Diagnosis and digital priorities of rural tourism experiences in Saint Kitts and Nevis

Ilis Palmer Watts
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<tr>
<td>BFC</td>
<td>Basseterre Fisheries Complex</td>
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<tr>
<td>CANARI</td>
<td>Caribbean Natural Resources Institute</td>
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<tr>
<td>CAP</td>
<td>Community Access Points</td>
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<td>CBT</td>
<td>Community-Based Tourism</td>
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<td>CDB</td>
<td>Caribbean Development Bank</td>
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<td>CLME</td>
<td>Caribbean Large Marine Ecosystem</td>
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<td>CRM</td>
<td>Customer Relationship Management</td>
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<td>CTO</td>
<td>Caribbean Tourism Organisation</td>
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<tr>
<td>ECCB</td>
<td>Eastern Caribbean Central Bank</td>
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<td>ECCU</td>
<td>Eastern Caribbean Currency Union</td>
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<td>ECD</td>
<td>Eastern Caribbean Dollar</td>
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<td>Eastern Caribbean Telecommunications Authority</td>
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<td>FAO</td>
<td>Food and Agriculture Organization</td>
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<td>GDP</td>
<td>Gross Domestic Product</td>
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<td>Global Environment Facility</td>
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<td>GIAHS</td>
<td>Globally Important Agricultural Heritage Systems</td>
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<td>GOSKN</td>
<td>Government of St. Kitts and Nevis</td>
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<td>ICT</td>
<td>Information and Communications Technology</td>
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<td>IICA</td>
<td>Inter American Institute for Cooperation on Agriculture</td>
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<tr>
<td>IMF</td>
<td>International Monetary Fund</td>
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<td>IPPOSKN</td>
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<td>ITU</td>
<td>International Telecommunication Union</td>
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<tr>
<td>Acronym</td>
<td>Full Form</td>
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<tr>
<td>LAC</td>
<td>Latin American and Caribbean</td>
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<td>MAB</td>
<td>Man and the Biosphere</td>
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<td>Micro, Small and Medium Enterprises</td>
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<td>NEDD</td>
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<td>NIA</td>
<td>Nevis Island Administration</td>
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<td>National Telecommunications Regulatory Commission</td>
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<td>NWT</td>
<td>New World Traveller</td>
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<td>OECS</td>
<td>Organization of the Eastern Caribbean States</td>
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<td>SCAPSA</td>
<td>St. Christopher Air &amp; Sea Ports Authority</td>
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<tr>
<td>SDG</td>
<td>Sustainable Development Goals</td>
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<td>SEDU</td>
<td>Small Enterprise Development Unit</td>
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<td>SKN</td>
<td>St Kitts and Nevis</td>
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<td>St. Kitts and Nevis Information Service</td>
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<td>Telecommunications Service Providers</td>
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<td>UN</td>
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<td>UNDP</td>
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<td>UNWTO</td>
<td>United Nations World Tourism Organization</td>
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1.0 Executive Summary
Digital transformation of the agricultural sector in S. Kitts and Nevis is not an impossible goal, it is an achievable one. It can be attained by a stepwise approach that is well planned and executed.

The roadmap to this transformation begins with improving digital literacy skills and exposing farmers and fishers to digital tools and technologies to boost productivity, increase efficiency and increase income. When a new digital skill is learned, implemented, and the benefits are realized and most importantly that the beneficiaries are no longer interested in going back to the old way of operating, one can conclude that digital transformation has been achieved.

This study proposes to develop a digital ecosystem at the local level that provides digital solutions, services, and innovations to meet the needs of agricultural communities with the purpose of improving their livelihoods, well-being, and social stability through improved productivity.

Rural tourism or community-based tourism is seen as a vehicle to improving livelihood of farmers and fishers in a post covid environment where innovation and digital transformation would be key factors to reducing poverty, increasing food security, and promoting the sustainable use of natural resources.
2.0 Introduction

St. Kitts and Nevis along with the wider Caribbean region continues to work assiduously with an aim to achieve Sustainable Development Goals 1 and 2 (No Poverty and Zero Hunger). It has been acknowledged that for these goals to be attained, there exists a need for further economic diversification along with a concerted effort to create linkages to market for citizen goods and services. The post-COVID-19 reality laid bare the need to rethink and retool how business is conducted. The farming and fishing sectors, critical to SDG 1 and 2, are poised to benefit from this new development thrust.

Income-generating activities linked to sustainable tourism in rural areas become increasingly important in the region. Agrotourism, ecotourism and identity tourism are economic activities relevant to many households in rural and urban communities in the Federation as well as in other Latin American and Caribbean (LAC) countries.

FAO and UNWTO signed a Memorandum of Understanding in September 2020 to support countries in promoting and boosting rural tourism as a strategy for generating income and non-agricultural jobs. Subsequently, the "1000 Digital Villages Initiative" Programme was launched to link 1000 rural locations to the Important World Agricultural Heritage Systems (GIAHS) platform as a digital strategy for global site promotion with ecotourism and agro-tourism potential.

This initiative can be understood as a digital ecosystem at the local level that provides digital solutions, services, and innovations to meet the needs of agricultural communities and their inhabitants, with the purpose of improving their livelihoods, well-being, and social stability through improved productivity. In this sense, rural digitalization is driven by the urgency of reducing urban-rural gaps and other territorial inequalities, seeking to improve household incomes and employment opportunities through the revitalization of the local economy, and thus reduce poverty, increase food security, and promote the sustainable use of natural resources.

As the case for rural or community-based tourism is advanced, digital transformation is now seen as one vehicle to drive its development.
The purpose, therefore of this work was to, through interviews, observations and research, complete a rapid assessment to identify the priorities in each of three experiences, focusing on two of the capacities that need to be strengthened and/or developed to extend the use of digital tools in the tourism business and in the communities involved which would include a generated table of the required inputs to promote and highlight each of the experiences, in order for the mobilization of technical skills, networks and resources to scale up the initiative.

3.0 Methodology

The two-fold nature of this assignment presents another opportunity for FAO and national partners to positively impact the lives of rural farmers and fishermen. The idea of using the vehicle of rural or community-based tourism to support livelihood improvement of persons involved in farming and fishing is one that has strong support and scope for strengthening and upscaling.

The study seeks to examine the use of digitalization in the community-based tourism sector, and consequently present priority areas for action.

The information gathered and presented can assist to direct the support needed by these selected tourism experiences by the development of a strategy for the digitalization of rural or community-based tourism, and the agri-food systems that form an integral part of their operation.

To meet these objectives, the consultancy has considered the approaches, tools, and methodologies below.

- **Desk Research** where background information gathered from secondary sources identified, reviewed, and systematized to allow for the preparation and submission of deliverables.
- **Interview process** where interviews, structured and semi-structured are carried out with the aim of complementing and validating the results obtained in the desk research.
- **Fieldwork**, as familiarization visits to each of the tourism experiences under analysis and to gain an appreciation of the activities being conducted and observe the level of digitalization used in each process.
4.0 Definition of Community-based Tourism

Community-based Tourism or Community Tourism, terms used interchangeably, describe a type of tourism activity heavily practised in the Caribbean, where residents of communities earn a livelihood by engaging in the sale of tourism services. Active community participation is key to community-based tourism. The Caribbean Tourism Organization (CTO) adopted a working definition for sustainable community-based tourism and defined it 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 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.”

Given the small size of St. Kitts and Nevis, a total land mass of 269 square kilometres, it precludes using terms like rural and urban to define human settlements and activities. To capture the type of tourism activity undertaken in what may be loosely regarded as rural settings, this paper refers to community-based tourism or community tourism.

5.0 Digital Agricultural Framework

Digitalization of the agriculture and food sector, inclusive of its integration with other productive sectors such as services (including tourism) and manufacturing, requires a systematic development approach. Government is best placed to establish the enabling environment. This includes treatment of the basic conditions such as infrastructure and digital literacy; a governance framework that dictates the regulatory and policy environment for data sharing, data protection, cybersecurity, and e-commerce; improvement of the business environment that encourages a

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1 https://caricom.org/documents/10910-cbnsustainabletourismpolicyframework.pdf
competitive digital ecosystem; and transformation enablers such as digital skills, increased R&D and investment attraction.

The road to digitalization of agri-food then needs to leverage enhanced software (e.g. Artificial Intelligence, machine learning and blockchain), a robust data infrastructure, and the deployment of appropriate field technologies for example, machinery, robotics, and irrigation to improve agricultural productivity.

This layer of technologies allows the delivery of digital services to all levels of agricultural value chains, including extension services, farm planning, market linkage, supply chain management, digital finance (incl. online & mobile payments) and macro intelligence.

With these three layers – enabling environment, digital technologies, and digital services – operating in sync, we can achieve the desired outcomes that will positively impact the target groups identified at the top of the framework – both from a micro and macro perspective. The figure below is a diagrammatic representation of digital transformation in the agricultural sector. (Source FAO)

The emphasis of this report will be on the suite of digital services that can be developed to support the FAO 1000 Global Villages initiative. Notwithstanding this, it must be acknowledged that there are a core set of enabling factors, currently lacking and would need to be introduced to augment those services required for the delivery of desired successful outcomes.
6.0 National Context

6.1 Connectivity and Use of Digital Tools
The Federation of St. Kitts and Nevis is poised for digital transformation. 2022 will focus on the establishment of the appropriate government structure to drive the people, process, and technology initiatives in support of digital transformation, establishing a digital culture, defining digital service standards, and defining and initiating the digitization process, as expressed by the Minister of Information and Communication Technology in the Federal government. This is a digital transformation strategy that was embarked upon in 2019 and forms part of accelerated part towards an innovative digital economy and is being rolled out across the entire country.

The National ICT Strategy focuses on building the information infrastructure, enabling the policy and legal environment, developing ICT human resources, and building capacity (information
society), modernizing government, delivering citizen services electronically and leveraging ICT for economic and social development through public-private partnerships.

Access to internet, computers, and proper working technology to facilitate communication, the development of skills and marketing is important to all communities in St. Kitts and Nevis so that the government of St. Kitts and Nevis (GOSKN) has invested significant resources into outfitting primary and secondary schools with computers and Internet connectivity and the National ICT Plan developed Community Access Points (CAPs) to further assist in achieving these goals. Community Access Points (CAPs) are community or public buildings where computers, colour printers and scanners are installed for persons in the community to use either free of charge or for relatively low costs. The CAPs are intended to help rural and disadvantaged communities finance and implement projects aimed at improving their daily lives using ICT. Furthermore, these CAPs seek to build capacity of communities by enhancing existing skills and facilitating the acquisition of new skills.

_The Electronic Communications Act Number 3 of 2021_ was enacted in the National Assembly and _speaks_ of measures to ensure efficient access to and use of an electronic communications network and an electronic communications service throughout Saint Christopher and Nevis with special focus on rural, under-served and maritime areas, with a goal to help promote social, educational, and economic development. It went on to state that the Act intends to ensure the reasonable availability and affordability of a basic and advanced electronic communications service over both wired and wireless networks at the community, household, and individual levels, particularly if the commercial electronic communications market may be unable to deliver such services in a financially viable manner independently. The Act makes special mention of the physically challenged, elderly, and indigent communities being afforded access to internet services. The Act also provides support for the introduction and expansion of an electronic communications service to institutions and the promotion of technological innovation in electronic communications.
6.2 Digital Connectivity

Currently, St. Kitts and Nevis has a population of 53,400 with a 40 percent urbanization rate. There are 76.8k mobile connections in the Federation of which 43.1k or 80 percent are internet users and of this, 40k or 75 percent are active social media users. 98 percent of persons who absorb social media content do so via mobile devices. Of the 76.8k mobile connections in St. Kitts and Nevis, 86.2 percent are prepaid connections, 17.4 percent are post-paid, and 54.4 percent are broadband connections, meaning 3G-5G. (Source: DataReportal Digital, 2021).

Market liberalization and infrastructure upgrade have contributed to increased internet usage and SKN has been recorded as having the lowest basic broad band and mobile prices in the ECCU\(^2\). In 2020, data-only mobile broad band basket was 2.37, while mobile cellular low basket detail was 1.57, both as percentages of GNI p.c. Comparatively, the worldwide median prices for these two baskets were 1.7 and 1.6 respectively\(^3\). The data suggests that the cost of mobile cellular internet services, one of the important factors needed to propel digital transformation is competitive, it being around the worldwide average. Though only one of the factors, with increased levels of digitization and digitalization, afforded by improvement in digital skills of the population, the Federation is poised for a transformation of its economy.

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6.3 Level of development of digital skills

According to Ram (2021), the Eastern Caribbean Currency Union (ECCU) is generally lacking in digitalization, and this is reflected both in urban and rural enterprises and despite ranking high on human development indices, the region, including St. Kitts and Nevis suffers from relatively high levels of unemployment, and low levels of digital literacy. He went on to state that the result has been an inability by public and private sector players to engage in business continuity plans in an online environment.

Harnessing the benefits of advanced ICTs requires appropriate infrastructures, services, and skills. It is expected that networks will be built with the capacity to support diverse quality-of-service demands from applications and users while delivering robust and ubiquitous connectivity. Requirements will include wireless IoT platforms, reliance on network virtualization and improved fibre connectivity. Above all, it necessitates the development of advanced ICT skills among users. ICTs, and associated digital skills are needed for digital transformation of an economy. According to ITUs Digital Insights 2020, the global pandemic highlighted more harshly the gap in digital skills required to operate effectively in the on-line, especially in developing countries such as St. Kitts and Nevis.

The ITU Development Index (IDI) is a unique benchmark of the level of ICT development in countries across the world. It combines eleven indicators on ICT access, use and skills with an aim to capture key aspects of ICT development which allows for comparisons to be made between countries and over time.

The average value for all economies in the Index was 5.11 points. St. Kitts and Nevis ranked 37, with an index of 7.24 points. The only other LAC country that ranked higher than SKN was Barbados with an index of 7.31 points. Countries at the top of the IDI distribution also have high levels of economic prosperity, literacy and other skills that enable citizens to take full advantage of access to communications.

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6.4 Tourism and Community-based Tourism

Saint Kitts and Nevis has a gross domestic product (GDP) per capita of US$19,000, one of the highest in Latin America and the Caribbean. Tourism is the main source of revenue, accounting for 60 percent of the Federation’s GDP.

A recent market study, conducted by Euro Monitor consulting, commissioned by Compete Caribbean reveals that a New World Traveller (NWT) is emerging that is interested in community-based tourism activities. This traveller considers locally produced food and beverages grown sustainably and, in some cases, organically to be of great significance to local cultural experiences. The study went on to show that there is an untapped market in the region, including in St. Kitts and Nevis for tourists looking for these experiences. Statistics from this study went on to show that visitors are willing to pay 15-100 US Dollars for traditional cuisine while the average price for such local fare is currently between 10-15 US Dollars.

There are certain priority activities that provide the highest benefit to the region. These include food and beverage tours, farm to table and traditional cuisine. The findings of this study provide strong justification for community-based tourism in the region and in the Federation, as this New World Traveller is environmentally conscious and interested in Communities and their development.

6.5 ICT Strategy Plan and Tourism

The importance of ICT in national development has been on the agenda from as early as 2006 when the first National Information and Communication Technology Strategic Plan was developed. It outlined a series of strategies to support public-private sector partnerships and promote the development of the tourism sector. These strategies included:

(a) Support for the participation of enterprises of the tourism sector and tourism authorities in portals that can provide a variety of information and inquiry services as well as on-line reservations and auctions, along with training for entrepreneurs in digital content development.

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(b) Support the formation of service centres, especially as cooperatives, joint ventures or as part of trade associations, that can provide ICT based services (such as e.g. accounting, clients data bases, customer relationship management (CRM), billing, Internet market places, e-shops, etcetera, for the Small and Medium Enterprises (SMEs) along with the requisite training.

(c) Programmes for the promotion and support of Small and Medium Enterprises incentives and services for training in ICT applications, ICT investments, and groups for experience exchange.

(d) Establishment of a scheme for encouraging firms to invest in ICT and train their staff.

(e) Establishment of a consumer information and protection service related to e-business transactions by companies operating in St Kitts and Nevis to be jointly operated by public sector, private sector and civil society organisations.

This 15-year-old strategy is still relevant today since, according to the director of the Department of Technology in the government of SKN, ‘many of the key foundational initiatives still need to be addressed.’ Foundational here, referring to government and upgrading its e-services offerings. It was acknowledged that many of government processes for example, application form submission and approval, could be digitalized for improved efficiencies. Despite this being the case, SKN was still ranked second in the region when it came to an assessment of countries e-government performance. The only country that ranked higher was Barbados.⁷

6.6 Use of Digital Technologies in Rural (Community) Tourism activities:
The St Kitts Tourism Strategy 2014-2019 laid out some plans and suggestions regarding digitalization and community tourism. The strategy included recommendations and guidelines such as the use of E-marketing strategies with an increase in digital and technological skills.

In 2021, the Ministry of Tourism was the lead national agency that facilitated the execution of a UNDP sponsored project, “Future Tourism Project: Rethinking Tourism and MSME in times of COVID”. It was a skill building programme for MSME’s involved in the tourism sector and comprised a learning segment with three modules: Digital Technologies, Financial Planning and Marketing and ran from June 2021 to September 2021. Collaborating agencies included the

University of the West Indies Open Campus and the Frankfurt School of Management. Women heading MSME’s were specially targeted, and the aim was to support, re-tool, provide grant funding and financial assistance. Over 100 Persons signed up for the program, but only 46 made it to the second round due to several factors such as lack of Internet, lack of computers and lack of know-how and understanding of technology. It was documented that some registrants did not have email addresses and lacked the material resources to compete using e-commerce. In the short to medium term, the ministry will facilitate programs to bridge the digital divide and intends to investigate the availability of the financial and technical resources to do so.

At the end of the training, twenty-one MSMEs in St. Kitts and five in Nevis had successfully completed the course. Integral to the training was a one-on-one mentorship programme and the development of a Business Improvement Plan (BIP). These participants then became the recipients of grant funding ranging from USD 4,000 to 6,500. The funds were granted to improve and retool their business services and to provide digitalization of operation using multiple digital payment options. The grants were disbursed mid-January 2022 with each recipient having to sign a Memorandum of Understanding between themselves and the Ministry of Tourism. Recipients are required to do regular reporting to both the Ministry of Tourism and to UNDP. This phase of the project is in its infancy and at the time of preparation of this report, there was not a lot of available information as to its progress.

6.7 Stakeholder Map and Regulatory Framework
6.7.1 Institutional Framework
The Ministry of Tourism and the St. Kitts Tourism Authority are the two main bodies responsible for the development and promotion of tourism in St. Kitts. The Ministry is the policy arm, and The Authority is involved in marketing of the island as a tourist destination. Similarly on Nevis, there exists a Ministry of Tourism in the Nevis Island Administration (NIA) and the Nevis Tourism Authority. Both bodies have similar roles to those in St. Kitts except that they promote the island of Nevis as a place to visit. There are occasions when joint promotions are undertaken but for the most part, marketing and promotion are done separately. The importance of forging closer
relationships between the two islands to help in strengthening the marketing and promotion efforts of the country is well understood as this could lead to greater efficiencies in the development and implementation of sustainable tourism.

The Ministry of Information and Communication Technology is responsible for the development of a broadband strategy with the aim to drive the use of ICTs in the education curriculum as well as increasing its use through the development of e-government services, including e-licensing, e-payments, digital crime management and traffic management systems. The National ICT Centre and the Innovation Hub, a department under the Ministry has provided training for young persons with a special emphasis on females, in areas such as web application development, mobile development and user interface design with an aim to build digital literacy and encourage careers in the field of ICT.

