

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 completed 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.**

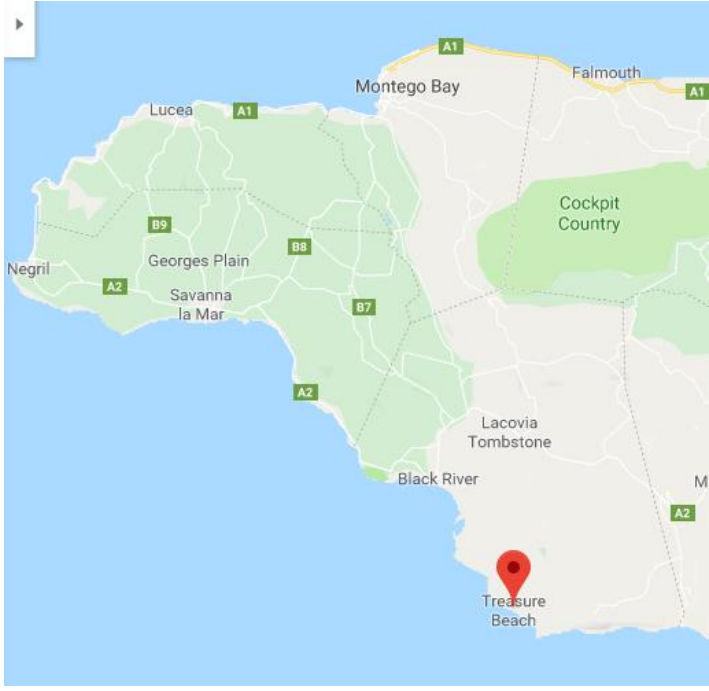
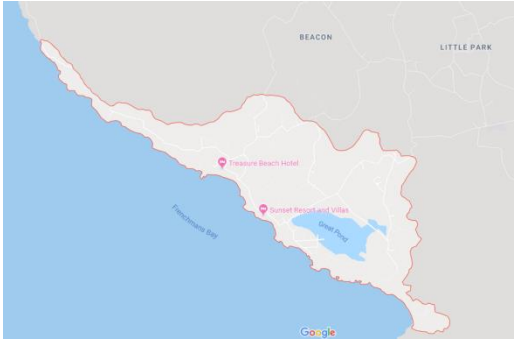
**CTO-European Commission. Competing with the Best: Good Practices in Community-Based Tourism in the Caribbean. (2006)*

**** 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: Treasure Beach - Home of Community Tourism

Introduction	
Name of community and location (max 2 sentences):	
Treasure Beach is a string of sleepy fishing villages located off the beaten track on Jamaica's desert south coast, along six miles of sandy beaches, private coves, and rocky shorelines. It is located about a 3-hour drive from either Montego Bay or Kingston in the parish of St. Elizabeth, and the community prides itself on taking care of its visitors in a safe, laid back, and family like atmosphere.	
What name means/How community got its name – interesting info, (max 2 sentences):	
The name Treasure Beach is said to originate from the 1930s when a Canadian man opened a hotel on Frenchman's Bay and named it "The Treasure Beach Hotel". Based on the iconic hotel, "Treasure Beach" as a name became synonymous with the surrounding area and is now widely used to refer to the five bays of Frenchman's Bay, Calabash Bay, Billy's Bay, Fort Charles and Great Bay.	
Interesting tidbit that shows or highlights an interesting angle (few sentences):	
Treasure Beach is considered to be the "Home of Community Tourism", as over the years it has managed to maintain its charm as a 'sleepy fishing village' and continues to resist the temptations of mass tourism development. Instead, Treasure Beach prides itself on being a friendly, atypical visitor destination, where guests can escape the hustle and bustle of everyday life, while creating lasting emotional connections with hardworking Jamaicans, in a place that captures the heart and easily becomes a second home. Tourism, fishing and farming are the main economic activities, and compliment the community philosophy of sustainable local development, which emphasizes both shared responsibility and share benefits for residents of Treasure Beach.	
Key Details	
Population (number of people):	3,500 persons
Indigenous Groups, if relevant (breakdown by %, if possible):	Taino Indians
Languages (main ones, in rank order):	<ol style="list-style-type: none"> 1. English 2. Patois
Customs, traditions or practices to be observed:	<ol style="list-style-type: none"> 1. Respect the land and sea 2. Community responsibility
Location (fill in details): Note: also use Google Maps to prepare a map showing location, geographic features, etc.	Longitude 17°52'48.7"N Latitude 77°45'47.3"W Elevation 4 meters or 13.1 feet
	
