	
Key Details	
<b>Population (number of people):</b>	15 persons
<b>Indigenous Groups, if relevant (breakdown by %, if possible):</b>	N/A
<b>Languages (main ones, in rank order):</b>	<ol style="list-style-type: none"> <li>1. English</li> <li>2. Rastafari</li> </ol>
<b>Customs, traditions or practices to be observed:</b>	No meat, fish, dairy, alcohol or cigarette smoking
<b>Location (fill in details):</b> Note: also use Google Maps to prepare a map showing location, geographic features, etc.	Longitude 18°27'30.7"N Latitude 77°52'58.0"W Elevation 51 meters or 167.3 feet
	
<b>Topography: few sentences with features:</b>	RIV rests in the Montego River Valley, situated on a bluff adjacent to the river which flows from the Cockpit Country Mountain Range flowing north into the sea. Health vegetation surrounds the village, supported by the Barnette River which may flood or run low depending on whether it be rainy season or dry season
<b>Weather: few sentences with features:</b>	RIV temperatures average a high of 86°F and a low of 75°F throughout the year, with healthy rainfall notable between May and November each year. One can expect cool mornings and nights, with warmer temperatures during the day, typically influenced by wet season from June – November, and dry season from December to May. <a href="https://www.jamaica-travel-secrets.com/montego-bay-jamaica-weather.html">https://www.jamaica-travel-secrets.com/montego-bay-jamaica-weather.html</a>

### 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 appeal of RIV comes from authentic and personalized interactions with the environment and people who visit. Visitors are treated to a brief history of the Rastafari movement before participating in traditional customs such as making chocolate from the pod and the goodnight drink. Expect to be introduced to the Rastafari vegan cuisine known as 'Ital', and to other local delicacies like bammy, callaloo, roast breadfruit, yam and sweet potato, and a variety of fruits. Similarly, be sure to participate in jewelry making from the seeds of nearby trees, soap making from herbs in the garden, and the organic farming of food crops used during your tour. Of course, an open invitation is extended to the monthly IRITS cultural festival on the last Sunday of each month, to celebrate with community members from Montego River, Riverside Drive and Porto Bello in peace and harmony, while promoting the arts and enlightenment. The IRITS festival features artistic wellness expressions and enables the sharing of experiences from diverse and intergenerational community members including visitors.

### 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

RIV is nestled in a protected and densely forested area, on private lands belonging to the Nelson Family, which formally granted permission for the village to be built in its location. It is an off the beaten path naturalist experience that is blessed with wild fruit, herb, and spice trees including but not limited to bananas, ackees, wax apples, and cinnamon. Look forward to using the Barnette River for craw fishing and potable water, and feast from the Palace Garden with organically grown crops cultivated for maximum yield through intercropping and natural pest control techniques.

### 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.)

RIV because of its communal living setup mostly welcomes day visitors on a quest for knowledge and enlightenment. However, for those seeking a deeper connection with community residents, up to three (3) cabins are available for overnight accommodations by special arrangement, with strict guidelines on the etiquette for respecting the Rastafarian way of life.

Several private and non-affiliated apartment and villa type accommodations are also available outside the village, with at least 3 options in a 5 km radius.

### Visitor Information

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

#### **Firstwoman Arlene McKenzie**

General Manager

The Rastafari Indigenous Village - interactive visitor experience

(876) 383 9068 / (876) 330 3978

[blessings@rastavillage.com](mailto: blessings@rastavillage.com)

#### **Firstman Edward Wray**

Operations Manager

The Rastafari Indigenous Village - interactive visitor experience

(876) 285-4750

[rastafariindigenoustvillage@gmail.com](mailto: rastafariindigenoustvillage@gmail.com)