In 2000 the Eastern Caribbean Telecommunications Authority (ECTEL) was established and is a joint regulatory authority for five (5) members of the OECS Union of which St. Kitts and Nevis is a member. This body comprises the Council of Ministers, the Ministers responsible for telecommunications in each territory, a regional directorate, and the National Telecommunications Regulatory Commission (NTRC) established in each member state. In St. Kitts and Nevis, the NTRC is responsible for monitoring the compliance of telecommunication licensees, managing the Universal Service Fund, monitoring anti-competitive practices, providing support to the sector minister, approving interconnection agreements, and liaising with ECTEL on relevant telecommunications issues.

For the purposes of this study, it is important to understand the Universal Service Fund (USF) and the role it plays in promoting universal service. Universal service is the principal that all persons in the ECTEL Member States should have access to electronic communications services and under the Telecommunications Acts in the ECTEL Member States, it is defined as the provision of public voice telephony; internet access; telecommunications services to schools, hospitals, and similar institutions and the disabled and physically challenged; or other service by which people access efficient, affordable, and modern telecommunications. The USF is paid for by the contribution from providers of telecommunication services and is assessed by their annual revenues. Universal
service programs have helped to make broadband service available in several public institutions such as government operated schools, as well as in public areas\(^8\). Farmers and fishing communities have equal access to the benefits of this fund which ensures their ability to obtain internet services even when they are in areas that might be considered remote or not lucrative enough for TELCOS to penetrate with the necessary infrastructure to provide internet service.

6.7.2 Internet Service Providers
The main providers of internet service in the Federation are FLOW (Cable and Wireless C&W), The Cable, Wireless Ventures (Digicel) and Caribbean Cable Communications. FLOW is a full-service communication provider delivering market leading video, broadband, telephony and mobile services and according to their website, they provide small and medium business solutions that are simple, flexible and affordable. The Cable was established in 1984 and is partly owned by the government. It provides broadband, cable television and telephone services to consumers on St. Kitts while the Caribbean Cable Communications, established in 2006, provides telephone, broadband internet and cable television services to consumers on Nevis.

\(^8\) [https://www.ntrc.kn/universal-service-fund/](https://www.ntrc.kn/universal-service-fund/)
### Characterization

#### RURAL TOURISM EXPERIENCE 1: Farm Tours in St. Mary’s Parish

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<td><strong>NAME OF THE EXPERIENCE</strong></td>
<td>Farm tours in St. Mary’s Parish</td>
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<tr>
<td><strong>LOCATION</strong></td>
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<tr>
<td>– Region/Department/State (*)</td>
<td>St Mary’s Parish</td>
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<td>– Municipality(s) (*)</td>
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</tr>
<tr>
<td>– Towns involved (name) (*)</td>
<td>Cayon Village and Green Hill Farming District</td>
</tr>
<tr>
<td>– Location coordinates of towns: (location with UTM coordinates or location in decimal degrees from Google Maps) (*)</td>
<td>17°21′N 062°44′W</td>
</tr>
<tr>
<td><strong>BASIC BACKGROUND OF THE PROJECT OR PROGRAM THAT SUPPORTS THE EXPERIENCE</strong></td>
<td>The experience had initial support from a thrust by the Ministry of Tourism to promote community tourism. As part of a collaborative effort with the UNESCO St. Mary’s Parish Man and the Biosphere committee, they organized a series of farm tours involving fruit picking, a farm to fork dining experience, and several educational tours and teaching sessions in 2019.</td>
</tr>
<tr>
<td>– Start date</td>
<td>Farm tours in the area began in 2019</td>
</tr>
<tr>
<td>– Expected completion date</td>
<td></td>
</tr>
<tr>
<td>– Total Budget</td>
<td></td>
</tr>
<tr>
<td>– Funding entity(s) (*)</td>
<td></td>
</tr>
<tr>
<td>– Responsible entity(s) (*)</td>
<td>Experiences were organized as cluster events and spearheaded by the MAB committee, the Ministry of Tourism and the farmers themselves.</td>
</tr>
</tbody>
</table>
| – Participating entities (*) | The MAB committee  
Ministry of Tourism  
Farmers and farmer organizations  
Tour operators  
St. Christopher National Trust |
| **BRIEF DESCRIPTION OF THE EXPERIENCE** | |
| – Total number of direct participants (estimated) | |
| – Type of participants according to activity (family farmers, fishermen, rural inhabitants, others) (*) | Farm families,  
NGO groups  
Community Members  
Members of the St. Kitts National Trust  
Members of the Ministry of Tourism  
The Department of Agriculture representatives |
| Grant funding programmes
Department of Marine Resources
Tour operators and Event planners
Tour Operators
Taxis operators and taxi associations and cooperative
Farmers cooperatives
Tourists |
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Number of women (estimated)</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Number of young people (estimated)</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Sales volume of the last pre-pandemic exercise (estimated in USD)</strong></td>
<td></td>
</tr>
</tbody>
</table>
| **Description of the tourism business:**
type of products and/or services sold; who they sell to; how they are linked to the market; is it formalized in accordance with the tax regulations and the regulations that govern the country’s tourism activity; what is the relationship with the agricultural activity; link with networks or organizations; other aspects of interest (maximum 200 words)** | The farm tours in the St. Mary’s Parish could be one of several events:
1. A fruit picking experience for USD30 participants are allowed to pick as much fruit as their bags could carry.
2. Farm to Fork Dining experience that allows guest to have a meal on the farm using ingredients that were grown on the farm or neighbouring farms. The dining experience is complete with a short hike and a farm tour.
3. Educational tours involving apiculture.
4. Beach tours to visit one of the main turtle nesting grounds on the island.
5. Heritage hikes through farming area.
These tours have linkages with the Ministry of Tourism, The Ministry of Agriculture, the St. Christopher National Trust, St. Kitts Sea Turtle Monitoring Network, primary and high schools. There is direct link to agricultural activity as most of these tours are on actual farms or in farming areas. |
| **Description of the digitization elements that have been integrated and in which dimension (business management, marketing, sales, other); available equipment (computers, cell phones) (150 words)** | The main element of digitization is social media marketing using Facebook and Instagram. Farmers in the area have access to smart phones and computers though some report lacking devices that hold enough storage for videos, images, and other promotional material. Not much else of the experience is digitized. |
| **TERRITORY/LOCALITY**                           |                  |
| Digital Connectivity in the territory:
Type of networks (2G, 3G, 4G, Other types of solutions) | 4G |
| Digital operator(s) that provide the connectivity service (*) | Digicel
Flow
The Cable |
| Nearby towns and cities (*)                       | Yes |
| Road connectivity and accessibility               | Yes |
| **SCALABILITY**                                  |                  |
| Identify potential partners to scale, and their current relationship with the initiative (*) | Hotels
Taxi operators and taxi associations and cooperatives
Farmer organizations
Agroprocessors
Tour operators |
E-commerce businesses
Tour operators have been involved in conducting tours in the St. Mary’s Parish.

Grant making agencies e.g. GEF Small Grants Programme
Members of the largest farmer’s cooperative operate out of the Greenhill/St. Mary’s parish and can be used as catalyst to bring other farmers in the area on board and encourage members of the farmers organizations to get involved in agro tourism activities in their own communities.

**CONTACTS**

- Name and email of FAO focal point from Country Office
  Marc Williams (MoA) & Vermaran Extavour (FAO)
  Marcwill3@aol.com

- Name and email of the person in charge or direct coordinator of the experience

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### Characterization

**RURAL TOURISM EXPERIENCE 2: Jessups Seafood Fiesta and Cades Bay Fruit Orchard**

<table>
<thead>
<tr>
<th>Information Requested</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Country</strong></td>
<td>St. Kitts and Nevis</td>
</tr>
<tr>
<td><strong>NAME OF THE EXPERIENCE</strong></td>
<td>Jessups Seafood Fiesta and Cades Bay Around the Garden Tour</td>
</tr>
<tr>
<td><strong>LOCATION</strong></td>
<td>Jessups Village and Cades Bay Fruit Orchard</td>
</tr>
<tr>
<td><strong>Region/Department/State (</strong>)**</td>
<td>Saint Thomas Lowland</td>
</tr>
<tr>
<td><strong>Municipality(s) (</strong>)**</td>
<td>Jessups Village and Cades Bay Fruit Orchard</td>
</tr>
<tr>
<td><strong>Towns involved (name) (</strong>)**</td>
<td>Jessups Village and Cades Bay Fruit Orchard</td>
</tr>
</tbody>
</table>
| **Location coordinates of towns: (location with UTM coordinates or location in decimal degrees from Google Maps)" (**)** | 17° 09' 32.5"N 62° 37' 01.7"W (Jessups Village)
  17° 11' 3.5" N  62° 36' 59.8" W (Cades Bay Fruit Orchard) |
| **BASIC BACKGROUND OF THE PROJECT OR PROGRAM THAT SUPPORTS THE EXPERIENCE** | |
| **Start date**                         | May 2014 (Jessups Seafood Fiesta) |
| **Expected completion date**           | May 2021 (Cades Bay Fruit Orchard Tour) |
| **Total Budget**                       | The Seafood fiesta is funded by the Jessups Community Group. The Cades Bay Fruit Orchard is funded and managed by the Nevis Island Administration |
| Responsible entity(s) (*) | The Jessups Community Group  
The Ministry of Agriculture- Nevis |
|---------------------------|--------------------------------------------------------------------------------|
| Participating entities (*) | Community members of St. Thomas Lowland which includes the Jessups, Cotton Ground and Barnes Ghaut communities; The Ministry of Social Development (NIA); The Ministry of Tourism (NIA)  
Fisherfolk  
Farmer organizations, Dept. of Agriculture-Nevis, Nevis Tourism Authority  
Farmers |
| **BRIEF DESCRIPTION OF THE EXPERIENCE** | The Jessups Seafood Fiesta is an annual event that is organized a community group, The Jessups Community Development Group. It is held during the month of May and is in its eighth year. The group did not stage the event in 2020. Sea Food and local food and drink is offered for sale to the public at this event. When it was first envisioned, the idea was to rekindle a sense of togetherness in the community and to engender community pride in its history of being a strong fishing community.  
The Cades Bay Around the Garden Tour sells the experience of being in a tropical fruit garden orchard. The facility was opened in May 2021 to engage locals and tourists in an activity that was outdoors, educational, and provided a taste of Caribbean fruits either eaten as picked and sampled as the tour is conducted or as part of a fruit smoothie at the end of the tour. The drink is made on site and comprises several of the fruits grown on the farm. Alternatively, there is a small tea garden and persons can have a cup of tea it that is their preference. |
| Total number of direct participants (estimated) | Jessups Seafood Fiesta involve members of the Jessups, Cotton Ground and Barnes Ghaut. Participants include fishers and farmers; cooks |
| Type of participants according to activity (family farmers, fishermen, rural inhabitants, others) (*) | Type of participants according to activity (family farmers, fishermen, rural inhabitants, others) (*) |
| Number of women (estimated) | |
| Number of young people (estimated) | |
| Sales volume of the last pre-pandemic exercise (estimated in USD) | |
| Description of the tourism business: type of products and/or services sold; who they sell to; how they are linked to the market; is it formalized in accordance with the tax regulations and the regulations that govern the country's tourism activity; what is the relationship with the agricultural activity; link with networks or organizations; other aspects of interest (maximum 200 words) | The Seafood Fiesta is a community organized and managed by members of the Jessups community. Seafood is prepared and sold along with local vegetables and drinks. The event is linked with both fishing and farming in that the seafood is obtained from fishers from the community while the vegetables used are donated by or purchased from members of the community, neighbouring communities or from the local market |
The Round the Garden Tour is hosted on a 5-acre government owned and operated farm. Since the farm is in an agricultural settlement, farmers can also become part of the experience as their farms can be featured for persons looking for a longer tour than the advertised 40 minutes. As part of the experience, some specialty drinks are prepared such as smoothies and fruit bowls using local fruit based on available seasonal fruits and presented to the guests at the end of the tour.

The Seafood Fiesta show basic digitization in the form of electronic flyers made and shared by members of the group. Some social media is used to promote the event.

The Around the Garden Tour uses digitization in marketing using the social media platforms maintained by the Ministry of Agriculture and the Nevis Tourism Authority. There is an email address that a person can write to for booking for any other inquiries.

<table>
<thead>
<tr>
<th>Description of the digitization elements that have been integrated and in which dimension (business management, marketing, sales, other); available equipment (computers, cell phones) (150 words)</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Seafood Fiesta show basic digitization in the form of electronic flyers made and shared by members of the group. Some social media is used to promote the event. The Around the Garden Tour uses digitization in marketing using the social media platforms maintained by the Ministry of Agriculture and the Nevis Tourism Authority. There is an email address that a person can write to for booking for any other inquiries.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>TERRITORY /LOCALITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital Connectivity in the territory: Type of networks (2G, 3G, 4G, Other types of solutions)</td>
</tr>
<tr>
<td>4G</td>
</tr>
<tr>
<td>Digital operator(s) that provide the connectivity service (*)</td>
</tr>
<tr>
<td>FLOW DIGICEL</td>
</tr>
<tr>
<td>Nearby towns and cities (*)</td>
</tr>
<tr>
<td>Yes</td>
</tr>
<tr>
<td>Road connectivity and accessibility</td>
</tr>
<tr>
<td>Yes</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SCALABILITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Both experiences have the potential to be scaled up. The Seafood fiesta can be expanded to include more communities and so involving more fishers and farmers in the supply of seafood and vegetables for the food festivals. The Ministry of Social Development provides strong support for the fiesta and given its active reach into almost of the communities in Nevis, fishing and even non-fishing villages can develop similar experiences and they can be featured different months of the year. One fiesta per month hosted by a different community creates a continuous programme of traditional food experiences for visitors. The Walk around the garden tour can be expanded to neighbouring farms with great ease given that the fruit orchard is one plot in an active agricultural settlement.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Identify potential partners to scale, and their current relationship with the initiative (*)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Partners to scale would include: Department of Community Development Ministry of Agriculture The Ministry of Tourism The Nevis Tourism Authority</td>
</tr>
</tbody>
</table>
Community groups
Fisherfolk cooperatives and associations across Nevis
Farmers cooperatives
Hotels and guest houses
Taxi drivers and tour operators
Vendors and marketers of agricultural produce
Nevis Marketing Unit
Local Media

CONTACTS
Name and email of FAO focal point from Country Office
Fisher chat in Nevis is established and it is used to disseminate information to share information among the fishing community including information shared is wide range including events, policy matters, social issues, etc.

Name and email of the person in charge or direct coordinator of the experience
Jessups Seafood Fiesta – Ms. Tammy Farrell, President; email sttfest869@gmail.com
Cades Bay Fruit Orchard - Mr. Huey Sargeant – Permanent Secretary in the Ministry of Agriculture; email: huey.sargeant@niagov.com

Characterization
RURAL TOURISM EXPERIENCE 3: Basseterre Fisheries Complex Cluster

<table>
<thead>
<tr>
<th>Information Requested</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Country</td>
<td>St. Kitts and Nevis</td>
</tr>
<tr>
<td>NAME OF THE EXPERIENCE</td>
<td>Basseterre Fisheries Complex Cluster</td>
</tr>
<tr>
<td>LOCATION</td>
<td>Newtown Community</td>
</tr>
<tr>
<td>Region/Department/State (*)</td>
<td></td>
</tr>
<tr>
<td>Municipality(s) (*)</td>
<td></td>
</tr>
<tr>
<td>Towns involved (name) (*)</td>
<td>Basseterre</td>
</tr>
<tr>
<td>Location coordinates of towns: (location with UTM coordinates or location in decimal degrees from Google Maps) (*)</td>
<td>17°17'38.5&quot;N 62°42'42.2&quot;W</td>
</tr>
<tr>
<td>BASIC BACKGROUND OF THE PROJECT OR PROGRAM THAT SUPPORTS THE EXPERIENCE</td>
<td>The Basseterre Fisheries Complex completed construction in 2003 through a 9 million USD grant aid package from the Government of Japan. Further to this, in 2016 another project was initiated that provided for the improvement of fishery equipment</td>
</tr>
</tbody>
</table>
and machinery. The result was a modern facility that had as its main aim to support in the marketing of fish and fisheries products. Over time as The Complex developed, a series of small businesses came into existing in and in close proximity to the compound. These businesses were closely linked to the preparation and sale of seafood as well fishermen who were involved in snorkeling, fishing and diving tours with persons interested in these marine adventures.

Start date 2003
Expected completion date
Total Budget
Funding entity(s) (*) The Ministry of Agriculture and Marine Resources
Responsible entity(s) (*) The Ministry of Agriculture and Marine Resources
Participating entities (*) Ministry of Agriculture and Marine Resources
Fisherfolk
Small business entrepreneurs
Fishermen Cooperatives
Sea moss producers and agroprocessors
Fish processors
Food vendors

BRIEF DESCRIPTION OF THE EXPERIENCE
This business sells seafood either raw from the fishers and from the complex itself. Local seafood dishes are prepared for sale by the restaurants within proximity of the complex. Street vendors sell grilled seafood to customers. This is a good example clustering of activities for increased benefits.

Total number of direct participants (estimated)
Type of participants according to activity (family farmers, fishermen, rural inhabitants, others) (*) Fishers
Processors
Food vendors
Small business owners
Restaurants
Supermarkets

Number of women (estimated)
Number of young people (estimated)
Sales volume of the last pre-pandemic exercise (estimated in USD)
Description of the tourism business: type of products and/or services sold; who they sell to; how they are linked to the market; is it formalized in accordance with the tax regulations and the regulations that govern the country’s tourism activity; what is the relationship with the agricultural activity; link with networks or organizations; other aspects of interest (maximum 200 words) The clients of fresh seafood are individuals, supermarkets, restaurants, and other vendors who sell local seafood dishes, for example grilled fish, and lobster. Persons would call the complex and enquire as to what is available and would make their way to purchase. The entrepreneurs who sell grilled seafood engages in this activity on the weekends, from mid-afternoon into the night. The atmosphere usually has a festive feel about it. There is music and the sale of drinks that add to the atmosphere. This experience has a direct link between fishers. In one case, the vendor of grilled prepared seafood is also a fisherman. This activity provides another avenue for increased
Description of the digitization elements that have been integrated and in which dimension (business management, marketing, sales, other); available equipment (computers, cell phones) (150 words)

The Complex itself is has internet service. It is being currently used for the security system and for office and staff related activities. The manager reported to using WhatsApp to advertise what is available for sale at the complex. The Fisherman’s Grill, one of the restaurants that operate from the back of The Complex had maintained a fairly activity Facebook page until mid-2020 when there were no longer any posts. Another business that operates around the complex, given its historical link to the area is Speedy 4 Charters. It is a single proprietorship as with the Fisherman’s Grill and the owner has been in business for over 35 years. The business has an active website, it utilizes Facebook and WhatsApp for messaging.

