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*The Eighth Leon*  
*H. Sullivan*  
  
*Summit*

**ARUSHA, TANZANIA**

**JUNE 2 – 6, 2008**

**TOPIC: REGIONAL TOURISM STRATEGIES: THE JAMAICAN  
EXPERIENCE**

*PRESENTED BY: Mrs Aloun Ndombet-Assamba, Attorney-at-Law  
Former Minister of Tourism, Entertainment &  
Culture, Jamaica*

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**INTRODUCTION**

Tourism is significant to the Jamaican economy and has the potential to be our most competitive export.

It offers great opportunities for economic livelihood for the ordinary citizens.

No other industry or sector has the capacity for likely future development which can match the scope or range of Tourism.

Jamaica is blessed by different environments which hold prospects for tourism development based on heritage, entertainment, sports as well as the traditional sea, sun and sand.

As the latest Jamaica Tourist Board's advertisement says: "**Once you go, you know**".

1. **Short History of the Development of Tourism in Jamaica**

- Started as a vacation resort for the wealthy and elite, the rich and famous.

From Round Hill, large villas as private vacation homes to "coco cola" visitors, to all inclusives and small hotels with niche markets.

2. **Branding Success**

- Collaborate with stakeholders to formulate message
- Deliver a clear message about the product

- Communicate it effectively
- Convey credibility
- Strike an emotional chord
- Motivate those who receive the message
- Retain customer loyalty and attract additional customers

### 3. Managing the Brand:

- The role of Government through:
  - **The Jamaica Tourist Board (JTB)**
  - **The Tourism Product Development Company (TPDCO)**
  - **The Tourism Enhancement Fund (TEF)**
- Marketing the Destination
- Ensuring the Quality of the Product
- Enhancing Visitor Experience

### 4. Providing Economic Benefits to Local Communities

- Tourism as the engine of growth
- Using heritage and cultural tourism to sell Jamaica without loss of dignity and authenticity.
- Dispelling cynicism in order to produce genuine hospitality which is central to a tourism industry – **service rather than servitude.**
- **Linkages**

- Agricultural value added
- Craft and Shopping
- Entertainment and Sport
- Manufacturing
- Ground Transportation and Tours
- Small Businesses

5. **The Ten Year Master Plan for Sustainable Tourism Development – 2002 - 2012**

- Five Key Objectives
  - Growth based on Sustainable Market Position
  - Enhancement of Visitor Experience
  - Community-Based Development
  - An Inclusive Industry
  - Environmental Sustainability

6. **Conditions necessary for Successful Tourism Development**

- High levels of investment in Human Capital.
- First Class infrastructural amenities – road networks, airports, seaports, information and communication systems, energy, water, sewage.
- The appropriate degree of openness of the economy to external ideas, capital and products.

- A high quality efficient public and private sector driven by a culture of enterprise and innovation.
- An agreed and settled role of the state and private sector in the economy.
- Assurance of the rule of law as it relates to protection of property, human rights and social stability.
- Consumer and Investor confidence.

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