



Government of the Republic of Trinidad and Tobago
Ministry of Tourism, Culture and the Arts

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MEDIA RELEASE
Ministry of Tourism Hosts Second Successful Community-Based
Tourism Enterprise Workshop

The Ministry of Tourism Culture and the Arts (MTCA) in collaboration with Tourism Trinidad Limited (TTL) recently trained 16 tourism entrepreneurs from the Paramin community under the Community-Based Tourism Enterprise Initiative for Micro, Small and Medium Enterprises (MSMEs). The workshop, held from July 12 - 14, 2023 at the Ministry's Head Office on Level 9, Tower C, International Waterfront Centre was the second training workshop under the programme. The first workshop took place in November 2022 at the Bon Air West Community Centre and was met with resounding success. Building on that success, the recent workshop continued to empower and equip participants with the necessary skills and tools to operate their own tourism businesses, successfully.

Through interactive sessions, the entrepreneurs were exposed to tools that will help strengthen and prepare their businesses into market ready, internationally viable entities that contribute meaningfully to the tourism sector. The three-day workshop was facilitated by officers from the Ministry of Tourism, Culture, and the Arts, Tourism Trinidad Limited, and the National Entrepreneurship Development Company (NEDCO).

Community-Based Tourism upholds sustainable tourism practices, emphasising the protection, preservation, and promotion of both the environment and the socio-cultural assets of the community. Guided by the Caribbean Tourism Organisation's (CTO) CBT Toolkit, the Ministry is dedicated to fostering the long-term sustainability and growth of CBT Enterprises by providing a comprehensive platform for participants.

Throughout the workshop, participants were engaged in presentations, group discussions, and targeted learning activities. The curriculum covered a wide range of topics, including the fundamentals of the tourism industry, cultural authenticity, the "market ready model," service standards expected by international sales partners, and best practices for successful CBT business operations.

The Ministry is committed to stimulating increased tourism activity through initiatives like the CBT Enterprise Workshops. By equipping entrepreneurs with the necessary tools and knowledge, the Ministry aims to drive economic growth and create authentic, immersive, and

memorable experiences for visitors. Additionally, this initiative contributes to improving residents' quality of life, preserving traditions for future generations, and fostering a sense of ownership and belonging that positively impacts community interactions.

Next Steps

The third edition of the Community-Based Tourism Enterprise Workshop will take place virtually on August 8 and 9, 2023 from 9.00 a.m. to 3.00 p.m. The targeted communities are Couva, Tabaquite and Talparo. Interested persons can contact Dr. Seema Kadir (Local Economic Development Officer at the Couva-Tabaquite-Talparo Regional Corporation) at 361-5032 or email cttrcled@gmail.com.

For more information about the Ministry's Community-Based Tourism Initiatives and upcoming workshops, please contact the Ministry of Tourism, Culture and the Arts at 624-1403 ext 516.



Tourism Entrepreneurs engaged in the Community-Based Tourism Workshop



Permanent Secretary in the Ministry of Tourism, Culture, and the Arts Ms. Simone Thorne Mora shares words of wisdom and inspiration with the tourism entrepreneurs

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