Topography: few sentences with features:	Treasure Beach rests on low lying flat lands, enveloped by the Santa Cruz mountain range. The surrounding environment is arid with mostly dry-weather plants like cacti, scrub grass and acacia trees, and is bound by the Caribbean Sea with dark sand rugged beaches.
Weather: few sentences with features:	Set in a desert-like environment, Treasure Beach is hot year-round with average high temperatures around 87°F (30°C) during the day, and lows around 77°F at nights. It also receives little rainfall based on its location and

	can be windy at times.
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 people and their traditional way of life is the central draw for visitors to Treasure Beach, where to this day, the heritage of generations of farmers and fishers remains the backbone of life here. Ask any of these entrepreneurs how they got started and prepare for a living history lesson from the days of their granddad and granny who came from modest means. Whether you volunteer with community groups, support a local charity, or help teach young persons a new life-skill, the practice of giving something back to the community is a rewarding experience you will never forget. Of course, special entertainment is available through the semi-annual Calabash Festival on Caribbean literature, The Hook n’ Line Fishing Tournament held annually on Heroes Weekend, the annual Christmas Tree Lighting and Gospel Concert held each Christmas Eve, and so much more. Delectable Jamaican cuisine is also an expected treat at our accommodations and restaurants, many of which serve fresh catch, poultry and produce daily, respecting the longstanding tradition of ‘farm to table’ dining, and welcoming you like family.	
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	
Choose to curl up with a book on some obscure part of an almost ‘private’ black-sand beach, or go swimming, snorkeling and body surfing in any of the four bays, but expect mildly stronger currents than in northern Jamaica. At Treasure Beach you are free to mull around the community, watch as the daily catch is unloaded from the fishing canoes, or enjoy a cold beer and a domino game at a local bar, all at your own pace. Walk, run, bicycle, scooter, or drive through the community to admire historical sites, explore the Pedro Plains farming district, hike the Santa Cruz Hills and venture out to Lover’s Leap for a breath-taking 270-degree view, from this 1,750-foot cliff. Further indulge your itch for exploration by visiting the nearby YS Waterfalls and Appleton Rum Factory, hopping aboard local fishing canoes to go fishing with a guide, tour the Black River or hang out at Pelican Bar (one of the top ten most unusual bars in the world) for a relaxing day on the sea.	
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.)	
This quaint and family-oriented community is home to several low queued but inviting properties that offer overnight accommodation for visiting guest. For the budget minded, there are camping spots and guesthouses with kitchen facilities, while those looking for more amenities will find fully equipped beach cottages and a few hotel rooms at moderate prices. Similarly, for those seeking complete indulgence, private villas with personal cooks, swimming pools, and individual attention are available.	
Visitor Information	
Names, phone numbers, emails, social media pages for sources of visitor information for community	
Treasure Beach Destination Management Organization c/o Rebecca Wiersma – Chairperson, Christine Marrett – Secretary, Kory South – Treasurer, Dennis Abrahams, Kevin Mills, Jason Henzell, Norma Moxam, Sue Williams, Denise Wedderburn Tel: 876 808 2125 Email: treasurebeachdmo@gmail.com Website: http://treasurebeachjamaica.org/ Instagram: Treasure Beach DMO	

