



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

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**Ministry of Tourism Hosts Community-Based Tourism Initiative for Micro, Small and Medium-Sized Enterprises in the Princes Town Community**

The Ministry of Tourism, Culture and the Arts kicked off its fifth iteration of Community-Based Tourism (CBT) Enterprise Workshops, with a focus on the Princes Town Community.

The opening ceremony took place yesterday, January 17, 2024 at the St. Stephen's Anglican Church Hall in Princes Town, and marked the beginning of a 3-day workshop done in collaboration with Tourism Trinidad Limited (TTL) and National Entrepreneurship Development Company (NEDCO). This workshop also coincides with the town's commemoration of Princes Town Day on January 19, 2024.

Twenty-five (25) entrepreneurs will be trained in areas such as Global Travel Industry, Product Development, Marketing and Financial Management utilising the CBT Enterprise Handbook developed by the Caribbean Tourism Organization (CTO) to train community members on starting, operating and promoting CBT businesses. Each participant will receive CBT Training Certificates upon completion of the workshop this Friday (January 19, 2024).

In his remarks, Permanent Secretary of the Ministry of Tourism, Culture and the Arts, Mr. Videsh Maharaj, emphasised the Ministry's commitment to creating developmental opportunities within the Princes Town area. "The benefits of this programme are endless, including business growth and expansion, the creation of new and innovative tourism products as well as the introduction of new revenue streams," he said. He also highlighted the Ministry's thrust to invest heavily in infrastructural upgrades at various sites and attractions throughout the country and affirmed that this training would ensure that community members provide services that meet the international standards.

Vice Chairman of the Princes Town Regional Corporation, Mr. Rafi Mohammed, also thanked the Ministry for its role in building the capacity of the community members and emphasised that this training is a welcomed resource for the community and an excellent way to honour this year's Princes Town Day celebrations.

The Ministry of Tourism, Culture and the Arts is committed to stimulating increased tourism activity through initiatives like the CBT Enterprise Workshops. Since its inception in November 2022, the CBT Enterprise Training Programme has trained over 75 tourism stakeholders from the communities of Lopinot, Paramin, Beausejour and environs, as well as the Couva / Tabaquite / Talparo region in an effort to inspire tourism innovation and economic growth within communities, and create immersive and unique experiences for visitors.



*Permanent Secretary of the Ministry of Tourism, Culture and the Arts, Mr. Videsh Maharaj (centre front); Vice Chairman of the Princes Town Regional Corporation, Mr. Rafi Mohammed (left of PS Maharaj); CEO of the Princes Town Regional Corporation, Ms. Sheriffa Heru (right of PS Maharaj); with Councillors of the Princes Town Regional Corporation and the 25 CBT workshop participants.*



*Permanent Secretary, Mr. Videsh Maharaj delivering remarks at the opening of the CBT Workshop.*





*Permanent Secretary, Mr. Videsh Maharaj meeting with Princes Town CBT Stakeholder, Mr. Pooran Lal, Operator at the Devil's Woodyard National Park.*

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