<table>
<thead>
<tr>
<th>TERRITORY /LOCALITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital Connectivity in the territory: Type of networks (2G, 3G, 4G, Other types of solutions)</td>
</tr>
<tr>
<td>Digital operator(s) that provide the connectivity service (*)</td>
</tr>
<tr>
<td>Nearby towns and cities (*)</td>
</tr>
<tr>
<td>Road connectivity and accessibility</td>
</tr>
<tr>
<td>SCALABILITY</td>
</tr>
<tr>
<td>Identify potential partners to scale, and their current relationship with the initiative (*)</td>
</tr>
</tbody>
</table>

CONTACTS

<table>
<thead>
<tr>
<th>Name and email of FAO focal point from Country Office</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marc Williams (MoA) &amp; Vermaran Extavour (FAO) <a href="mailto:Marcwill3@aol.com">Marcwill3@aol.com</a></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Name and email of the person in charge or direct coordinator of the experience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Department of Marine Resources, Marc Williams, Director <a href="mailto:Bassterrefisheriescomplex@gmail.com">Bassterrefisheriescomplex@gmail.com</a> Asim Jenkins, Complex Manager</td>
</tr>
</tbody>
</table>
# Characterization

## RURAL TOURISM EXPERIENCE 4: Basseterre Public Market and The Agri Night Market

<table>
<thead>
<tr>
<th>Information Requested</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Country</strong></td>
<td>St. Kitts and Nevis</td>
</tr>
<tr>
<td><strong>NAME OF THE EXPERIENCE</strong></td>
<td>Basseterre Public Market and The Agri Night Market Experience</td>
</tr>
<tr>
<td><strong>LOCATION</strong></td>
<td>Market</td>
</tr>
<tr>
<td><strong>Region/Department/State (*)</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Municipality(s) (*)</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Towns involved (name) (*)</strong></td>
<td>Basseterre</td>
</tr>
<tr>
<td><strong>Location coordinates of towns: (location with UTM coordinates or location in decimal degrees from Google Maps)</strong> (*)</td>
<td>17°18′N 62°44′W</td>
</tr>
</tbody>
</table>

**BASIC BACKGROUND OF THE PROJECT OR PROGRAM THAT SUPPORTS THE EXPERIENCE**

The Basseterre Public Market is a historical landmark in the town of Basseterre and has been serving the marketing needs of farmers, fishers, agroprocessors and butchers since it’s construction in 1930. The market has been through several upgrades with the most recent one being in 2021 when parts of the roof was repaired. The infrastructure continues to undergo renovations and upgrades and the is a project that aims to enhance the surroundings to include wall art by local artists depicting scenes of farming, fishing, local fruits, vegetables, and fruits.

**Start date**

The Agri Night Market Experience began in 2020

**Expected completion date**

**Total Budget**

**Funding entity(s) (*)**

The Ministry of Agriculture and Marine Resources

**Responsible entity(s) (*)**

The Ministry of Agriculture and Marine Resources

**Participating entities (*)**

Vendors
Food crop farmers
Fishers and Fisherfolk Cooperatives
Livestock producers
Butchers
Farmers’ cooperatives
Consumers
Agroprocessors
Heads
Restaurants, hotels,

**BRIEF DESCRIPTION OF THE EXPERIENCE**

Vendors, farmers, fishers, agroprocessors and other purveyors of agricultural goods and services gather at the Basseterre Public Market, mostly on Fridays and Saturdays to sell their produce.

Total number of direct participants (estimated)
<table>
<thead>
<tr>
<th>Type of participants according to activity (family farmers, fishermen, rural inhabitants, others) (*)</th>
<th>Vendors, Farmers Fisherfolk Butchers, Livestock producers Agroprocessors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of women (estimated)</td>
<td></td>
</tr>
<tr>
<td>Number of young people (estimated)</td>
<td></td>
</tr>
<tr>
<td>Sales volume of the last pre-pandemic exercise (estimated in USD)</td>
<td>Farmer/ agroprocessors/ fishers/ cooked food vendors gather to sell their products to local consumers, hotels, restaurants, tourists (on occasions). Offered for sale at the market is fresh mostly local fruits and vegetables and agro processed goods, confectionery and meals prepared in the traditional way. The Agri Night Market is a recently introduced calendar event that enhances the services offered by the public market by extending the opening hours. Once per quarter, the market stays open later to facilitate the purchase of local produce by consumers. The aim of the night market is to allow opportunities for farmers and fishers to garner more sales. It is well promoted, and the last Agri Christmas Night Market experience was held under the patronage of the Governor General of the Federation.</td>
</tr>
<tr>
<td>Description of the tourism business: type of products and/or services sold; who they sell to; how they are linked to the market; is it formalized in accordance with the tax regulations and the regulations that govern the country's tourism activity; what is the relationship with the agricultural activity; link with networks or organizations; other aspects of interest (maximum 200 words)</td>
<td>There has been some level of digitization undertaken by the Media Unit in the Ministry of Agriculture. They use social media platforms, the main one being Facebook and Instagram to encourage persons to register to participate in the Agri Night Market events; Facebook is also used to provide up to day videos and images as the event occurs. The local media is involved in promotion and electronic flyers are shared using one of the social media platforms. Smart phones are used to send text blasts via WhatsApp.</td>
</tr>
<tr>
<td>Description of the digitization elements that have been integrated and in which dimension (business management, marketing, sales, other); available equipment (computers, cell phones) (150 words)</td>
<td></td>
</tr>
<tr>
<td>TERRITORY/LOCALITY</td>
<td></td>
</tr>
<tr>
<td>Digital Connectivity in the territory: Type of networks (2G, 3G, 4G, Other types of solutions)</td>
<td>4G</td>
</tr>
<tr>
<td>Digital operator(s) that provide the connectivity service (*)</td>
<td>FLOW Digicel The Cable City Wifi</td>
</tr>
<tr>
<td>Nearby towns and cities (*)</td>
<td>Basseterre</td>
</tr>
<tr>
<td>Road connectivity and accessibility</td>
<td>Yes</td>
</tr>
<tr>
<td><strong>SCALABILITY</strong></td>
<td>Yes</td>
</tr>
<tr>
<td>----------------</td>
<td>-----</td>
</tr>
<tr>
<td><strong>Identify potential partners to scale, and their current relationship with the initiative (*)</strong></td>
<td>Ministry of Tourism, Ministry of Agriculture Small Enterprise Development Unit Development Bank, Credit Unions Farmer’s cooperatives, hotels, taxi and tour operators Grant making agencies e.g. GEF Small Grants Programme Chefs, restaurants, Event planners Supermarkets farmers</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>CONTACTS</strong></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Name and email of FAO focal point from Country Office</strong></td>
<td>Marc Williams <a href="mailto:Marcwill3@aol.com">Marcwill3@aol.com</a></td>
</tr>
<tr>
<td><strong>Name and email of the person in charge or direct coordinator of the experience</strong></td>
<td>Ministry of Agriculture, St. Kitts Permanent Secretary <a href="mailto:Agriculture@gov.kn">Agriculture@gov.kn</a></td>
</tr>
</tbody>
</table>
8.0 Analysis of Tourism Experiences

8.1 RURAL TOURISM EXPERIENCE 1: Farm Tours in St. Mary’s Parish

8.1.1 Geography and Institutional Arrangements

The St. Mary’s parish is on the Northeast coast of St. Kitts and is a predominantly farming community. Farm sizes range from establishments as large as 25 acres to small holdings under 1 acre. The farms are in varying stages of technological advancement. One would find farms where the farmer remains traditional, obvious from the type of crops he plants, and the cropping methods used, while close by are established farms that use more advanced cropping techniques and manage a commercial production system. Farms in the parish comprise plots of banana, fruit orchards, root crops, sugar cane, vegetables and there is also some bee keeping activities on one farm. Additionally, there are some livestock farmers who keep cattle and small ruminants.

The farms that engage in farm tours are linked to places of cultural significance. There are stone ruins of buildings and other artefacts representing a sugar heritage on some farms and of note, Green Hill itself was once a thriving sugar estate. A large proportion of the lands in the Green Hill area is privately owned with some farmers holding lease agreements with owners. The remaining lands using for farming purposes are owned by the government.

8.1.2 History, Identity, and the Narrative of the Tourism Business:
The St. Mary’s Biosphere Reserve is the first of its kind in the English-speaking Caribbean and was so declared in November 2011 at the 36th Session of the UNESCO General Conference. This biosphere reserve, as is common with others, was established to promote and demonstrate a balanced relationship between humans and the biosphere. Resultantly, the farms benefit from any national, regional, and international promotion of the locality. The Man and the Biosphere
project is managed by a committee comprising members of the community. The main town, Cayon serves a population, according to the 2011 Census Data for St. Kitts and Nevis, of 3425. The farm tours, products and services that are offered in the parish, once done in collaboration or consultation with the MAB committee are allowed to add the MAB logo to their offerings. It provides a mark of distinction and can be used as a huge selling point. The MAB logo on a product or services gives the assurance that the produce was created and is being offered taking into consideration livelihood and environmental sustainability. Visitors on these farm experiences learn, participate, interact and in many cases buy farm produce directly from the farmer.

8.1.3 The Tourism Business and Business Organisation
All the farms in the St. Mary’s Parish, Greenhill estate area form part of a farming belt and this makes them part of a community tourism experience. Whether or not the beneficiaries of this experience wish to design a management structure that coordinates the agro-tourism aspect of their enterprise remains up to the farmer. As it is now, unless there is a tour coordinated by the Ministry of Tourism or the Man and the Biosphere Committee (MAB), farmers and entrepreneurs make their own arrangement with tour companies interested in offering the farm tour experiences.

Farm tours, beach tours and heritage hike, all form part of the ecotourism activities offered in the parish. Amongst the farmers are also persons who have been trained in aspects of community tourism.

There is no umbrella organization that manages the farming and community tourism in the parish. Each farmer is a single entrepreneur but having understood, on some intrinsic level the value of clustering, they have worked together to offer a product that has been of interest to large tour
operators like Kantours and Caribbean Journey Mastrs who sell farm tour experiences to the cruise ship passengers that visit the Federation.

The strong support of the Man and the Biosphere Committee cannot be denied, and the committee has spearheaded many of the farm tours that were being held in the parish. The farmers are not in any way linked with each other except through the MAB committee. Farm tours are organized amongst farmers who are willing to be part of the activities and have something unique to showcase. Tours involve summer fruit picking, bee tours, hikes, and beach tours.

8.1.4 Digital Development of the Business
The farm tours that the MAB committee was integral in organizing made use of social media to advertise and draw visitors to the area. They worked actively with the schools and NGOs in the community and use farm tours for awareness raising activities. The MAB, equipped with a high level of technical knowledge and digital marketing skills enabled them to engage in online marketing campaigns from which farmers are now able to build on.

Most farmers who offer farm tours maintain active social media presence on both Facebook and on Instagram and one farmer’s bee project, Bee the Buzz, is shared on the UNESCO green citizens platform. He uses Instagram to advertise the other areas of his enterprise. One of the things that this farmer acknowledged was that “social media is limiting” and it would be more advantageous to have a website where his community tourism activities could be highlighted and allow scope for booking and even paying online for goods and services.

The other farm holdings in the parish that are actively involved in digitalization in any form has been advertising through Facebook, WhatsApp messenger. The farmers are also interested in content creation and the ability to produce videos that they can then share. It was acknowledged that content had to be creative, catchy with a lot of energy but that to create good content requires at least a properly working smart phone. Farmers involved in using social media to promote their farming enterprise report that to produce regular and engaging material, it involves a fair amount of time that could have been otherwise dedicated to some farm activity. Except for some marketing and promotion, no other aspect of these farm tours was digitalized. Armstrong
Farms, the largest farm in the parish, has a Business Facebook Page but it has not been active for over a year.

8.1.5 Linkages, Training, and Financial Support:
Given the historical and cultural significance of the parish, the Ministry of Tourism initially encouraged the development of community tourism activities. In 2019, they offered a series of training activities for persons interested in learning to be community tour guides. Initially, it was recommended that community tours be conducted within the village itself, along with places like the Spooner’s Cotton Ginnery and Key’s Beach but after consultation with members of the community, the idea was expanded to include farms and the farming community. Persons were training on how to conduct a tour and were encouraged to develop linkages with local tour companies interested in offering agrotourism experiences to guests.

Over the years, members of the farming community in this parish have sought and have been successful in obtaining loans from various financial institutions for farm development. These include the Development Bank and First Federal Cooperative Credit Union. None of the farmers have reported having received any training in digital management nor have sought loans to assist in the digitalization of their farm management processes. They report to being self-taught and have successfully used social media to communicate and market.

The Ministry of Trade is potentially another partner capable of working with the community to the development of their tourism product. community tourism in the parish as it has worked with some of the entrepreneurs who conduct business in the area. In 2019, they undertook a Caribbean Start Up Summit Green Tech programme where groups were afforded training in entrepreneurial education. The programme provided mentorship and personal development support through the services of a marketing expert and consultant.

Other agencies and/or programmes that may be able to provide support and training are The Sustainable Destination Council, The St. Christopher National Trust and the Intangible Cultural Heritage Committee, The Ministry of Culture and Heart of St. Kitts Foundation.
St. Mary’s Parish is well served with internet connectivity from the one of the three service providers either in the form of data packages, or broadband internet service. Financial institutions are willing to provide loans to entrepreneurs for the development of their farm and their community tourism activities if applicants are credit worthy.

8.1.6 Identified priority areas for accelerated digitalization of tourism experience
The priority areas, after consultation and analysis and taking into consideration the scope of the exercise and its concentration of digitalisation of the tourism experience, the immediate priority areas for intervention have been presented as:

1. Digital literacy
2. Digital Marketing including web page creation with provisions for an online booking and payment system.
3. Farm Infrastructure development
GREEN HILL FARMS TOUR

Saturday April 27, 7am

Pick up @ 6am on Island Main Road

Digital flyer advertising tours Source:-https://www.facebook.com/sknbiosphere/photos/
On-farm dining experience. Source: https://www.facebook.com/sknbiosphere/photos/
Farm Tour with farmer making presentation. Source: [https://www.facebook.com/sknbiosphere/photos/]
8.2 RURAL TOURISM EXPERIENCE 2: Cades Bay Fruit Orchard and the Jessups Seafood Fiesta

8.2.1 Geography and Institutional Arrangements

The Cades Bay Fruit Farm is a 4-acre fruit orchard that was originally part of a 198 Demonstration Farm established by the Taiwanese Technical Mission. In 2013, there was a ceremonial handing over of the farm to the NIA government. The premier of Nevis at that time, Honourable Vance Amory spoke of the possibility of the area farm being developed for agri-tourism purposes. It was a long-held vision that finally materialized with the Walk Around the Garden Farm Tour.

Source: https://mapcarta.com/19496680/Map (edited)
Jessups is a village steeped in cultural history and like many others, grew out of former slave settlements that were connected to the Jessup Estate. Archaeological research in the area during 2006 and again in 2008 as part of the St. Kitts-Nevis Digital Archaeology Initiative, provided interesting results, an exceptionally detailed 1755 plot of the Jessups Plantation house as well as a 1748 slave inventory. The area remains of interest to archaeologists. The people of Jessups were fisherfolk and the community is still considered one of the most active fishing villages on Nevis.

Today, gracing the entrance to this community is the famous Four Seasons Resorts, Nevis West Indies which situates the Jessups Seafood Fiesta in the heart of tourist country. This presents a golden opportunity for the community to develop linkages with the resort for the promotion of its event with the hope that guests become patrons of the fiesta. The Four Seasons is world class and offers accommodations ranging from guest rooms to sunset and palm grove villas. It is opulent and attracts the tourist with money to spend.

The fiesta expands the touristic offering in the community, allowing for a new and different experience. Tourists from the hotel can be a part of a real community-based tourism activity. It
permits them to experience the culture in an authentic way. The fiesta not only offers traditional
cuisine for tasting but provides a rich learning experience as some of the food is prepared as it was
done years ago. An example is roasting fish on zinc, an aluminium roofing material, that is heated
over a roaring bonfire. The unique flavour of the fish is created by dipping it in seawater and lime.
The NWT in search of rich cultural experiences would benefit from a visit to the Jessups Seafood
Fiesta.

Any expansion in the fiesta augers well for the fishers. Increased crowds may encourage the
community to host the event several times during the year instead of just annually. Further
digitalization of the event in terms of marketing and the introduction of simple digital technologies
discussed in a later section of this paper will begin the process of digital transformation of the
community.

8.2.2 History, Identity, and the Narrative of the Tourism Business
The Walk Around the Garden Farm Tour was created to link tourism and agriculture in a tangible
way. The event is new, less than one year old and holds great potential to be a stronger player as
a community tourism experience. It is expected that over time, as the product develops, branding
will become an important digital marketing tool.

The Jessups Seafood Fiesta is one of the activities that meets closest the definition of a community-
based tourism activity and was duly recognized as such by the Premier and Minster of Tourism in
the NIA, The Honourable Mark Brantley “as per usual the Ministry of Tourism, in collaboration with
the relevant ministries and departments, will continue to lend its support to the Jessups Seafood
Fiesta and the New River Farmers Association Open Day, two events which have gained
recognition over time as fine exemplars of community-based tourism.”
This commendation was made as part of a speech given to launch Exposition Nevis 2021- a
calendar event for the month of April-May on Nevis. It is organized by the Ministry of Tourism
and features as one of the activities, the Jessups Seafood Fiesta.

The fiesta also falls within the period of Community Development Month on Nevis and so is also
highlighted on that department’s calendar of activities. It is evident, therefore, that the community
group receives strong government support for their annual event.
This annual festival is posed for expansion given the name it is developing for itself. It has become a sought-after event on the calendar of Nevisians. Persons looking to engage in veritable community tourism experiences will find that this activity meets the mark. If the group continues to market the fiesta as an event by the community and for the community, they will come across visitors who are willing to pay a premium price to participate when they understand that the proceeds of the event go back into community development.

A study commissioned in 2019 by Compete Caribbean Partnership Facility (CCPF) and conducted by consulting firm Euromonitor International revealed that visitors to the Caribbean, interested in Community Tourism were willing to pay as much as USD100 for traditional cuisine and given that the average price of a dish at this fiesta is xcd25, the scope for increased revenue is wide.

8.2.3 The Tourism Business and Business Organisation
The Cades Bay Around the Garden Tour sells the experience of being in a tropical fruit garden orchard. The facility was opened in May 2021 to engage locals and tourists in an activity that was in the open air, educational, and provided a taste of Caribbean and other exotic fruits. Workers on the farm are the tour guides and they share a wealth of knowledge gleaned from experiences and their own research. At the end of the experience, each participant is presented with a fruit smoothie as part of the tour package. The drink is made on site and comprises several of the fruits grown on the farm. Alternatively, there is a small tea garden and persons can have a cup of tea if that is their preference. The cost of a tour is USD40. These types of tours are popular with community-based tourists in search of local gastronomic experiences.

The Ministry of Tourism in Nevis as well as the Nevis Tourism Authority and the Ministry of Agriculture are collaborators in this activity. The NTA promotes the tour on its website and accepts bookings for persons wishing to experience the “Around the Garden Tour”.

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The experience is well poised to develop more partnerships because it is in the heart of a farming settlement. The possibility exists to develop linkages with these farms to provide an extended tour or in some cases, a different type of experience where tourists may be able to work alongside farmers in their farm. Additionally, given that the tour is a mainly a fruit orchard, neighbouring farms, would be able to showcase different products, for example, vegetables, under cover agriculture, along with traditional and modern farming practices.

There exists a strong possibility to attract beach tourists to visit the experience given that the farm is located near the island main road enroute to beaches, hotels, and restaurants. Proper signage, with a contact number for booking is important to catch the eyes of these tourists. It is in a high-end tourism trafficked area on the island. The area is home to several condominium developments and is located just across the island main road from the Sea Bridge docking site - a car ferry service that takes passengers and their vehicles between the two islands. This means that the potential exists for tourists on St. Kitts to make the 30-minute trip over to Nevis and participate in the tour as part of their Nevis experience.