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.			
Captain Dennis' Boat Tours	Frenchman's Bay	Dennis Abrahamson 876-435-3779 dennisabrahams@yahoo.com	Water Adventure – Boat Tours / Sport Fishing / Beach Picnics
Treasure Beach Walking Tours	Frenchman's Bay	Lilieth Lynch – 876 572 8835	Culture and Heritage – Educational History Tour
Calabash Literary Festival (semi-annual)	Calabash Bay	http://calabashfestival.org/	Festivals and Events - Cultural
Treasure Beach Women's Group	Old Wharf	Susan Ebanks/Fern Lucke-Lemon 876-965-3878 info@tbwgjamaica.com	Culture and Heritage -Art
Dawn's Dinner and Dancing	Frenchman's Bay	Dawn Moxam 876 504 7814	Culture and Heritage – Cooking and Dance
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.			
Reds Cycle Tours - https://jakeshotel.com/jakes-experiences/hiking-biking-cycling-tours-in-treasure-beach-jamaica			
Treasure Tours - http://treasuretoursjamaica.com/island-tours/			
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
Smurf's Cafe	Frenchman's Bay	Dawn Moxam 876 504 7814	Social Dining / Home Meals – Local Cuisine
Jack Sprat Bar and Restaurant	Calabash Bay	876-965-3583 www.jakeshotel.com	Full-Service Restaurant – Local and International Cuisine
Kim's Place	Frenchman's Bay	876 873 9148	International/Local Cuisine
Simmer Lounge and Restaurant	Frenchman's Bay	876 369 1704	Social Dining / Home Meals – Local Cuisine
Diner's Delight	Frenchman's Bay	876-529-9788	Social Dining / Home Meals – Local Cuisine
Frenchman's Reef	Frenchman's Bay	876-965-3049	Social Dining / Local and International Cuisine
Cattleya Restaurant and Cafe	Frenchman's Bay	876-291-7584	Social Dining / Local and International Cuisine
Mellow Yellow Cafe	Frenchman's Bay	867 365 1097	Café – Local and Italian Cuisine
Gee Wiz Juice Bar and Restaurant	Calabash Bay	876 573 5988	Social Dining / Home Meal – Ital/Vegetarian
B & J Pizza Place and	Calabash Bay	876-503-2444	Pizza

Restaurant			
Lobster Pot Restaurant	Great Bay	876-456-8719	Social Dining / Home Meals – Local Cuisine
Pelican Bar	Caribbean Sea, ½ mile NW of Treasure Beach	876-354-4218	Social Dining / Home Meals – Local Cuisine
Jakes Dining	Calabash Bay	877-526-2428 www.jakeshotel.com	Full-Service Rest. – Local Cuisine
Hold a Vibz Cafe	Frenchman's Bay	876-540-7981	Café / Deli / Breakfast
Pardy's Cafe	Frenchman's Bay	876 326 9008	Breakfast
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
Jake's Hotel	Calabash Bay	876-965-3000 OR 876-564-3000 stay@jakeshotel.com https://jakeshotel.com/	Hotel
Sunset Resort and Villas	Calabash Bay	876-965-0143 kory@sunsetresort.com www.sunsetresort.com	Hotel
Irie Rest	Billy's Bay	876-965-0034 http://irierestguesthouse.com/public_html/index.php/en/	Guest House
Villa Hikaru	Billy's Bay	876-965-0126 treasuretoursjamaica@gmail.com http://villahikaru.com/	Villa
Nuestra Casa	Billy's Bay	booking@nuestracasajamaica.com https://www.nuestracasajamaica.com/	Villa
Out of the Blue Villa	Great Bay	(876)630-3577 info@outofthebluevilla.com	Villa
Great Escape Villa	Ft. Charles	844-663-2269 greatestescape@jamaicavilla.com https://jamaicavilla.com/	Villa
Sandy Rose Villa Arcadia	Ft. Charles	Adaria Neri 201 343 7447	Villa
Minerva House	Ft. Charles	876-469-4828 Email: information@minervahouse.com http://www.minervahouse.com/Index.aspx	Villa
Treasure Tours	Treasure Beach	876-965-0126 treasuretoursjamaica@gmail.com http://treasuretoursjamaica.com/	Villa/Guest House
Beach Villas by Tiverton House	Ft. Charles	603-436-4721 info@jamaicaescapes.com http://jamaicaescapes.com/	Villa
Rainbow Tree Villa	Billy's Bay	Eric and Victoria Elliott 305-335-6661 info@rainbowtreevillas.com https://rainbowtreevillas.com/	Villa
Ital Rest Cottages	Great Bay	876-421-8909 https://www.facebook.com/ItalRestCottages/	Cottages
Viking's Rasta Retreats	Great Bay	876-457-4829 https://www.facebook.com/vikingsrastaretreats/	Guesthouse
Gordon's Guest House	Calabash Bay	876-369-1859 treasuretoursjamaica@gmail.com	Guesthouse
Shakti Home	Calabash Bay	876-965-0126 treasuretoursjamaica@gmail.com https://shaktihomeja.com/	Villa
Calabash House	Calabash Bay	876-818-9830 610-566-3464 ees01@earthlink.net http://www.calabashhouse.com/home.html	Guesthouse / Cottages
Taino Cove	Calabash Bay	876-845-6103 OR 876-965-3893 tainocove@gmail.com	Hotel