<https://www.rastavillage.com/>

<https://www.facebook.com/RastaVillage/>

## 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.			
Rastafari Heritage Expert	Onsite at RIV	King BoBo (Arthur Newland) Through RIV or via telephone (876) 787 4087	<b>Local Expert</b> – Historian, Storyteller, Culture Keeper, Lead Tour Guide
Indigenous Skin Foods	Onsite at RIV	Queen I (Eye) - (Izeita Berhan) Through RIV or via telephone (876) 299-0113 / 510-9007 / 513-0997	<b>Local Expert</b> – Naturalist, Station Guide, Soap Making, Tour Guide
The Drum Hut	Onsite at RIV	King Toto (Leebert Gordon) Through RIV or via telephone (876) 391-9203 / 408-9153	<b>Local Expert</b> – Kumina Heritage, Drum Maker and Master Player
Calabash/Coconut Work	Onsite at RIV	Prince Tebah (Ronald Roche) Through RIV or via telephone (876) 556-8589	<b>Local Expert</b> – Visual Artisan, Woodcarver, Master Drummer, Performing Artist in fire, dance, bottles
The Palace Garden	Onsite at RIV	Nereree Edwards Through RIV or via telephone (876) 571 7962	<b>Local Expert</b> – Medicinal Herbs and Plants, Woodworking, Photography, Herbal Distillation
Ilon's Jewelry Hut	Onsite at RIV	Iziniga Ilon Through RIV or via telephone (876) 770 8075	<b>Local Expert</b> – Seed Jewelry Artisan, Tour Guide, Musical Presentation
Arlene McKenzie	Montego River Gardens	Arlene McKenzie - (876) 383 9068	<b>Local Expert</b> – Director / Liaison for RIV, Tour Director, Educator (Interpretation)
Firstman	Onsite at RIV	Firstman (Edward Wray) Through RIV or via telephone (876) 285-4750	<b>Local Expert</b> – Wellness Practitioner, Organic Chef, Tour Guide, Director / Liaison for RIV
IRITS Community Cultural Festival	Onsite at RIV	Firstman Arlene McKenzie Nereree Edwards	Event – Heritage Expression in music, dance, food, seminars, poetry, arts and craft, agriculture
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.			
Through Irwin Community Gardens – offer tour of RIV and other destinations			
TUI offers tours of RIV and Downtown Montego Bay as well as Bob Marley 9-mile tour in St. Ann			
Caribic Vacations offers round the island tour with RIV as a stop on the way to Negril			
Intrepid Tours offers RIV and 9-mile tour			
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
The ITAL SPICE ICHIN Kitchen	Onsite at RIV	Arranged in RIV tour package with lunch booked by order	<b>Social Dining</b> - Vegan and Indigenous Meals, <b>Home Meals</b> – Natural Food Products, Medicinal/Healing Beverages
Iyahwin's Chocolate and Tonics	Onsite at RIV	Iyahwin (Godwin Newman) 876 275 8504	<b>Home Meals</b> – Natural Food Products, Medicinal/Healing Beverages. Rastafari Ital Tastings

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
RIV Cottages	Onsite at RIV	Firstwoman or Firstman	Cabins, Hostel, Homestay
River Gardens Nelson Homestay	River Side Drive Community	Barbara and Andrea Nelson 876 463 0209	Homestay
How to Get Here			
Provide short relevant details on how to get to community			
<b>By Air:</b>	Fly to Sangster International Airport in Montego Bay and travel south approximately 30 minutes to Irwin Close/Porto Bello. OR Fly into the Norman Manley International Airport in Kingston and travel north-west approximately 3 hours to Irwin Close/Porto Bello.		
<b>By Road: (self-drive directions)</b>	From the centre of Montego Bay follow the north coast highway all the way to the intersection of bogue Road and Alice Eldermire and turn LEFT. Drive straight, at the second traffic lights (after Burger King) turn RIGHT, this road will take you to Porto Bello. At Porto Bello intersection turn RIGHT after concrete bus stop into Tropical Gardens/Montego River Gardens. Park this is the location of the Rastafari Indigenous Village.		
<b>By Road (shared bus service):</b>	Take a 'route taxi' from the Transport Centre located in downtown Montego Bay to Porto Bello. Disembark at Tropical Gardens/Montego River Gardens – Rastafari Indigenous Village.  Take "Knutsford Express" from Kingston to Pier One Montego Bay,. From Pier One take a 'route taxi' from the Transport Centre located across the road to Porto Bello, and disembark at Tropical Gardens/Montego River Gardens – Rastafari Indigenous Village		
<b>By taxi:</b>	Charter a taxi to the PORTO Bello Rastafari Indigenous Village – bookings must be made in advance		
<b>By Other: e.g. Boat</b>	N/A		
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.			
<b>Publicly accessible washrooms:</b>	Available at the Garden Welcome Centre and on RIV compound		
<b>Internet:</b>	Type: <input checked="" type="checkbox"/> Satellite <input 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		
<b>Electricity:</b>	Type: <input type="checkbox"/> Renewable <input checked="" 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 checked="" type="checkbox"/> Flat <input type="checkbox"/> Round <input type="checkbox"/> Square		
<b>Visitor Assistance:</b>	RIV is in a secluded area adjacent to the Montego River. At the main entrance through the Montego River Garden the Nelson Family can help getting to RIV, which is a gated community, with the entrance able to be closed for security purposes if needed. Community members live on and secure the premises daily. For additional information visit the RIV website		
<b>Health Services:</b>	Medicinal herbs are available onsite for mild aches and pains, and a fully stocked first-aid kit is always onsite. Mount Salem Clinic and Glendevon Health Centre available for daytime weekday care, and Cornwall Regional Hospital available 24/7. The named facilities are within 15-minutes' drive of RIV.		