The success of this experience will largely depend on the relationship between taxi drivers and local tour operators and those entities that offer the Around the Garden Tour. They should be encouraged and if possible incentivized to add this tourism activity to their itinerary.

The Jessups Seafood Fiesta is an annual event that is organized a community group, The Jessups Community Development Group. It is held during the month of May and is in its eighth year. The group did not stage the event in 2020. Sea Food and local food and drink are offered for sale to the patrons at this event. When it was first envisioned, the idea was to rekindle a sense of togetherness in the community and to engender community pride in its history of being a strong fishing village. The group begins to collect sea food, especially shellfish from as early as the end of January because “closer to May, fish like shellfish gets scarce” was the report of one member of the group.

They prepare the seafood in different forms - fried, grilled, baked, and even roasted. Seafood such as shark, marlin, lionfish (an invasive species the authorities have been encouraging that fishermen catch to reduce their numbers in the ocean), ballahoo, gar, tuna, stewed crab, and shellfish comprise the fiesta menu. The organizers report that seafood pasta, conch and fish fritters are
visitor favourites. The seafood of choice is usually served with fresh local vegetables, including breadfruit and green banana.

8.2.4 Digital Development of the Business
The Around the Garden tour has strong digital marketing presence when compared to the Jessups Seafood Fiesta. It is promoted on the Ministry of Agriculture (Nevis)’s Facebook page and work has begun to develop a website for this experience. It is proposed to have a booking engine along with the option to pay electronically. The fact that online payment would be an option as part of this website offers a great advantage given the preference of community-based tourists to use the internet to book whatever experience they are interested in visiting before departing their country, along with a preference to pay electronically. The tour, being new, exciting, and innovative, is heavily supported and promoted by the Nevis Tourism Authority. They advertise it on their website. There is an email address and a telephone number to call to make bookings. The Authority also uses social media, Facebook, Instagram and Twitter for digital promotions.

The Jessups Seafood Fiesta gets major support from government ministries namely the Ministry of Social Development and the Ministry of Tourism. These government agencies assist in the advertising of the event. They partner to distribute flyers and bulletins on behalf of the group. There is a Facebook page that has been inactive for over a year. It was created for the group by the community development officer assigned to the area. She has indicated her constant encouragement to the group to use it to share information and post community events as well to advertise the fiesta. It appears that the officer is the only person who updates the page.

During a semi-structured interview with a member of the Jessups Community Group and festival planning team, she reported that one member of the group produces electronic flyers when the time of for the Fiesta is approaching. These are distributed to the other members who use their own personal Facebook and WhatsApp messaging service to disseminate.

8.2.5 Linkages, Training, and Financial Support
Given that the Cades Bay Fruit Orchard is government-owned, it is operated and maintained by the Nevis Island Administration and the development of the experience is managed by them. The
Ministry of Agriculture and the Nevis Tourism have the technical skills and with high levels of digital literacy, they have been working progressively in making the experience move from visitor ready to market ready and ultimately export ready. This is poised to take off and holds the additional benefit of bringing the farmers in the area along for the experience.

The members of the Jessups Community group that organize and execute the Jessups Seafood Fiesta use their own personal devices to advertise the festival and the events leading up to it. None of the members contacted spoke of having received any formal training in digital literacy and welcome any sort of capacity development in that area.

8.2.6 Identified priority areas for accelerated digitalization of tourism experience
Discussions with the Ministry of Agriculture, the main agency involved in the development of the Around the Garden Tour, along with an analysis of the information related to this experience, the immediate priority areas for further digitalisation, presented in order of importance have been identified listed below.

It must be noted that this list of priority areas has been created taking into consideration the scope of the assignment, and its reference to the digitalization of the tourism experience and key factors that would contribute to an acceleration of the process. These are listed as:

1. Digital Literacy
2. Digital Marketing including web page creation with provisions for an online booking and payment system
3. Internet access points and digital equipment

Interviews and discussions with the president of the Jessups Community Management Team, other members of the committee responsible for organizing the annual fiesta, as well as with the social development officer assigned for the area, outlined several priority areas for further digitalisation of the experience. They believe that the members of the management teams along with members of the community involved in local businesses also highlighted on the day of the fiesta would benefit from digital literacy training. They see enhanced literacy skills contributing to being better able to market their fiesta and increase its visibility.
Though not explicitly mentioned by the participants as benefits of improved digital literacy, upskilling would allow for the digitisation of processes that are current done manually. These include record keeping, monitoring the process of buying and storing seafood to ensure that quantities purchased are sufficient and are of the species of seafood more favoured by buyers. Improved digital literacy skills may also encourage the group to take advantage of technology that assist in health and safety monitoring such as contact tracing.

Another of the concerns echoed by the group was the need for the development of digital assets such as video, map creation and photography.

Digital technology tools such as drones could be used to capture images and videos of the fiesta and packaged for future promotion of the event. Tourists wanting to be part of the experiences would now be able to participate via extended reality technologies created by the organisers of this tourism experiences. Additionally, simple local seafood recipes produced as digital recordings can be packaged and sold as fiesta memorabilia.

A distillation of the above discussions, along with research into the available digital technologies, and possibilities for upscaling the event, provided the following as priority areas for the further digitalisation of the Jessups Seafood Fiesta experience:

1. Digital Literacy
2. Development of an asset creation and management system
3. Digital marketing and promotion
Around the Garden Tour, Cades Bay Fruit Orchard. Image source: 
https://www.facebook.com/media/set/?vanity=Ministryofagriculturenevis&set=a.2819178184960838
Around the Garden Tour, Cades Bay Fruit Orchard – Smoothies made for participants from garden produce. Image Source: https://www.facebook.com/media/set/?vanity=Ministryofagriculturenevis&set=a.2819178184960838
Jessups Management Team invites you to the Jessups Seafood Fiesta

Fun-filled event!

JESSUPs COMMUNITY CENTRE
Monday
3rd
May, 2021

FROM 11 AM - 7PM
WE WILL HAVE A VARIETY OF SEAFOOD FOR YOU TO ENJOY!
WHOLE FISH - SHELLFISH - CONCHS
ROAST BREADFRUIT & RED HERRING
SHARK & BAKES - SEAFOOD PASTA -
AND MUCH MORE!!!!

ALL COVID-19 PROTOCOLS WILL BE OBSERVED!

Made with PosterMyWall.com

Digital flyer used to advertise Seafood Fiesta - Source: https://www.facebook.com/STTFest17/photos
8.3 RURAL TOURISM EXPERIENCE 3: Basseterre Fisheries Complex Cluster

8.3.1 Geography and Institutional Arrangements

The Basseterre Fisheries Complex completed construction in 2003 through a 9 million USD grant aid package from the Government of Japan. In 2016, another project was initiated that provided for the improvement of fishery equipment and machinery. The result was a modern facility aimed at supporting the marketing of fish and fisheries products.

Administratively, the BFC is the Fish Production Unit of the Department of Marine Resources in the Ministry of Agriculture and Marine Resources, and its main role is to purchase fish from fishers, process them under sanitary conditions and then sell to the public. The facility is seen as a ‘sure’ market for fisheries products. It also provides free crushed ice to fishers who sell their catch to them and for a nominal cost to those who dispose of their catch elsewhere.
The complex, with its preservation capabilities and improved sanitary measures presents a better-quality product to consumers and the hope was that the creation of this facility would spur increased fish landing and so improve the livelihood of fishers.

There are several factors which support the BFC being a tourism experience. The first, and most important being the establishment of restaurants and other small enterprises that buy fish and other seafood from fishers and use them to prepare local dishes that are sold to patrons. Like the Basseterre Public Market, the complex is situated close to Port Zante, which is the port facility for cruise ships and its proximity and ease to get to, even on foot, makes the location attractive.

The venue has been used for staging a very successful fisheries week in the past. The Newtown Fisherman’s Cooperative Society in conjunction with the Department of Marine Resources organized a fish fry that was well patronized. There is a strong local market for prepared seafood dishes. The cooperative reported having purchased over 2270 kg of fish and other seafood from members as well as from other fishers and all was sold during the fish fry event.

Now, with the anticipated expansion of the jetty at the back of the complex, plans are afoot to improve the physical appearance of the area. It is expected that space for several dining establishments will be created and with improved lighting, proper signage and ease of entry and exit, the overall ambiance of the complex will be drastically improved.

8.3.2 History, Identity and Narrative of the Tourism Business

The BFC experience centres around fishers and fishing. The complex is home to one of the oldest fisherman’s cooperatives, The Newtown Fisheries Cooperative Society Ltd that, with assistance from the Ministry of Environment and Cooperatives, was recently revitalised. A new management team was elected, and it is expected that the cooperative will be an integral partner in the development of the BFC cluster tourism experience.

It is anticipated that the Department of Marine Resources would play a key role in spearheading the marketing aspects of the cluster. With training and experience, the members of the businesses
that form the cluster would be expected to participate fully in marketing campaigns and to provide content for any websites created for promotion and marketing purposes.

8.3.3 The Tourism Business and Business Organisation
This business which includes the complex, fisherfolk, a restaurant and several street vendors sells fish and other seafood. The product is offered raw from the fishers and the complex or prepared into local dishes by food vendors that operate in and around the complex. This model is a good example of clustering for increased benefits.

These street vendors sell grilled fish and seafood on Friday and Saturday evenings. The atmosphere usually has a festive feel about it. People gather around to relax, listen to music, and purchase food. Currently there are two street vendors who sell grilled fish, shellfish, lobster, conch chowder and fish soup.

There is a direct link between these local seafood experiences and fishers. In cases where the street food vendor is also a fisher, these activities provide another income stream for fisher families. Strong potential exists for greater linkages between this community-based activity of selling traditional cuisine and the tourist who is interested in local food. Marketing the Complex as a place for this unique seafood experience, as well developing key relationships with tour operators and taxi associations who can then include visits to the BCF in their tour itinerary, can provide some immediate benefits to the cluster.

The experience has provisions for offering a full experience in that the visitor would be able to see the fishing boats pulled ashore with their catch. The next steps in the food preparation process can be observed as fish are cleaned, seasoned, and then prepared into dishes that can be enjoyed.

Another experience offered by fishers who operate from the complex is that of fishing expeditions. Trips can be booked through an operator or directly with the entrepreneur who offers these charters. This is another income generating opportunity for fishers since they do not have to depend solely on catching fish for a livelihood.
8.3.4 Digital Development of the Business
The Complex itself has internet that is mostly used to maintain the facility’s security system and for office and staff related activities. The manager reported using WhatsApp to advertise when fish is available for sale at the unit.

The Fisherman’s Grill, one of the restaurants that operate on the grounds of the BFC maintained a fairly activity Facebook page until mid-2020 when there were no longer any posts. The establishment was one of many of the tourist businesses that were suffering from the economic fall out of the pandemic but has been in the process of reopening for business.

Another business that operates around the complex, given its historical link to the area is Speedy 4 Charters. It is a sole proprietorship as with the Fisherman’s Grill and the owner has been in business for over 35 years. He considers himself a fisherman though 100% of his business revenue is generated from sale of his snorkelling and sport fishing services. He offers half and full day charters and trips to Nevis. The owner, Glenroy Guishard realized that “if you are not on the net, you not in business,” some time ago and has maintained active digital presence. The business has an active website, it utilises Facebook and WhatsApp for messaging. Guishard admitted that operating on too many social media platforms “is a lot of work” so he concentrates on Facebook. His website allows for booking but not digital payment yet. When asked, why not digital payments, he explained that he had a credit card machine, and would take the client’s credit card number over the phone to secure the reservation. His site is maintained by the creator, and he is responsible for providing timely information and any content he wanted to be hosted on the site. The entrepreneur reports that many of his guests use Trip Advisor which he found to be important in getting future clients.

Another entity that has a presence at the complex is the processing facility of The Liamuiga Seamoss Group. It was formed in 2017 and comprised a group of fishers and agroprocessors, to providing an alternative livelihood to fishing. They received grant funding in 2019 through Caribbean Natural Resources Institute (CANARI) through a UNDP GEF project titled Catalysing Implementation of the Strategic Action Programme for the Sustainable Management of shared Living Marine Resources in the Caribbean and North Brazil Shelf Large Marine Ecosystems, under
the action *Engaging Civil Society in CLME+Strategic Action Programme Implementation*. The group received support to enhance and promote their business, along with the expansion of seamoss plots and the setting of a small processing plant under the project. Their project, *Enhancing and Promoting the Sea Moss industry within St. Kitts and Nevis to promote social empowerment and Food and Nutrition Security*, had one of its aims to be the marketing of the group’s seamoss products.

As part of a marketing plan, they created an electronic flyer and banner for advertising purposes and have maintained a presence on social media through a Facebook page.

The other vendors around use little to no digitization in their business.

8.3.5 Linkages, Training, and Financial Support
The Ministry of Tourism offered post covid training to businesses involved in the offering of a tourism product for sale. Owners had to have participated to receive a permit to operate. The street vendors did not participate in such training.

Internet connectivity can be expanded to the entire complex. The Ministry of Tourism, the Department of ICT, the University of the West Indies, the Department of Marine Resources can all be partners in providing training to improve technical skills and expand the use of digital development in the cluster.

Financial resources could be sought from the Japanese government for further development of the tourism experience, and the cluster can apply for grant support from agencies like Compete Caribbean Partnership Facility and the GEF Small Grants programme through the Fisherman’s Cooperative.

8.3.6 Identified priority areas for accelerated digitalization of tourism experience
Consultations with the director of marine resources, fisheries complex manager and members of the fisherman’s cooperative, along with personal observations of the current level of digitalization given the availability of a reliable internet service, it was determined that the immediate priority areas for strengthening the use of digitalization in this tourism experience were:

1. Digital literacy
2. Digital marketing and promotion
3. Internet access points and digital equipment

Basseterre Fisheries Complex. Image credit I. Palmer Watts

Sign for the Fisherman's Grill Restaurant - Image credit I. Palmer Watts
Views from the BCF Cluster Experience – Images by I. Palmer Watts
8.4 RURAL TOURISM EXPERIENCE 4: Basseterre Public Market and The Agri Night Market

8.4.1 Geography and Institutional Arrangements

The Basseterre Public Market is a facility that accommodates the selling and buying of mainly agricultural produce. It is a building of historic significance and is said to be over one hundred and fifty years old. It is located on a busy street and is close to the ferry and bus terminals. The busiest days for market activity are Friday and Saturday though vendors can be found selling agricultural produce on the days that the market is open. One can find a wide array of fruits and vegetables, spices, agro-processed items, meat, and fish. About 40 percent of the persons who vend at the market are also crop and livestock farmers.

The market is owned by the government and is managed by the Ministry of Agriculture and Marine Resources. Sale of produce is a system of face-to-face marketing with little to no digitalization of the process. Hotels and restaurants would purchase certain items from the market for example, meats, vegetables, and seasonings but for the most part, the clients are usually householders from urban, peri-urban, and rural communities.

Owing to its location, less than 5 minutes’ walk from the main port of call for cruise ships, the market is well positioned to being established as an Agri-tourism experience. It caters to those
cruise visitors who may not want to travel too far from the ship or may not be interested in organized regimented tours, preferring instead to seek out their own experiences in the city. They may also be NWTs interested in culture, local food, and traditional cuisine. The public market is on a well trafficked southern coastal road as it is one of the main thoroughfares for many of the already established tours out of Bassetterre. Often one would hear taxi drivers and tour operators saying as they pass, “and on your left is the public market”. The market manager has reported that occasionally tourists wander into the market out of curiosity or in search of an authentic Caribbean market experience. The uniqueness of visiting the public market is the seen by the vibrant sights and smells of local Caribbean fruits, vegetables, spices, and food. There is an opportunity to interact with farmers and vendors. The experience becomes a learning one when information is shared on how local crops are produced and how they can be prepared in meals. The tourist can buy and sample fruits and vegetables that would have been freshly harvested from nearby farms and sent to the market for sale. A visit to the market may be the easiest farm to fork experience for tourists wishing to have one without travelling to an actual farm.

A fast-becoming signature feature of the Bassetterre Public Market is the Agri-Night market. Night market events are held once per quarter and feature for sale, locally produced fruits, vegetables, agro-processed products, meats, and fresh caught local fish. Added to this experience are the vendors who offer traditional cuisine in the form of food and drink. Some of the dishes are prepared on the spot for example grilled fish and lobster and other seafood while others are prepared just before the event begins and allowed to simmer under a low heat as patrons sample and buy. The Agri Night Market recently celebrated its first anniversary with the Agri-Christmas Night Market. Members of the public throng to these night events and present are usually members of government and other dignitaries. The last night market was held under the auspices of the Governor General of the Federation.

8.4.2 History, Identity, and the Narrative of the Tourism Business
This experience is at the inception stage of being developed into a tourism product and is well positioned to strengthen the linkages between agriculture and tourism. The farmers and vendors who sell at the public market will bring their own cultural flavour to the experiences. Agroprocessing is a good example. At the market, one might find several vendors selling hot sauce,
all made in their unique way. The New World Traveller would be presented to a variety of fruits, vegetables, and fruits ready to be experienced through sight, smell, and taste.

The public market can easily be included in already established food tours like the St. Kitts Local City Food Tour offered by local guides and can be booked online through sites like Viator, a TripAdvisor company.

8.4.3 The Tourism Business and Business Organisation
There are 110 vendors listed that use the market for trade. This includes purveyors of fruits, vegetables, spices, live plants, meat, prepared food, and agro-processed goods. There are a few who ply their trade in household and other domestic goods. The vendors who are not themselves farmers purchase produce from the farming community, or from boats that arrive from the Windward Islands offering bananas, oranges, plantain, ground provision, spices, passionfruit, ginger and other fruits and vegetables for sale. Most vendors are females. There are several stalls managed by farm families where both parents and children are part of the business and are actively involved in selling.

8.4.4 Digital Development of the Business
The Ministry of Agriculture, Fisheries and Marine Resources maintains a Facebook page where it heavily advertises the Agri Night Market. It also uses other government channels such as SKNIS, the radio and television media and Instagram to market the activity. Outside of this, there is very little use of digitization to promote the activities held in the public market. Most of the vendors use smart phones to advertise the produce they have for sale and some even send videos to persons in their contact lists. There is no evidence of digital transactions being conducted at the establishment though the possibility exists that one or two vendors may be owners of JAD wallets and use it to accept electronic payments.

The facility is not wired for internet and improvements would have to be made to facilitate access. Individual data packages would have been purchased by patrons and vendors for use. A walk through the market would find persons on smart phones absorbing social media content. The fact
that internet is readily available in Basseterre, there would no challenges in securing the requisite service.

8.4.5 Linkages, Training, and Financial Support
The farmers and vendors that play a role in these experiences have not been exposed to digital literacy training. The Media Unit of the Ministry of Agriculture would have been more exposed to digital literacy as is evident in the digital marketing and promotion of the Agri Night market.

Training is currently offered by the Department of Information and Communication Technology through their Innovation Hub. The Hub offer training in digital technology specially targeting the staff of government departments. The courses are taught in four levels: onboarding, general products, digital leadership, and specialist. This resource can be made available to government workers involved in the experiences as well as farmers and fishers given that they are partners with the Ministry of Agriculture and Marine Resources in the development of these experiences.