	https://www.tainocove.com/
How to Get Here	
Provide short relevant details on how to get to community	
By Air:	Fly into either the Sangster International Airport (Montego Bay) or Norman Manley International Airport (Kingston). Prepare for a roughly 3-hour cross country drive to arrive at your home away from home.
By Road: (self-drive directions)	If you arrive by air at Sangster Airport then prepare for a southerly cross-country drive from Montego bay down to Treasure Beach via the B1 and A2 highway, which is the fastest route at approximately 2.5 hours. However, if you arrive at Normanly Manley Airport then expect a western drive heading from Kingston to Treasure Beach along T1 and A2 Highways for approximately 3 hours. Be sure to contact the Treasure DMO Office in advance to confirm the necessary directions.
By Road (shared bus service):	An economical way of getting here is to take the 4 times daily Knutsford Express Bus Service from Kingston to Luana (est. 3 hours), with a further 35-minute transfer via regular taxi from Luana to Treasure Beach. If you wish to travel from Sangster International Airport in Montego Bay via Knutsford Express there are two trips daily to Luana (est. 2 hours) with a further 35-minute transfer via regular taxi from Luana to Treasure Beach.
By taxi:	All accommodations can recommend a private airport shuttle to take you directly from the airport to your accommodation. Treasure Tours located in Treasure Beach offers airport shuttles. treasuretoursjamaica@gmail.com or www.treasuretoursjamaica.com/islandtours
By Other: e.g. Boat	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.	
Publicly accessible washrooms:	There are no public washrooms but most cafés and restaurants have usable facilities for visitors.
Internet:	Type: <input type="checkbox"/> Satellite <input checked="" type="checkbox"/> Landline <input checked="" 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 type="checkbox"/> 220 Pin Type: <input checked="" type="checkbox"/> Flat <input type="checkbox"/> Round <input type="checkbox"/> Square
Visitor Assistance:	A neighborhood watch programme is in effect for general community safety, and Pedro Plains Police Station (1 876-965-0163) is located within the community, about a 6-minute drive or 4km from Frenchman’s Bay.
Health Services:	The Black River Hospital (876-965-2212) is approximately 30-minutes’ drive from Treasure Beach, and the nearest facility for 24-hour moderate to severe healthcare needs. Newell Clinic (876-296-2863) is also available within the community (delete as it is not within the community) for daytime minor healthcare needs and is roughly 15 minutes away from the City Centre.

Information Sources:

<http://treasurebeachjamaica.org/>

<https://jamaicans.com/treasurebeachintro/>

http://www.jamaicatravelandculture.com/destinations/st_elizabeth/treasure-beach.htm

https://www.holiday-weather.com/treasure_beach_jm/averages/