Training can also be had through the University of the West Indies Open Campus and other private sector businesses that offer similar courses. Strong possibilities exist to develop linkages with UNDP given its recent involvement in facilitating training in digital technologies, financial planning and marketing for micro small and medium businesses in the tourist industry.

8.4.6 Identified priority areas for accelerated digitalization of tourism experience
The priority areas for strengthening the use of digitalization in this tourism experience, development from an examination of the experience, its level of digitalization and the possible opportunities to be had once the level of digitalization is increased are:

1. Digital literacy
2. Digital marketing and promotion
3. Internet service, access points and digital equipment
Sign on the outside wall of the public market. Source I. Palmer Watts
Street view of public market. Image credit I. Palmer Watts
Scenes from Agri-Christmas Night Market - images credit I. Palmer Watts
Scene from Agri-Christmas Night Market - image credit I. Palmer Watts
Scenes from Agri-Christmas Night Market – image credit I. Palmer Watts
9.0 Priorities for the digital development/strengthening of the Experiences

The table below identifies the priority areas for each community-based tourism experience based on evaluation and interviews with qualified persons and institutions linked to them. Each experience was examined for its strengths and weaknesses and the opportunities that may become available once the level of digitalization improves.

The examination revealed that the persons involved in each experience were at different levels of digital literacy and training will have to be tailored to meet their varying learning needs. Digital literacy should not merely be an introduction to the smart phone and computer for digitisation of information and for using social media or other platforms for marketing but should expose participants to digital technologies that would benefit the sustainable development of the experiences, enhance productivity, and increase profits. Examples of these technologies include AI, VR and IoT.

Digital Marketing, including the development of webpages was given importance in the listing of priorities owing to the scope of the project, that of seeking to increase the level of digitalization of these experiences so enhancing them as tourism experiences. Marketing is key for attracting visitors to the sites and digital marketing is the logical progression.

The determination of the third priority area was unique to each experience and was based on its level of development. In some cases, like the St. Mary’s Parish farm tours, there are important infrastructural work that need to be done on farms to facilitate the tourism experience itself. A case in point is the availability of clean water and good roads. These needs could not be ignored because of their importance to the overall success of the experience.

Other experiences had no internet services, for example the public market and one may ask why it was not placed as the greatest need for that experience. The reason for this is that the ability of obtain internet service is one that is easy to achieve. The market is in the heart of the capital where internet is readily available from one or more service providers. Enhancing the digital skills and the development of a strong digital marketing strategy would be more challenging and therefore should be prioritized closer to the top.
At this point, it is noteworthy to consider the below interventions as part of a broader theory. Digital transformation will not be realized by simply providing training in digital literacy or even digital marketing. Reference should be made to section figure 1 in section 4.0, noting the digital ecosystem that needs to be developed to effect digital transformation. It is not an overnight process, but one that if implemented would redound to great economic and social benefits.

For the purposes of this study, the priorities that turned out to be the most common amongst the experiences and would offer the greatest benefit in the shortest possible time, with the least resources have been identified as training in:

1. Digital Literacy
2. Digital Marketing

Given the interrelatedness of these two priorities where digital literacy is necessary to be able to develop and execute a digital marketing plan, they will both be discussed together for each of the experiences under study.
Digital literacy allows for the effective use of technology and as technology evolves, the ability to be digitally literate increases the know how needed for digital business areas such as e-commerce, customer data management and cybersecurity. Farmers and fishers, as entrepreneurs, gain a deeper understanding of technology the more digitally literate they become. With increased understanding of the digital world, they can make strategic business decisions and makes finding, creating, and communicating digital content easier. All the actors involved in these tourism experiences can benefit from being more digitally literate. Training can be delivered based on need. Groups and individuals that are less technologically savvy begin their digital learning journey at a different level to farmers, fishers and other players who are more comfortable in the digital sphere. One of the benefits of training is that it moves people out of their current digital ecosystem and allows them to experience a deeper level of exposure to digitalization.

Digital marketing, also referred to as online marketing involves the use of the internet and other forms of digital communications to promote brands to reach potential customers. It includes emails, social media and web-based advertising, texts, and multimedia messages. The tourism experiences under study use social media marketing as their first choice given its ease of use, price, and its ability to reach large audiences if a post goes ‘viral’. For greater effectiveness, social media marketing can be one of the tools used along with others such as search engine optimization and content marketing. Creating webpages and linking them to platforms with large audiences builds the digital marketing campaigns.

9.1 Priorities – Experience 1: Farm Tours in St. Mary’s Parish

<p>| Description: |
| Farm Tours in St. Mary’s Parish |
| What is the current situation in relation to the priority identified (starting point)? What is the priority identified (provide a detailed description)? What is the opportunity and/or the problem solved in terms of the development of the tourism | The farmers in this experience are at varying levels when it comes to digital literacy. None of them use more than social media to promote their experience. Several depend on the Man and the Biosphere Committee to market their farm tours and other activities while others depend on family members to manage the online promotion aspects of the farm tour experiences. |</p>
<table>
<thead>
<tr>
<th><strong>business and the expansion of rural digitization?</strong></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Purpose:</strong></td>
<td>Digital literacy will help the farmers in this experience to connect to customers and grow their farm tour businesses. It will allow them to improve their quality of marketing and to use other means of reaching tourists, not only through social media platforms. It will increase efficiency and shorten the response time to queries made by persons interested in visiting the experience. Greater efficiencies can lead to scaling up because the farmer has more time to innovate and add more products and services to what they currently offer. Ability to communicate with partners will also be improved.</td>
</tr>
<tr>
<td>What is the expected change in business development and digitization (improve the quality of marketing for ....... ; expand the target market for ..........; improve the capabilities of business partners for .......... ; scale up the experience for ..........; others)?</td>
<td></td>
</tr>
<tr>
<td><strong>Benefit:</strong></td>
<td>Increased sales can be the benefit of digital marketing. There is greater scope to reach the NWT that is interested in experiences like farm tours and fruit picking. Employment increases as well since farmers will have to hire persons from the community to assist in maintaining the farm, to act as guides, drivers and even chefs. Tour companies offer USD10 to 15 per visitor for a farm experience. Farms in the parish that offer fruit picking experiences charge USD30. The financial benefits to the farm family adds up quickly as the number of visitors to the experience increases.</td>
</tr>
<tr>
<td>What is the expected effect on sales, employment in the communities, and/or family income (provide an estimation)?</td>
<td></td>
</tr>
<tr>
<td><strong>Scope:</strong></td>
<td>This tourism experience accommodates as many as seven farm families in the first instance. There are three farms already engaged offering farm tours and there is scope to increase the number of farmers involved in the experience. The farmers age ranges from mid-30’s to mid-60’s and they possess varying levels of digital capacities. The younger farmers who are already involved in promoting their farms as tourism experiences use smart phones to do this. The level of education is mostly up to secondary school with some community college exposure</td>
</tr>
<tr>
<td>How many partners or participants could participate directly in the business? What is the profile of the participants, including their age, current level of use of digital tools and education? What digital equipment do they have (computers, tablets, smartphones, others)?</td>
<td></td>
</tr>
<tr>
<td><strong>Resources:</strong></td>
<td>Farmers own smart phones. There is limited ownership of laptops and tablets. To engage in effective digital marketing which some amount of involves content creation, graphic design, generating videos, creating websites, etc, a good laptop is critical. Potential partners include IICA, University of the West Indies Open Campus, The Innovation Hub.</td>
</tr>
</tbody>
</table>
### Jessups Seafood Fiesta

| **Description:** | The members of this experience use very little digitization in their experience except for some social media promotion. Members report as “not being into social media” thought they acknowledge the advantages of being digitally literate. Digital Literacy brings skills to the group where they can undertake their own promotions for the event. Understanding the use of technology and the efficiencies that is affords can encourage the members to use it more. Accepting electronic payments at the event like bank card payments and having provisions for persons to pay via electronic wallets reduces the cost attached to the use of cash. |
| **Purpose:** | Digital literacy assists in improving marketing because of the opportunity to use the internet to promote. Members can learn to create simple flyers, they can also learn to use simple booking keeping software, and software to help manage stock as it is collected and stored in preparation for the event. Efficiency of operations allows for scaling up. The other festivals and activities held in the community can be shared in simple calendars. A community directory can also be developed that feature the goods and services offered for sale by its members. |
| **Benefit:** | Making the right digital tools available to the community through an enhancement of their digital skills, they will be better able to use technology for marketing which can lead to increased sales. Fisherfolk become primary beneficiaries of this given that more of their catch would be required for the fiesta. This leads to increased revenues for the fisher and family. |
| **Scope:** | Four active members of the committee coordinate and implement the fiesta. The event is a community activity and other community members can participate in digital literacy training. The aim would be to have persons interested in developing skills. Presently the members use their smart phones that they have access too. |

**What is the current situation in relation to the priority identified (starting point)?**

What is the priority identified (provide a detailed description)?

What is the opportunity and/or the problem solved in terms of the development of the tourism business and the expansion of rural digitization?

**Purpose:**

What is the expected change in business development and digitization (improve the quality of marketing for …….; expand the target market for ……….; improve the capabilities of business partners for ……….; scale up the experience for ……….; others)?

**Benefit:**

What is the expected effect on sales, employment in the communities, and/or family income (provide an estimation)?

**Scope:**

How many partners or participants could participate directly in the business? What is the profile of the participants, including their age, current level of use of digital tools and education? What digital equipment do they have (computers, tablets, …….)?

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### 9.2 Priorities – Experience 2: Jessups Seafood Fiesta
One member of the group creates digital flyers and can further developed his digital skills to creation of content, graphic design and creation of webpages and videos.

The members of the community group that host this experience own smart phones. There is some ownership of laptops and tablets. To engage in effective digital marketing which some amount of involves content creation, graphic design, generating videos, creating websites, etc, a good laptop is critical. Potential partners include University of the West Indies Open Campus -Nevis and private sector persons who can offer training in digital literacy and digital marketing.

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### 9.3 Priorities – Experience 2: Cades Bay Fruit Orchard

#### Cades Bay Fruit Orchard

**Description:**

What is the current situation in relation to the priority identified (starting point)? What is the priority identified (provide a detailed description)? What is the opportunity and/or the problem solved in terms of the development of the tourism business and the expansion of rural digitization?

Digital literacy as part of this experience will benefit the farmers who farm near the orchard and can be part of the farm tour experience. The Orchard itself is managed by the Ministry of Agriculture and would have staff that are digitally literate and would be able to use digital marketing, whether it is social media marketing or the creation of a webpage, to promote the experience.

The farmers that cultivate farms near the orchard would not as digitally literate and improving their digital literacy skills will help to improve their business management and marketing skills.

**Purpose:**

What is the expected change in business development and digitization (improve the quality of marketing for ....... ; expand the target market for .......... ; improve the capabilities of business partners for .......... ; scale up the experience for .......... ; others)?

Digital literacy will help the farmers in this experience to connect to customers and grow their farm tour businesses in conjunction with the already established Around the Garden experience. It will allow them to improve their quality of marketing and to use other means of reaching clients, not only through social media platforms. Marketing of farm producing will also benefit from a more digitally literate farming population. A website can be created to integrate both the farm service aspect e.g., an online ordering service that can be linked to a delivery component and the tourism aspect of the farm enterprise. This increases the ability to reach the farmer’s target market using several marketing channels.
### Benefit:

**What is the expected effect on sales, employment in the communities, and/or family income (provide an estimation)?**

Increased exposure through a sustained and targeting digital marketing campaign will result in increased sales both of farm produce and farm tour experiences.

### Scope:

**How many partners or participants could participate directly in the business? What is the profile of the participants, including their age, current level of use of digital tools and education? What digital equipment do they have (computers, tablets, smartphones, others)?**

Along with the Cades Bay orchard, the farmers in the area can participate in the business. There are approximately sixteen farmers, 11 males and 5 females. The mix of farmers include the highly digitally literate to those that have little to no digital literacy skills. Smart phones are mostly used though some farmers own laptops or have access to computers in their homes.

### Resources:

The members of the community group that host this experience own smart phones. There is some ownership of laptops and tablets. To engage in effective digital marketing which some amount of involves content creation, graphic design, generating videos, creating websites, etc, a good laptop is critical. Potential partners include University of the West Indies Open Campus -Nevis and private sector persons who can offer training in digital literacy and digital marketing.

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### 9.4 Priorities – Experience 3: Basseterre Fisheries Complex Cluster

**Basseterre Fisheries Complex Cluster**

**Description:**

**What is the current situation in relation to the priority identified (starting point)? What is the priority identified (provide a detailed description)? What is the opportunity and/or the problem solved in terms of the development of the tourism business and the expansion of rural digitization?**

The BFC is managed by the Department of Marine Resources and the manager reports to using social media messaging to promote the products of the complex. The restaurant uses social media marketing to for promotion. None of the street vendors use any kind of digitalization in their businesses expect to use their smart phones to take food orders. The fishers themselves have smart phones and are known to post videos of their catch on their WhatsApp status to attract customers. This is limiting since only the persons in their contact list will be aware of what is available for sale.
Digital literacy can be developed amongst the members of this cluster allowing the beneficiaries to be better able to adapt to a digitally enabled society.

**Purpose:**

What is the expected change in business development and digitization (improve the quality of marketing for ......; expand the target market for ...........; improve the capabilities of business partners for ............; scale up the experience for ..........; others)?

This tourism experience would make the Basseterre Fisheries Complex a place to visit either to purchase fresh local seafood or prepared dishes. Improved digital literacy and digital marketing, whether social media marketing or the creation of a webpage that is shared on platforms with large followings, leads to greater promotion for the site. It will also improve the capabilities of fishers and vendors to become more efficient, to consider digital wallets and electronic payment methods in their business. They would understand the importance of cybersecurity and the convenience and ease of doing cashless transactions.

**Benefit:**

What is the expected effect on sales, employment in the communities, and/or family income (provide an estimation)?

Increased digital skills lead to increased digital marketing skills whether it be as simple as being able to create a digital flyer or make a video that can be shared online. It is expected with increased marketing and promotion, the number of persons visiting the complex will increase which would lead to increased sale of product and increase demand for fish and other seafood. This provides the opportunity for the fishers to upgrade their practice in the form of better boats, equipment, making their livelihood practice safer and more secure.

**Scope:**

How many partners or participants could participate directly in the business? What is the profile of the participants, including their age, current level of use of digital tools and education? What digital equipment do they have (computers, tablets, smartphones, others)?

This tourism experience has the scope to involve many fishers and vendors. The Newtown Fisherman’s Cooperative has over 35 members and there are still fisherfolk who operate from the complex who are not members of the cooperative, there are members of the Liamuiga Seamoss Association as well as a restaurant and two street vendors who sell grilled seafood on the weekend. The fishers and vendors use smart phones as their internet enabled device of choice. A selection process will have to be done to engage the fishers and vendors who are interested in improving their digital skills and would be willing to spearhead digital marketing campaigns to promote the experience.

**Resources:**

Fishers and the vendors in the cluster own smart phones. There is limited ownership of laptops and tablets. To engage in effective digital marketing which some amount of involves content creation, graphic design, generating videos, creating websites, etc, a good laptop is critical. Potential partners include IICA, University of the West Indies Open Campus, The Innovation Hub.
9.5 Priorities – Experience 4: Basseterre Public Market and The Agri Night Market

<table>
<thead>
<tr>
<th>Description:</th>
<th>Basseterre Public Market and The Agri Night Market</th>
</tr>
</thead>
<tbody>
<tr>
<td>What is the current situation in relation to the priority identified (starting point)? What is the priority identified (provide a detailed description)? What is the opportunity and/or the problem solved in terms of the development of the tourism business and the expansion of rural digitization?</td>
<td>The Basseterre Market is managed by the Ministry of Agriculture and Marine Resources and the Agri Night Market is an event that this planned and promoted by the ministry in conjunction with the farmers and vendors who occupy the market. The Ministry’s Media Unit has the digital skill necessary to design and execute a Digital Marketing Campaign to promote the experience. The farmers and vendors on the other hand who would be integral in the development of the experience possess limited digital literacy skills. They use smart phones to communicate, absorb social media content, news, and weather and to shop. Some create videos which they share via WhatsApp. The problem to be solved is to create a cadre of farmers, fishers and vendors who are digitally literate and who can use the skills that they gain as a part of any training process to promote their agri-food businesses.</td>
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<table>
<thead>
<tr>
<th>Purpose:</th>
<th>Purpose:</th>
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<tbody>
<tr>
<td>What is the expected change in business development and digitization (improve the quality of marketing for ……. ; expand the target market for ……. ; improve the capabilities of business partners for ……. ; scale up the experience for ……. ; others)?</td>
<td>The aim will be to raise the profile of the market and the Agri Night Market event so that it becomes a event that is sought after and persons wish to attend. Improved digital literacy and digital marketing, whether social media marketing or the creation of a webpage that is shared on platforms with large followings. This activity expands the target market for fresh, local produce including meat and fish. It will also improve the capabilities of farmers and vendors to become more efficient, to consider digital wallets and electronic payment methods in their business. They would understand the importance of cybersecurity and the convenience and ease of doing cashless transactions. With increased digital promotion, the Agri Night Market can easily be scaled up, and move from a once-per quarter event to a monthly activity on the market calendar.</td>
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<table>
<thead>
<tr>
<th>Benefit:</th>
<th>Benefit:</th>
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<tbody>
<tr>
<td>What is the expected effect on sales, employment in the communities, and/or family income (provide an estimation)?</td>
<td>Increased digital skills lead to increased digital marketing skills whether it be as simple as being able to create a digital flyer or make a video that can be shared online. It is expected with increased marketing and promotion, the number of persons visiting the market will increase. The type of visitors will depend on the marketing channels used. Targeting cruise tourists and other travellers looking for an authentic food experience, would increase revenue both for</td>
</tr>
</tbody>
</table>
the entrepreneurs who sell local food at the market and for the farmers and vendors who grow the produce that is used in these dishes. With increased incomes, the ability of farmers and fishers to employ more persons in their enterprises increases.

<table>
<thead>
<tr>
<th>Scope:</th>
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<tbody>
<tr>
<td>How many partners or participants could participate directly in the business? What is the profile of the participants, including their age, current level of use of digital tools and education? What digital equipment do they have (computers, tablets, smartphones, others)?</td>
</tr>
</tbody>
</table>

The number of farmers and vendors that can participate directly in this tourism experience is limited to the physical capacity of the market. With plans for renovating dead spaces, the market would be able to accommodate more shops that sell local food, a space for fishers to sell fish and stalls for selling agro-processed goods. The present profile of the vendors in the market is predominantly female and the average age is 50+. Some of these vendors have smartphones that they can be taught to use to create content, make simple videos, share information, and use social media as a digital marketing tool.

<table>
<thead>
<tr>
<th>Resources:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Some participants own smart phones and tablets. Partnerships with UWI to facilitate digital literacy training can be fostered.</td>
</tr>
</tbody>
</table>

### 10.0 Conclusion

#### 10.1 Tourism Outlook

According to the latest IMF Country Report for St. Kitts and Nevis (October 2021), the Federation entered the 2020 pandemic from a position of fiscal strength having maintained, budget surpluses for almost a decade. Government’s action to stem the spread of the Covid 19 virus resulted in restriction of inbound travel which negatively affected the tourism industry. There was a complete halt in cruise ship arrivals and with little stayover tourists, the result was a 14 percent annual decline in GDP.

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10 International Monetary Fund (October 2021) St. Kitts and Nevis: 2021 Article IV Consultation-Press Release; Staff Report.
The sector is expected to rebound in 2022 onward even though the risks to the sector remain high. The 2020-21 winter tourist season was lost, and projections show a further decline of GDP of 1 percent in 2021. The outlook for 2022 shows the sector is expected to grow by 10 percent. This said, the projected growth may not be realized if the pandemic results in further sustained disruptions to the tourism recovery process.

10.2 Outlook for the digital development of the tourism business
Digital development of the tourism business is becoming more and more critical. The study, previously referred to in this document spoke to the emergence of a New World Traveler (NWT) who is looking for a different kind of experience. This traveler is interested in sustainability, community, and cultural interactions. This traveler often comes from cashless countries and expect that these types of services be available when they travel. The ability to accept credit cards payments and other digital cash payments would have to be integrated in the tourism business, no matter the size of the enterprise.

Another aspect of digital development in tourism would be the development of systems to capture, store and process digital data since data is needed for any forward planning of the industry.

10.3 Potential for linking digitalization of agricultural and fisheries activities with community-based tourism
The Federation has a well-developed wired and wireless network, a key factor to support the digitalization of agricultural and fisheries activities and community-based tourism. The infrastructure in place, then allows for the next most critical aspect of digitalization to be developed, that of digital literacy. Despite the numbers showing a population exhibiting widespread use of smart phones and consumption of internet services, this does not indicate a digitally literate population, poised to take advantage of the benefits of digitalization and ultimately digital transformation. For true digital transformation to occur within these experiences or in the economy on a whole, the enabling environment must be present that supports technology transformation, people transformation and transformation of processes that ultimately provide social and economic advantages. Digitalization of agricultural and fisheries activities, should be developed in step with the national plan for the digitalization and ultimate
digital transformation of the entire economy, given its importance to food and livelihood security and poverty alleviation and attainment of the SDGs.

The availability of real time data and open data and real time data built on a secure legacy will further support agricultural and fisheries activities in community-based tourism. Digital transformation would make accessing real time weather bulletins and hazard bulletins, information that is critical if farmers and fishers are to further engage in tourism activities easy. Plans for the development of farms tours and fishing expeditions should be able to take advantage of the latest technology advances and the most recent information at any time it is needed.

10.4 Actors for the development of the digitalization in community-based tourism

There are several strategic partners that would have to be approached to provide the necessary competencies, infrastructure, and financial resources to strengthen, scale up and invest in community-based tourism.

First and foremost, all major telecommunications service providers (TELCOS) as providers of broadband internet services will have to be partners to create the linkages to eliminate the duplication of activities and thusly removing unwanted expenditure.

Here is where telecom regulators, ECTEL and the SKN NTRC play critical roles. Given that TELCOS will not engage in any expenditure that does not provide a financial benefit, regulators can incentivize infrastructure development in underserved areas and for underserved communities by way of the universal service fund. SKN NTRC has facilitated the building out of underserved communities in the Federation so that residents were able to have access to broadband services but in recent times, the USF has been utilized to undertake projects in the areas of education and health. The existing networks of these companies allow for the easy incorporation of most modern technologies which contributes to greater leverage and scalability. Present network systems can provide for these digital experiences and with the thrust into the installation of fiber optic cables, the new mode of travel for highspeed internet, full digitalization of community-based tourism experiences is a possibility.

Institutions of learning are another critical player for the development of digitalization in these experiences. Farmers and fishers will have to be taught how to use digital tools, going beyond
mere digital marketing to make doing business easier, more effective and more cost efficient. Training courses pitched at different levels based on identified needs would have to be developed and executed for any tangible advances in the adoption of digitalization of enterprises.

Strong collaboration between government agencies and the private sector, facilitating networking, exchange of experiences, peer-to-peer learning and mentorship will be needed. National Entrepreneurial Development Division (NEDD) of the Ministry of International Trade, the St. Kitts-Nevis Chamber of Industry, & Commerce, the Small Enterprise Development Unit (SEDU) – Nevis, the Global Environment Facility Small Grants Programme, University of the West Indies, and the Taiwanese Technical Mission, along with the Ministry of Agriculture and Marine Resources and the Ministry of Tourism are several of the partners needed for the successful execution of this project.

Digitalization and ultimately digital transformation of farmer and fisher would only be sustainable if the process provides the support needed for stakeholders to learn, understand, adapt, and grow. 

10.5 Final Summary – Achieving digital transformation in tourism experiences
Digital transformation is an achievable one. It can be attained by a stepwise approach that is well planned and executed. This assignment, even though centered around fledgling agricultural tourism experiences, and was aimed at developing a list of priority areas for improving the digitalization of in these experiences, improved digital skills and knowledge gained by now trained farmers and fishers will not remain in the experiences. Participants who are members of farmer cooperatives and fisherfolk associations will undoubtedly introduce new ways of operating to their members. Little by little, using peer-to-peer learning, networking and mentorship, the rate of digitalization of the entire agricultural sector can occur.

The roadmap to this transformation begins with improving digital literacy skills and exposing farmers and fishers to digital tools and technologies to boost productivity, increase efficiency and increase income. When a new skill is learned, implemented, and the benefits are realized and most importantly the beneficiaries are no longer interested in going back to the old way of operating, one can say that digital transformation has been achieved.
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Nevis Island Administration- Ministry of Tourism: https://nia.gov.kn/ministries/tourism/


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The Cable: https://www.thecable.net/business/

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12.0 Annexes
12.1 Map of Actors and Institutions

1. **Business Planning Support** – These agencies can assist in the development of the business aspect of the tourism experiences.

<table>
<thead>
<tr>
<th>Agency</th>
<th>Description of Support Services</th>
<th>Position of Contact Person(s)</th>
<th>Telephone</th>
<th>General Email</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>National Entrepreneurial Development Division (NEDD) of the Ministry of International Trade</td>
<td>Encourages, assists, and promotes, the start-up, growth and development of Small Businesses in St. Kitts</td>
<td>Mr. Philip Browne - Director</td>
<td>869-465-1778 or 869-467-1635</td>
<td><a href="mailto:philip.browne@gov.kn">philip.browne@gov.kn</a></td>
<td><a href="http://miticca.gov.kn/">http://miticca.gov.kn/</a></td>
</tr>
<tr>
<td>St. Kitts Investment Promotion Agency</td>
<td>Attracts foreign direct investments and supports the expansion of local investment.</td>
<td>Director of Investment of Promotion Stanley Jacobs</td>
<td>869-465-1153</td>
<td><a href="mailto:office@investstklts.kn">office@investstklts.kn</a></td>
<td><a href="http://www.investstklts.kn">www.investstklts.kn</a></td>
</tr>
<tr>
<td>Walwyn Consulting</td>
<td>Provides Creative and Innovative Marketing Strategies</td>
<td>Manager - Christine Walwyn</td>
<td>869-466-2821 or 869 662-2257</td>
<td><a href="mailto:christine@walwynconsulting.com">christine@walwynconsulting.com</a></td>
<td><a href="http://www.walwynconsulting.com">http://www.walwynconsulting.com</a></td>
</tr>
<tr>
<td>Innovative Education and Training Solutions and Coaching by Tamu</td>
<td>Creates innovative, developmental, and educational experiences focused on technology inclusion as a tool for professional development and as a framework for training interventions.</td>
<td>Owner – Tamu Browne</td>
<td>869-663-1968</td>
<td><a href="mailto:Tamucoaching@gmail.com">Tamucoaching@gmail.com</a></td>
<td><a href="https://tamucoaching.com">https://tamucoaching.com</a></td>
</tr>
<tr>
<td>Sustainable Development – Department of Physical Planning</td>
<td>Provides information and advice which helps Government and businesses formulate policies and execute plans that help grow the economy.</td>
<td>Director (Ag) - Jaye Farrier</td>
<td>869-465-2277</td>
<td><a href="mailto:phyplskb@sisterisles.kn">phyplskb@sisterisles.kn</a></td>
<td><a href="https://www.gov.kn/">https://www.gov.kn/</a></td>
</tr>
<tr>
<td>Chamber of Industry &amp; Commerce</td>
<td>Promotes business and community growth and development</td>
<td>Executive Director - Kevin Hope</td>
<td>869-465-2980</td>
<td><a href="mailto:executivedirector@sknchamber.com">executivedirector@sknchamber.com</a></td>
<td><a href="http://www.skncchamber.com">http://www.skncchamber.com</a></td>
</tr>
<tr>
<td>The Ministry of Finance</td>
<td>Provides information for tax purposes, ensures tax compliance, offers advisory services on matters relating to any proposal or agreement, and determines costs relating to or arising from requests for information</td>
<td>Economist - Josh Kelly</td>
<td>869 467 - 1092</td>
<td></td>
<td><a href="http://mof.gov.kn/">http://mof.gov.kn/</a></td>
</tr>
<tr>
<td>Small Enterprise Development Unit (SEDU) – Nevis</td>
<td>Provides guidance to prepare business proposals, offers guidance through the business registration</td>
<td>Mrs. Angela Delpeche</td>
<td>869-469-5521 Ext. 6171, 5171</td>
<td><a href="mailto:sedu@niagov.com">sedu@niagov.com</a></td>
<td><a href="http://www.nia.gov.kn">www.nia.gov.kn</a></td>
</tr>
</tbody>
</table>
process, and gives business monitoring and consultation services.

Senior Business Development Officer and Office Manager

2. **Business Startup Support** – agencies that help businesses with the basic and/or legally required business setup tasks. These support agencies facilitate growing the private sector and will provide services like registering a business, guidance on legal requirements (e.g. tax registration/compliance, and social security registration/compliance), and protecting ideas, products or services (e.g. copyright or trademark registration).

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<tr>
<th>Agency</th>
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<th>Telephone</th>
<th>General Email</th>
<th>Website</th>
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<tbody>
<tr>
<td>St. Kitts and Nevis Intellectual Property (IPOSKN)</td>
<td>Administers the relative laws, and processes applications for granting and administering Intellectual Property Rights (IPRs). It also organizes research studies on IPRs as well as establishes public awareness campaigns while networking with regional and international agencies and organizations.</td>
<td>Registrar Ms. Jihan Williams</td>
<td>869 465-3916 Ext 1972</td>
<td><a href="mailto:ipo@gov.kn">ipo@gov.kn</a></td>
<td><a href="https://ipo.gov.kn/">https://ipo.gov.kn/</a></td>
</tr>
<tr>
<td>St. Kitts/Nevis - Social Security Board</td>
<td>Provides both short and long-term cash benefits such as income insurance. There are provisions for registering of employees, self-employed and the voluntary insured.</td>
<td>Compliance Representative 869 465-2535 / 2536</td>
<td><a href="mailto:pubinfo@socialsecurity.kn">pubinfo@socialsecurity.kn</a></td>
<td><a href="https://socialsecurity.kn/">https://socialsecurity.kn/</a></td>
<td><a href="https://socialsecurity.kn/">https://socialsecurity.kn/</a></td>
</tr>
<tr>
<td>Inland Revenue Department Taxation Services Unit – Nevis</td>
<td>Provides guidance with registering businesses, taxation information, and organises education assistance seminars for small businesses.</td>
<td>Jamella Clarke Senior Tax Officer 869 469-5856</td>
<td><a href="mailto:Jamella.clarke@niagov.com">Jamella.clarke@niagov.com</a></td>
<td><a href="http://www.skn.ird.com">www.skn.ird.com</a></td>
<td><a href="http://www.skn.ird.com">www.skn.ird.com</a></td>
</tr>
</tbody>
</table>
3. **Business Resource Support** – agencies that help to identify, gather and allow access to funding and guidance from experts. This type of support will likely come from Development Banks, Ministries of Trade/Commerce/ Agriculture and Marine Resources/Sustainable Development, and Investment Funds/Programmes.

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<tbody>
<tr>
<td>GEF – Small Grants Programme</td>
<td>Provides grant funding support to NGOs and civil society organization to undertake community based, environment and livelihood improvement projects.</td>
<td>National Coordinator Ms. Ilis Watts</td>
<td>869-662-3135</td>
<td><a href="mailto:Iliswatts@undp.org">Iliswatts@undp.org</a></td>
<td><a href="https://www.thegef.org/country/st-kitts-and-nevis">https://www.thegef.org/country/st-kitts-and-nevis</a></td>
</tr>
<tr>
<td>Development Bank of St. Kitts and Nevis Branch - Business Support Unit</td>
<td>Provides loans at low-interest rates for various sectors of small business enterprises. Provides special low interest loan promotions to start new businesses, and offers training and consultation to support growth of small businesses</td>
<td>Ms. Hyacinth Pemberton Manager – Nevis Branch</td>
<td>869-469-5416</td>
<td><a href="mailto:hpemberton@skndb.com">hpemberton@skndb.com</a></td>
<td><a href="http://www.skndb.com">www.skndb.com</a></td>
</tr>
<tr>
<td>First Federal Cooperative Credit Union Limited</td>
<td>Fostering the financial growth of a community of members by encouraging thrift, designing custom tailored products and creating wealth.</td>
<td>Business Development Officer, Markysa O’loughlin</td>
<td>869-466-3477</td>
<td><a href="mailto:info@firstfederalcreditunion.com">info@firstfederalcreditunion.com</a></td>
<td><a href="https://firstfederalcreditunion.com/">https://firstfederalcreditunion.com/</a></td>
</tr>
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4. **Business Networking Support** – organizations that help business owners connect to share ideas, improve skills, and generate sales from present or new customers to grow their businesses.

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<th>Agency</th>
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<tbody>
<tr>
<td>Eastern Caribbean Central Bank (E.C.C.B)</td>
<td>Offers an Entrepreneurship Course as a guide for persons interested in understanding the fundamentals of operating a successful small business</td>
<td>Corporate Relations Department Advisor - Shermalon Kirby Gordon</td>
<td>1 869 465-2537</td>
<td><a href="mailto:eccinfo@caribsurf.com">eccinfo@caribsurf.com</a></td>
<td><a href="http://www.eccb-centralbank.org">www.eccb-centralbank.org</a></td>
</tr>
<tr>
<td>Caribbean Development Bank</td>
<td>Helps with small business development through programmes that encourage growth in the creative industries. It also offers loans that allow for poverty reduction and social betterment, as well as encourages the use of technology-based tools</td>
<td>Financial Secretary Hilary Hazel – Ministry of Finance</td>
<td>1 869 467-1088</td>
<td><a href="mailto:finsec@gov.kn">finsec@gov.kn</a></td>
<td><a href="https://www.caribbean.org/our-work/programmes">https://www.caribbean.org/our-work/programmes</a></td>
</tr>
</tbody>
</table>

5. **Tourism, Agriculture and Community Development Specific Support** – agencies that offer assistance to businesses which directly provide tourism goods and services. These agencies will often include Tourism Boards, Ministries of Tourism, Tourism Associations/groups (e.g.
accommodation, restaurants, taxis, tour guides) and other tourism focused business support bodies (e.g. marketing or product development). Technical support from the Ministry of Agriculture and Marine Resources for farmers and fishers involved in community-based tourism experiences.

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</tr>
</thead>
<tbody>
<tr>
<td>Ministry of Tourism</td>
<td>Sets the overall vision for tourism and directs all tourism policy</td>
<td>Permanent Secretary - Carlene Henry Morton</td>
<td>869-467-1390</td>
<td>carlene.henrymorton@ stkittstourism.kn</td>
<td><a href="https://www.gov.kn/">https://www.gov.kn/</a></td>
</tr>
<tr>
<td>St. Kitts Tourism Authority</td>
<td>Offers Customer Service Training for tourism-related businesses</td>
<td>Deputy Chief Executive Officer – Melnicia Marshall</td>
<td>869-465-4040</td>
<td><a href="mailto:Melnicia.marshall@stkittstourism.kn">Melnicia.marshall@stkittstourism.kn</a></td>
<td><a href="https://www.stkittstourism.kn/destinationskn/">https://www.stkittstourism.kn/destinationskn/</a></td>
</tr>
<tr>
<td>Frigate Bay Development Corporation</td>
<td>Promotes real estate lands, the upkeep of the general area, rental space coordination of the “De Strip” and the “Clubhouse” in the Frigate Bay Area</td>
<td>Manager - Slieh Boncamper</td>
<td>869-465-5776</td>
<td><a href="mailto:frbdc2015@gmail.com">frbdc2015@gmail.com</a></td>
<td></td>
</tr>
<tr>
<td>St. Christopher Air &amp; Sea Ports Authority (SCAPSA)</td>
<td>Handles air and seaport services that encompass container and cargo services, berth services for cruise and ferry terminals, as well as home port for various air commercial and air crafts</td>
<td>Chief Executive Officer - Denzil James</td>
<td>869-465-8121</td>
<td><a href="mailto:Denzil.james@scaspa.com">Denzil.james@scaspa.com</a></td>
<td><a href="http://www.scaspa.com/">http://www.scaspa.com/</a></td>
</tr>
<tr>
<td>Urban Development Corporation Ltd.</td>
<td>Provides services in land purchase, business licenses, property tax and Citizenship by Investment in Port Zante</td>
<td>Operations Manager – Cyndie Demming</td>
<td>869-466-5021</td>
<td><a href="mailto:stkittsudec@gmail.com">stkittsudec@gmail.com</a></td>
<td><a href="http://www.portzante.com/contact-us/">http://www.portzante.com/contact-us/</a></td>
</tr>
<tr>
<td>St. Kitts and Nevis Hotel and Tourism Association</td>
<td>Advocates the development of tourism in the private sector. This is done by providing leadership and creating strategic partnerships for the overall benefit of its members</td>
<td>Ag. Executive Director Tawanna Wigley</td>
<td>869-465-5304</td>
<td><a href="mailto:info@stkittsnevishta.org">info@stkittsnevishta.org</a> <a href="mailto:tawanna.wigley@stkittsnevishta.org">tawanna.wigley@stkittsnevishta.org</a></td>
<td><a href="https://stkittsnevishta.org/home">https://stkittsnevishta.org/home</a></td>
</tr>
<tr>
<td>Nevis Ministry of Tourism</td>
<td>Organises customer service training workshops, makes recommendations for tax exemptions to specific tourism related businesses, and assists with registering new business ventures in tourism</td>
<td>Mr. John Hanley Permanent Secretary (Ag)</td>
<td>869-469-0051</td>
<td><a href="mailto:John.hanley@niagov.com">John.hanley@niagov.com</a></td>
<td></td>
</tr>
<tr>
<td>Nevis Tourism Authority</td>
<td>Promotes tourism related business locally, regionally and international, at local events, travel shows, via website and social media</td>
<td>CEO, Greg Phillip</td>
<td>869-469-1042</td>
<td><a href="mailto:info@nevisisland.com">info@nevisisland.com</a></td>
<td><a href="https://nevisisland.com/">https://nevisisland.com/</a></td>
</tr>
<tr>
<td>Ministry of Agriculture, Fisheries and Marine Resources (St. Kitts)</td>
<td>Managing Crop Farming &amp; Livestock Farming in St Kitts and Nevis</td>
<td>Permanent Secretary, Ron Dublin Collins</td>
<td>1 869 467 – 1841</td>
<td><a href="mailto:moamedia@gov.kn">moamedia@gov.kn</a></td>
<td><a href="https://www.agriculture.gov.kn/">https://www.agriculture.gov.kn/</a></td>
</tr>
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</table>
### Agency

<table>
<thead>
<tr>
<th>Agency</th>
<th>Description of Support Services</th>
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<th>Telephone</th>
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<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ministry of Agriculture, (Nevis)</td>
<td>To transform and support the progressive growth of Agriculture, Fisheries and Cooperatives.</td>
<td>Permanent Secretary, Huey Sargeant</td>
<td>869-469-5641</td>
<td><a href="mailto:agriculture.dept@niagov.com">agriculture.dept@niagov.com</a></td>
<td><a href="http://www.nevisagriculture.com/">http://www.nevisagriculture.com/</a></td>
</tr>
<tr>
<td>Ministry of Community and Social Development (St. Kitts)</td>
<td>To create an environment conducive to a client driven, proactive, efficient, effective, solution-based approach to social problems, through the delivery of quality services and employing the highest standard of performance.</td>
<td>Permanent Secretary, Janelle Lewis-Tafari</td>
<td>869-467-1275</td>
<td><a href="mailto:mosdga@gov.kn">mosdga@gov.kn</a></td>
<td><a href="http://socialdevelopment.gov.kn/">http://socialdevelopment.gov.kn/</a></td>
</tr>
<tr>
<td>Ministry of Community and Social Development (Nevis)</td>
<td>To bring about meaningful social change within the economy through participatory and sustainable action programs in sports, community development and social services.</td>
<td>Permanent Secretary, Keith Glasgow</td>
<td>869-662-5791</td>
<td><a href="mailto:Keith.glasgow@niagov.com">Keith.glasgow@niagov.com</a></td>
<td></td>
</tr>
<tr>
<td>Ministry of Information and Technology</td>
<td>To enable an innovative public service that enables citizen empowerment through improved empirical data analysis, green technologies and global information security</td>
<td>Head of Communication, Amicia Mussenden</td>
<td>869-465-2521</td>
<td><a href="mailto:innovationhub@gov.kn">innovationhub@gov.kn</a></td>
<td><a href="https://www.innovationhub.kn/">https://www.innovationhub.kn/</a></td>
</tr>
<tr>
<td>Inter American Institute for Cooperation on Agriculture (IICA)</td>
<td>The Inter-American Institute for Cooperation on Agriculture (IICA) is the specialized agency for agriculture of the Inter-American System that supports the efforts of Member States to achieve agricultural development and rural well-being.</td>
<td>Country Coordinator, Sharon Jones</td>
<td>869-465-5104</td>
<td><a href="mailto:lica.kn@iica.int">lica.kn@iica.int</a></td>
<td><a href="https://www.w.iica.int/en/countries/st-kitts-nevis">https://www.w.iica.int/en/countries/st-kitts-nevis</a></td>
</tr>
</tbody>
</table>

6. **Other Private Sector and Community Level Support** – These are the groups and organizations within the various communities and experiences that may be able to provide support to the development of the experiences.

<table>
<thead>
<tr>
<th>Agency</th>
<th>Description of Support Services</th>
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<th>Website</th>
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</thead>
<tbody>
<tr>
<td>Man and the Biosphere Committee – Cayon</td>
<td>The hearts, minds and souls of the people will come in unison with Mother Nature with the execution of the Man and the Biosphere project in St. Mary’s.</td>
<td>Chairperson, Telca Wallace</td>
<td>869-765-4296</td>
<td><a href="mailto:Ubrenda@hotmail.com">Ubrenda@hotmail.com</a></td>
<td><a href="http://www.sknbiosphere.org/">http://www.sknbiosphere.org/</a></td>
</tr>
<tr>
<td>The St. Christopher National Trust</td>
<td>To preserve and promote the natural, historical, ecological and cultural</td>
<td>Chief Executive Officer, Ryllis Godeth</td>
<td>869-465-5584</td>
<td><a href="mailto:schs@sterisles.kn">schs@sterisles.kn</a></td>
<td><a href="http://www.stchristophe">http://www.stchristophe</a></td>
</tr>
<tr>
<td>Name of the Organisation</td>
<td>Heritage of the Island of St. Kitts.</td>
<td>President, Tel.</td>
<td>Contact Information</td>
<td></td>
<td></td>
</tr>
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<td></td>
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</tr>
<tr>
<td>St. Kitts Farmer’s Cooperative Society Limited</td>
<td>The St. Kitts Farmers’ Cooperative Society Ltd provides fresh, locally grown fruits and vegetables to improve food security on St. Kitts and to help Kittitian farmers earn a livable income</td>
<td>Otis Jeffers</td>
<td>869-665-9634</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Liamuiga Farmer’s Cooperative Society Ltd</td>
<td></td>
<td>Telca Wallace</td>
<td>869-765-4296</td>
<td></td>
<td></td>
</tr>
<tr>
<td>St. Kitts Taxi Cooperative Society Ltd</td>
<td>Provide Taxi and Tour Services,</td>
<td>Leonard Herbert</td>
<td>869-765-0711</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Queen City Taxi Association</td>
<td></td>
<td>Andrew Nisbett</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nevis Taxi Association</td>
<td></td>
<td>Carvel Jeffers</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Kantours</td>
<td>Kantours is a Tour and Destination Services company offering a wide variety of services including Group and Destination Services; Tours; Events Management; Transportation</td>
<td>Kayrecia Simmonds</td>
<td>869-465-2631</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Caribbean Journey Masters</td>
<td>Caribbean Journey Masters is a motivated Destination Management Company aimed at providing high-quality programs and activities.</td>
<td>Troy Hendrickson</td>
<td>869-466-8110</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Island Buzz Tours Nevis</td>
<td>Island Buzz Tours Nevis is a most unique tour operating company on Nevis. They provide a vast variety of tours and hikes.</td>
<td>Michael Morton</td>
<td>869-665-2039</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cades Bay Farmers Association</td>
<td></td>
<td>Daniel Arthurton</td>
<td>869-763-8006</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Organization</td>
<td>Description</td>
<td>Contact Name</td>
<td>Phone</td>
<td>Email</td>
<td>Website</td>
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<tr>
<td>Newtown Fisherman’s Cooperative Society Ltd</td>
<td>The Federation’s oldest fishermen cooperative society and the largest based on membership.</td>
<td>President, Craig Tuckett</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>St. Kitts Agroprocessors Cooperative Society Ltd</td>
<td>An agro based organization undertaking the processing, packaging and marketing of healthy products for local consumption.</td>
<td>President, Jermine Mike</td>
<td>869-668-6713</td>
<td><a href="mailto:skagroprocessors@gmail.com">skagroprocessors@gmail.com</a></td>
<td></td>
</tr>
<tr>
<td>Jessups Cotton Ground and Barnes Ghaut Fisherfolk Association</td>
<td></td>
<td>President, Robert Clarke</td>
<td>869-664-7447</td>
<td><a href="mailto:jcbfishersassociation@gmail.com">jcbfishersassociation@gmail.com</a></td>
<td></td>
</tr>
<tr>
<td>The Cable</td>
<td>Internet service provider in Basseterre, Saint Kitts and Nevis</td>
<td>CEO, Patricia Walters</td>
<td>869-465-2588</td>
<td><a href="mailto:customer.service@thecable.biz">customer.service@thecable.biz</a></td>
<td><a href="https://www.thecable.net/">https://www.thecable.net/</a></td>
</tr>
<tr>
<td>Cable and Wireless (FLOW)</td>
<td>We are the leading full-service communications provider in the Caribbean. A part of the C&amp;W Communications Group.</td>
<td>David Lake</td>
<td>869-465-1000</td>
<td><a href="mailto:David.lake@cwc.com">David.lake@cwc.com</a></td>
<td><a href="https://discoverflow.co/saint-kitts/">https://discoverflow.co/saint-kitts/</a></td>
</tr>
<tr>
<td>University of the West Indies</td>
<td>To advance learning, create knowledge and foster innovation for the positive transformation of the Caribbean and the wider world.</td>
<td>Head of Site, Gaile Gray-Phillip</td>
<td>869-465-2190</td>
<td><a href="mailto:st.kitts@open.uwi.edu">st.kitts@open.uwi.edu</a></td>
<td><a href="https://www.open.uwi.edu/st_kitts_nevis">https://www.open.uwi.edu/st_kitts_nevis</a></td>
</tr>
<tr>
<td>Authentic Information Technology Partners</td>
<td>Real World IT Solutions</td>
<td>CEO, Donato Scarborough</td>
<td>869-764-0925</td>
<td><a href="mailto:don@aitp.tech">don@aitp.tech</a></td>
<td></td>
</tr>
</tbody>
</table>

The information in these tables were first compiled by Compete Caribbean Partnership Facility in 2019 to be included in the Community Tourism Handbook. For the purposes of this study, the table has been updated to include new actors relevant to the specific community tourism experiences. https://www.competecaribbean.org/community-based-tourism-toolkit/
12.2 Interview Questions

Interview questions for groups/organizations involved in the different rural tourism experiences

1. The tourism business:
   1. What is being sold (describe the services and/or products)?
   2. Who are the potential customers (target market and main demands)?
   3. How are the services and/or products sold (linkage mechanisms and participating agents; for example, hotels and restaurants that buy agricultural products with sanitary certification directly in the local community through contracts with farmers; or local tour operators that have contracts with the farmers’ cooperative and are linked to national operators that arrange tours of the coffee route with international visitors)?
   4. How much revenue is generated by the business (last fiscal year; orders of magnitude)?
   5. Which are the key market agents that already have a relationship with local operators, and which agents should be approached to form an agreement in the future?
   6. How could new partnerships be developed?
   7. Is the business part of a broader tourism activity or corridor in the territory?
   8. What are the main innovations that have been incorporated in the management processes and/or the products/services offered by the business?
   9. What is the level of formalization of the business in terms of tax and tourism regulations (problems and challenges)?
   10. What is the current link between the tourism business and the agricultural, fishing and/or aquaculture activity of the territory?
   11. Is there the potential for expansion of this type of link? If so, how?
   12. Are there any existing market studies related to rural tourism? If so, who carried them out?
   13. Other relevant information.

2. Participants in the business:
   1. How many people and families participate directly in the business, and what percentage do they represent of the total number of people and families living in the area (if applicable)?
   2. What types of families participate in the business (family farmers, fishermen, artisans, landless rural inhabitants, “neo-rural”, others)?
   3. What is the average level of schooling of the family members?
   4. What is the level of use of digital tools by direct participants in the business (three key criteria for a first approach: use of WhatsApp; use of the Internet to search for information or other functions; and use of social networks)?
   5. Have they received training in digital technology (if so, in which areas, with whom and when)?
   6. What equipment and/or infrastructure do families have for the implementation and digital development of their business (e.g. computers, tablets, cell phones)?
   7. Do one or more members of the group have smartphones with cameras that allow downloading of apps, images, and videos?
   8. What is the composition of the business from a gender perspective?
   9. What is the composition in terms of age (young people, the rest)?
   10. Other relevant information.

3. Business organization:
   1. Has an organization been developed to run the business or is it part of a larger organization?
   2. How many participants are there in the organization?
   3. What type of organization has been formed (“de facto group”; cooperative; association, other)?
4. **Digital development of the business:**
   1. What processes have been digitized (such as management, marketing, sales, other; explain each process in detail and evaluate each process based on an expert opinion)?
   2. What development process was used and what obstacles had to be overcome (a "brief story of digitization")?
   3. Who provided financial support?
   4. What equipment and digital infrastructure is available?
   5. Is the business linked to any existing platform (if so, describe and evaluate its success based on an expert opinion)?
   6. What type of Internet connection is available?
   7. What is the quality of the connection service?
   8. Which operators provide Internet connectivity?
   9. Are there any local operators?
   10. How much is the monthly and/or annual cost of the service?
   11. What are the positive aspects and challenges of the digitization processes implemented?

5. **Linkages, training and financial support:**
   1. How have the participants been able to access technical assistance and training (providers, focus areas)?
   2. How have they been able to obtain financing and for what purpose (loans and/or subsidies)?
   3. Have the participants received training in the digital area (digital literacy, management, marketing, sales, other)?
   4. With which actors – public and/or private – could agreements be reached to improve and/or expand Internet connectivity and access to equipment and services?
   5. Which potential partners (public, private, academia, NGOs, others) could provide technical skills training to support tourism and digital development?
   6. Which potential partners could provide financial resources to strengthen and/or expand the tourism experience and digital development?

6. **History, identity and the narrative of the tourism business:**
   1. How and when was the tourism business started, and what have been the most important milestones and lessons in its development?
   2. Do the communities, the territory, and/or the towns have their own identity (cultural, crafts, gastronomy, landscape, others)?
   3. Has this identity been recognized? If so, how?
   4. Have certifications or brands related to the business been developed and disseminated?
   5. What other elements could support a narrative that provides an identity, adds value and helps the tourism business stand out in its potential market?
Interview questions for persons involved in academia, finance, tourism services, marketing

1. What roles does your organization play in the process of Tourism Digitalization of community (rural) tourism?
2. What would you say are the gaps in digitization in community (rural) tourism?
3. What role can your organization play in attempting to fill these gaps?
4. What can be done to accelerate the digitization of community tourism?
5. Do you have any examples of activities your organisation might have undertaken to promote/assist in the development of digitization for community tourism?
6. How do you see the outlook for digitization in community tourism?
7. What services can your organisation offer to fast tract the digitalization process for community (rural) tourism?
12.3 Interview Responses

These interviews were conducted during the period Nov 30th, 2021 - February 9, 2022. Interviews were conducted face-to-face or via telephone.

Summary Table of Persons Interviewed

<table>
<thead>
<tr>
<th>Name of Interviewee</th>
<th>Role/Position</th>
<th>Organization</th>
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<tbody>
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<td>Ms. Novelette Morton – Senior Tourism Projects Officer</td>
<td>Project Unit</td>
<td>Ministry of Tourism</td>
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<tr>
<td>Mrs. Terez Versailles – Tourism Research Officer</td>
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<tr>
<td>Ms. Samantha Boone - Tourism Education Officer</td>
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<tr>
<td>Mrs. Shaline Welcome Lewis - Community Tourism Officer</td>
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<tr>
<td>Amicia A. Mussenden</td>
<td>Director</td>
<td>Department of Technology, National ICT Center</td>
</tr>
<tr>
<td>Alex Straun</td>
<td>E-commerce business owner</td>
<td>Genesis Innovation</td>
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<tr>
<td>John James, Agyle Junction Technologies</td>
<td>CEO</td>
<td>Agyle Junction Technologies</td>
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<tr>
<td>Robert Clarke</td>
<td>President</td>
<td>Jessups, Cotton Ground and Barnes Ghaut Fisher Folk Association.</td>
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<tr>
<td>Keithley Armstrong</td>
<td>Farmer</td>
<td>St. Mary’s Parish Experience</td>
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<tr>
<td>Glenroy Guishard</td>
<td>Fisherman and Tour Guide</td>
<td>Speedy4Fish Tours</td>
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<td></td>
<td>PRO</td>
<td>Newtown Fisherman’s Cooperative Society Ltd</td>
</tr>
<tr>
<td>Irvin Williams</td>
<td>CEO</td>
<td>National Telecommunications and Regulatory Commission – St. Kitts and Nevis</td>
</tr>
<tr>
<td>Asim Jenkins.</td>
<td>Manager</td>
<td>Basseterre Fisheries Complex</td>
</tr>
</tbody>
</table>
Kevin Burroughs  Farmer and member of several committees  The Sustainable Destination Council  Heart of St. Kitts  The St. Kitts National Trust  The Intangible Heritage Committee

Huey Sergeant  Permanent Secretary  Ministry of Agriculture and Fisheries, Nevis

Markysa O’Loughlin  Business Development Officer  First Federal Cooperative Credit Union

Troy Hendrickson  Owner  Vibes Beach Bar and Caribbean Journey  Mastrs Tour Company

Sean Clarke, Marketing Officer  Marketing Officer and Manager  Basseterre Public Market and Agri Night Market

Ian Chapman  Crops Programme Manager  Department of Agriculture

Otis Jeffers  Farmer  St. Mary’s Parish  Committee member  Man and the Biosphere Committee

Tammy Farrell  President  Jessups Seafood Fiesta and Jessups Management Team

Interview with Project Unit, Ministry of Tourism - St. Kitts
Date: January 19th, 2022

Members of the unit included:
Ms. Novelette Morton – Senior Tourism Projects Officer
Mrs. Terez Versailles – Tourism Research Officer
Ms. Samantha Boone - Tourism Education Officer
Mrs. Shaline Welcome Lewis - Community Tourism Officer

1. What roles does Tourism play in the digitalization of community (rural) tourism?
We do not speak about rural tourism per say, community tourism is the term we normally use. We are a small country and there is no true rural vs urban areas. In terms of community tourism, we have a community tourism officer and one of the things we have been hoping to do, in collaboration with the marketing arm, which would be the Tourism Authority, is the development of a website that would prominently feature our community tourism activities. What would be good for us would be to create an inventory of all of our community tourism activities and have them properly documented so that we will know who is doing what in each community. We have done training in community tourism in the areas of knowledge management, customer service.
We also spoke of starting a hub, with two computers to allow access to those persons who might need access to the internet to promote their businesses or to do research but do not have computers of their own or do not have access to the internet.

2. What would you say are the gaps in digitization in community (rural) tourism?
There are gaps that be filled, marketing for example. Many of the businesses can do more to market their goods and services online; There is a resistance and a mistrust of the internet that many are slowing getting over; with continued training and exposure, this will become less and less. One of the things we realise is that people need to want to take their business to the next level.

3. What role can your organization play in attempting to fill these gaps?
In conjunction with UNDP, we organized a training session for MSMEs. We started out with over 100 names because we went about submitting the names of all the MSMEs that we knew. It was met with a lot of resistance but in the end persons saw the benefit. We did not realize the lack of computer skills amongst MSMEs until person had to go online and register for the course it was three modules and for the digital technology, after an assessment, we realised that we had to offer courses in fundamentals, intermediate and advanced to cover all of the participants who managed to register. Many dropped out. Persons who completed the training were provided grant funds ranging from usd4000 to usd6500 to assist them in the development of their businesses.

4. What can be done to accelerate the digitization of community tourism?
Having digital mentors is important; persons cannot be trained and left on their own or they will go back to doing what they used to do whenever they encounter any challenges.
More training in digital literacy is needed; digital marketing and content creation will also be skills needed for digitalization of community tourism. Being able to accept payments online will also be important; they will need to have an online presence to do this which means that websites will have to be created and a developed to allow for secure financial transactions. Maintenance will be important. They cannot be left alone to manage it on their own.

5. Do you have any examples of activities your organisation might have undertaken to promote/assist in the development of digitization for community tourism?
We spoke about the training; this was the most recent and most significant we have undertaken in the area of digitalization for community tourism.

6. How do you see the outlook for digitization in community tourism?
It can be developed but it will take time and patience. The steps will have to be small, and families may have to be involved so that the younger ones who are more digitally literate can assist in that aspect of the business.

7. What services can your organisation offer to fast tract the digitalization process for community (rural) tourism?
We can collaborate on training and as we indicated we will be willing to be part of a hub to assist those persons who have no computer or internet at home.

Below is a series of email exchanges that presented some clarity on additional questions asked.

From: Novelette Morton <novelette.morton@stkittstourism.kn>
Sent: Friday, February 4, 2022 9:04 AM
To: PalmerWatts, Ilis (FAOKN) <Ilis.PalmerWatts@fao.org>
From: PalmerWatts, Ilis (FAOKN) <Ilis.PalmerWatts@fao.org>
Sent: Thursday, February 3, 2022 2:39 PM
To: Novelette Morton <novelette.morton@stkittstourism.kn>; Carlene Henry-Morton <carlene.henrymorton@stkittstourism.kn>; Shaline Welcome <shalinew.stkittstourism@gmail.com>; Therez Versailles <therezversailles@gmail.com>; Samantha Boone <samanthaboone.sktourism@gmail.com>
Subject: Re: A few quick questions (FAO) Rural Tourism 1000 Digital Villages Initiative

Ms. Morton,
Please accept my apologies.
I responded with my thanks, only to discover that I had saved it in drafts and never sent it.

Thank you for the additional information. I will make sure to incorporate in my report, the importance of collaboration between relevant ministries if the next phase of this project is to be successful.

A validation workshop has been recommended and I will ensure that your Ministry is invited to participate.

With regards,
Ilis
I invite input from anyone who cares to share their ideas on the points raised in the email below.

- With respect to Point (a), although the UNDP Future Tourism Project has been successful in providing training to some MSME’s, I think we are still in the fledgling stages. The UNDP Business Adaptation Programme sought to develop the digital skills of entrepreneurs but twenty-one (21) MSME’s that successfully complete the programme, is still a small number. A lot more needs to be done. (By the way, Point (a) seems to be dealing with Marketing and should be addressed to the St. Kitts Tourism Authority) As far as I am aware individual businesses have been engaging in things such as online reservations via their own websites but there is no umbrella body looking after their interests in that way. The St. Kitts and Nevis Hotel and Tourism Association (HTA) does not seem to be functioning. There is a Secretary who sometimes answers the phone but that seems to be the extent of the service provided.

- Point (b) seems to suggest collaboration and partnerships with other entities such as the Department of Cooperatives, the Small Business Development Centre of the Ministry of Trade, the Department of Information and Communication Technology and the St. Kitts Tourism Authority to effect such service centres. The Ministry of Tourism, having been directly involved in the UNDP Future Tourism Project, now recognizes the importance of digitalization and will therefore seek to offer such a service (development of a hub) once there is ministerial and top management support, along with the blessings of the Ministry of Finance.

- Yes, I agree that continuous work is required for ©. The UNDP Project has started this wave of action and the Department of Gender Affairs with funding from the Embassy of the Republic of China on Taiwan is continuing the process through training especially for women entrepreneurs. This is an area that the Ministry of Tourism, in conjunction with the St. Kitts Tourism Authority, can explore for further development given that COVID-19 is probably not going away anytime soon. MSME’s will therefore have to function differently, in fact globally, in order to be competitive and to survive in today’s marketplace.

Ilis, I hope my responses answer your questions.

Regards

Novelette Morton
Senior Tourism Projects Officer
Ministry of Tourism
P. O. Box 878
Pelican Mall
Bay Road
Basseterre
St. Kitts

Tel: 869-467-1392

From: PalmerWatts, Ilis (FAOKN) <Ilis.PalmerWatts@fao.org>
Sent: Monday, January 31, 2022 2:15 PM
To: Novelette Morton <novelette.morton@stkittstourism.kn>
Cc: Carlene Henry-Morton <carlene.henrymorton@stkittstourism.kn>; Shaline Welcome <shalinew.stkittstourism@gmail.com>; Therez Versailles <therezversailles@gmail.com>; Samantha Boone
Thank you very much.

Please allow me to ask another series of question about Tourism and ICT in general.

Since about 2002, The first National Information and Communication Technology Strategic Plan was developed and it contained several areas where ICT and digitalization of certain processes in the development of the tourism sector would be of value:

(a) Support for the participation of enterprises of the tourism sector and tourism authorities in portals that can provide a variety of information and inquiry services as well as on-line reservations and auctions, along with training for entrepreneurs in digital content development.

(b) Support the formation of service centres, especially as cooperatives, joint ventures or as part of trade associations, that can provide ICT based services (such as e.g. accounting, clients data bases, customer relationship management (CRM), billing, Internet market places, e-shops, et cetera, for the Small and Medium Enterprises (SMEs) along with the requisite training.

(c) Programmes for the promotion and support of Small and Medium Enterprises incentives and services for training in ICT applications, ICT investments, and groups for experience exchange.

Would you agree that to a certain extent, there has been some level of success with the latter part of (a); that point (b) could be initiated with the development of this hub, and that continual and continuous work need to be done for (c)?

I am hoping to meet with the Director of the ICT Centre and would also ask her opinion on the advancement of this national ICT plan.

Thanks,
Ilis

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From: Novelette Morton <novelette.morton@stkittstourism.kn>
Sent: Monday, January 31, 2022 10:22 AM
To: PalmerWatts, Ilis (FAOKN) <Ilis.PalmerWatts@fao.org>
Cc: Carlene Henry-Morton <carlene.henrymorton@stkittstourism.kn>; Shaline Welcome <shalinew.stkittstourism@gmail.com>; Therez Versailles <therezversailles@gmail.com>; Samantha Boone <samanthaboone.sktourism@gmail.com>
Subject: RE: A few quick questions (FAO) Rural Tourism 1000 Digital Villages Initiative

Dear Ilis

Greetings!

With respect to your queries, please note responses below:-

- The UNDP Future Tourism Project had three (3) modules – Digital Technologies, Financial Planning and Marketing from June 2021 to September 2021.
- In order to receive the UNDP grants, the grant recipients had to successfully complete a Technical Assistance Programme which involved one-on-one mentoring with their mentors and the development of a Business Improvement Plan (BIP). This was during the period September to the first week in November 2021 under the auspices of the University of the West Indies and the Frankfurt School of Finance and Management which administered the Business Adaptation Programme. When the grants were disbursed on January 13, 2022, the grant recipients had to sign a Memorandum of Understanding.
between themselves and the Ministry of Tourism. (Each country has made or is making its own arrangements). They have to do regular reporting to both the Ministry of Tourism and to UNDP.

- The Ministry of Tourism has not started a hub. We have spoken about the possibility of doing so in order to assist entrepreneurs who may not have the resources (financial, technological and technical) to engage in online transactions etc. This is a matter that the Projects Unit will further discuss with the Permanent Secretary, Mrs. Carlene Henry-Morton during 2022.

I hope the information provided meets your needs.

Regards

Novelette Morton
Senior Tourism Projects Officer
Ministry of Tourism
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St. Kitts

Tel: 869-467-1392

From: PalmerWatts, Ilis (FAOKN) <Ilis.PalmerWatts@fao.org>
Sent: Monday, January 31, 2022 9:06 AM
To: Novelette Morton <novelette.morton@stkittstourism.kn>
Cc: Carlene Henry-Morton <carlene.henrymorton@stkittstourism.kn>
Subject: A few quick questions (FAO) Rural Tourism 1000 Digital Villages Initiative

Good Morning Ms. Morton,
I hope you had a great weekend!
I was going through my notes and realized that I missed something that you had said at the meeting.
You said that the training had three modules: Digital Technology, Marketing and ? I missed the third one.
Also, you mention that the beneficiaries were to do something before they begin. I have in my notes, “the submission of a business improvement plan”, was that correct?

You also mentioned that the Ministry started a hub to which they dedicated two computers. What other resource do you think this project can provide to assist in the further development of this hub?

Thanking you in advance,
Ilis
Subject: RE: Proposed Food and Agriculture Organization (FAO) Rural Tourism 1000 Digital Villages Initiative

Dear Ilis

The members of the Projects Unit of the Ministry of Tourism were pleased to meet with you.

Should you need any further assistance, please do not hesitate to ask.

Regards

Novelette Morton
Senior Tourism Projects Officer
Ministry of Tourism
P. O. Box 878
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Bay Road
Basseterre
St. Kitts

Tel: 869-467-1392

Ms. Morton, Colleagues,

I wish to express my gratitude for meeting with me on Wednesday.

Please know that many of your recommendations and pertinent suggestions will be included in the final report.

Regards,

Ilis
Interview with Amicia A. Mussenden – Director, Department of Technology, National ICT Center

1. What are the key success stories coming out of the implementation of the 2006 National Information and Communication Technology Strategic Plan?
   It all depends on how success is defined. If we are defining it as achieving the goals and objectives as set out by the strategy, then I would say we have failed miserably. There have been no updates to this strategic plan because so many of the key foundational initiatives still need to be achieved. I must say that government is being forced by the public offer more digital services, standard applications and certain processes should be able to be initiated and completed online. I mean there are certain services where digitalization has proven to be successful for e.g. Inland Revenue, payment services, e.g., car licensing and payment of taxes but there are still some paper processes that can be eliminated for a more seamless transaction.

2. What are the key areas that need further work to increase the pace of digital Transformation?
   Digital transformation will be challenging, not impossible but challenging. It will call for upskilling and retraining of persons who have to be opened to change and be trainable. Remember when we talk about digital transformation, we are looking at technology transformation, people transformation and transformation of processes while digitalization may not include the transformation of people. Government has to leas the process and make the investment of in the software and equipment needed for digitalization. It should be established and commissioned and maintained. Technology changes at such a fast pace that transformation cannot be piece meal, or else the result will be a constant need to upgrade which will not be beneficial and would be more expensive than if the investment was made upfront. For government, key foundational initiatives still need to be achieved for example, there is still need for a fully operational government wide network, covering all government offices and service. There needs to the commitment of the financial and human resources to get this done.

3. How confident are you that the current infrastructure can support large scale digital transformation?
   We have good coverage in the Federation when it comes to broadband internet services and with the advent of the new company City Wifi which is a fixed wireless internet service provider, I think many of the gaps that we left from the two major service providers can now be filled by this new service. This is a
cheaper way of delivering service. The company has an upstream provider that provides the bandwidth and once there is a line of sight from their equipment to the prospective client, the service can be provided with the client only needing a router.

4. What would be the key enabling factors needed for increased pace in digitalization and digital transformation of the farming and fishing sectors?
Although the general population may have some degree of digital literacy, I think for the farming and fishing sectors, there will need to be special programmes targeting these actors to ensure that they have the necessary skills in that area. If members of the farming and fishing sector are to use digitalization to transform their businesses, they will have to be educated. For e.g. they will have to learn aspects of drone technology for assessment of their farm, for security purposes, using IoT for certain farm practices e.g. greenhouse operations, capturing videos. Etc. The technology must be such that they can produce videos that offer virtual tours and such. It cannot be assumed that persons know how to use technology. You cannot put the technology in place without the necessary training and change management.

One of the things I must add is that even though persons are digitally literate to a certain extent; they have learned to do a lot with their devices, in many cases, their digital skills are not harnessed for productive uses.

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**Interview with Alex Straun – E-commerce business owner – Genesis Innovation**

8. What roles does your organization play in the process of Tourism Digitalization of community (rural) tourism?
Our business offers a digital wallet, which is a payment system, and we also offer e-commerce services; We provide a platform where our clients can upload their goods and services and prices, and it is available to interested persons. It is quick and easy. A client would not necessarily need his or her own business website.
We started this business for small enterprises which would include farmers and fishermen. This digital payment system allows you to accept credit card payments.

9. What would you say are the gaps in digitization in community (rural) tourism?
Though there may be few physical gaps in that almost anywhere you go, you have access to data or Wi-Fi for internet and our platform works well on data, by the way, persons have a mental gap. They do not understand that there is a cost to cash and that it is not free; they do not want to pay transaction fees. Before covid, it was easy to conduct business using traditional face-to-face methods. But now persons realize that they must think differently.

10. What role can your organization play in attempting to fill these gaps?
We provide training on the use of the digital wallet; we provide training in finance record keeping, we provide capacity development, business planning and forecasting. We believe that once given the opportunity to present the idea of a digital wallet to people, some will see the benefits of it. Look, you do not even have to make change. If the bill is 12.00, you do not have to find change if they only have 20. There are a lot of benefits to this platform.

11. What can be done to accelerate the digitization of community tourism?
We have work with businesses that are involved with the sale of agricultural produce. We can do a mockup and show how digitization of your payment system would work and can be beneficial. I think more than anything people need to be informed and education on the benefits of digitization be it for electronic payments and receipt of
payments, for marketing, for record keeping. Our digital wallet provides receipts and also stores them. That is another advantage.

12. Do you have any examples of activities your organisation might have undertaken to promote/assist in the development of digitization for community tourism?
We have provided training for persons involved in small business and community tourism in finance and business management. We did it under the auspices of the Ministry of Tourism in 2020.

13. How do you see the outlook for digitization in community tourism?
Almost everything is readily available. We have the physical infrastructure in place for the most part, there is reliable internet service and the tools are readily available for adoption.

14. What services can your organisation offer to fast track the digitalization process for community (rural) tourism?
Training and services in terms in digitization of payment, a digital wallet and the development of the organization’s ecommerce platforms.

Interview with John James, Agyle Junction Technologies

1. What roles does your organization play in the process of Tourism Digitalization of community (rural) tourism?
We have worked in the digitization of many businesses; We have the largest streaming company in the Federation. We have built out and handled livestreaming for many media houses. We can build out a platform for sale, booking, marketing, and livestreaming?

2. What would you say are the gaps in digitization in community (rural) tourism?
There are more avenues for digitization than people use, it is not just about social media and WhatsApp.

3. What role can your organization play in attempting to fill these gaps?
A lot of the fear over digitization has been removed from persons after going through the pandemic and seeing for themselves the power, reliability, and safety in the use of digital tools. We can build on this by facilitating training in the proper use of media tools. We can also facilitate online payment systems and have them integrated in websites that are used for rural and community tourism.

4. What can be done to accelerate the digitization of community tourism?
The services provided by digitization have been there all the time but are only now more widely used. We can encourage further acceleration and acceptance of digitization by providing training in areas where there are still pockets of reluctance. We can show the advantages of using digital tools to enhance products and services. We can also provide supplementary support, persons to assist and to guide until the users can be on their own. Anything else would be a recipe for disaster.

5. Do you have any examples of activities your organisation might have undertaken to promote/assist in the development of digitization for community tourism?

6. How do you see the outlook for digitization in community tourism?
Very bright because digitalization is not going to go anywhere. As a matter of fact, more and more persons would be using it in the future because of the convenience it offers.
7. What services can your organisation offer to fast track the digitalization process for community (rural) tourism?
We can provide both the hardware and software needed for acceleration; we can provide training, maintenance services.

This interview was conducted with Mr. Robert Clarke, President of the Jessups, Cotton Ground and Barnes Ghaut Fisher Folk Association.

The tourism business:
14. What is being sold (describe the services and/or products)?
We sell seafood prepared in different ways; fish, conch, lobster, shellfish, etc, all types of seafood.

15. Who are the potential customers (target market and main demands)?
Anyone who enjoys seafood.

16. How are the services and/or products sold (linkage mechanisms and participating agents; for example, hotels and restaurants that buy agricultural products with sanitary certification directly in the local community through contracts with farmers; or local tour operators that have contracts with the farmers’ cooperative and are linked to national operators that arrange tours of the coffee route with international visitors)?
Mostly word of mouth, we do electronic flyers, and we advertise on social media. We also get government like tourism and social development to help us spread the word. Interested persons will come to the community on the day and take part in the event. Sometimes we have it on the beach, other times in the village of Jessups, itself.

17. How much revenue is generated by the business (last fiscal year; orders of magnitude)?
18. Which are the key market agents that already have a relationship with local operators, and which agents should be approached to form an agreement in the future?
The government ministries, like I said before and the community development officer for our area.

19. How could new partnerships be developed?
We can advertise more and let people know before so taxi drivers and hotels can advertise it and guests can come.

20. Is the business part of a broader tourism activity or corridor in the territory?
Well, there is some activities in the area, hikes etc and the Nelson Spring that people come to visit.

21. What are the main innovations that have been incorporated in the management processes and/or the products/services offered by the business?
We prepare some of the fish the traditional way. People like that experience for many have never seen it done like that.

22. What is the level of formalization of the business in terms of tax and tourism regulations (problems and challenges)?
Our association is registered with community development and the Ministry of Agriculture and Marine Resources know about us.

23. What is the current link between the tourism business and the agricultural, fishing and/or aquaculture activity of the territory?
Well, all the members in the group are fishermen or involved in the fishing industry in some way. So, there is a direct link.
24. Is there the potential for expansion of this type of link? If so, how?
Yes, we have it once per year mainly and we have been asked to have it at least twice per year and it will be included in the community development annual calendar of events for Nevis.

25. Are there any existing market studies related to rural tourism? If so, who carried them out?
26. Other relevant information.

7. Participants in the business:
11. How many people and families participate directly in the business, and what percentage do they represent of the total number of people and families living in the area (if applicable)?
There are more than 15 persons in the group.

12. What types of families participate in the business (family farmers, fishermen, artisans, landless rural inhabitants, “neo-rural”, others)?
Fishing families mainly

13. What is the average level of schooling of the family members?
Some high school.

14. What is the level of use of digital tools by direct participants in the business (three key criteria for a first approach: use of WhatsApp; use of the Internet to search for information or other functions; and use of social networks)?
We mostly use calls and WhatsApp; Our secretary Kristelle, will use other ways to send out messages; She is good with this social media thing.

15. Have they received training in digital technology (if so, in which areas, with whom and when)?
Not that I know of.

16. What equipment and/or infrastructure do families have for the implementation and digital development of their business (e.g. computers, tablets, cell phones)?
Phone and computer.

17. Do one or more members of the group have smartphones with cameras that allow downloading of apps, images, and videos?
Yes, I think so for some people share videos.

18. What is the composition of the business from a gender perspective?
Mostly men.

19. What is the composition in terms of age (young people, the rest)?
Some of the members are youngish.

20. Other relevant information.

8. Business organization:
12. Has an organization been developed to run the business or is it part of a larger organization?
We did not create a new body; we the members of the group manage the event.

13. How many participants are there in the organization?
More than 15 of us.

14. What type of organization has been formed ("de facto group"; cooperative; association, other)?
We are an association of fisher folk form the communities of Jessups, Barnes Ghaut and Cotton Ground.
15. How have the participants organized to run the business (describe the relationship between partners and, if applicable, between partners and non-partners)?
We run it together as a group, as an association. When we are planning the event, everybody would say what they can donate and members will be given a set task to do, like preparing the bar or getting the tents or setting up the grills.

16. Who heads the organization and how is leadership exercised?
I am currently the president.

17. What role does the organization play and what concrete benefits does it provide to its members?
We work with organizations like SGP and CANARI to bring training opportunities to our members. We help each other out in whatever way we can. We help to market each other’s fish. That is why we even started plans for the conch festival because of the pandemic, many of our members could not get their conch sold. Before boats would come up from Guadeloupe and by 4000-5000 pounds of conch a week. There were middlemen who bought our conch for like $8 and $8.5 a pound

18. In which link of the supply chain is the organization located?
We are primary producers but when we have the festival, some of the members are the chefs.

19. What role does it play in digitization processes?
We use phone and WhatsApp and social media to advertise the events.

20. What investments in equipment and infrastructure has the organization made?
The members invest in their own phones etc.

21. What role do young people play in the business?
We have women and young people involved and they help with everything.

22. What role do women play? Other relevant information.

9. Digital development of the business:
12. What processes have been digitized (such as management, marketing, sales, other; explain each process in detail and evaluate each process based on an expert opinion)?
Only marketing, using smart phones.

13. What development process was used and what obstacles had to be overcome (a "brief story of digitization")?
Nothing much to tell, members learn to use their smart phones and use it to market. Sometimes they get someone to make a flyer for them but for the most part they just send out videos of their catch and people call to buy.

14. Who provided financial support?
Members buy their own phones.

15. What equipment and digital infrastructure is available?
Internet is available.

16. Is the business linked to any existing platform (if so, describe and evaluate its success based on an expert opinion)?
No.

17. What type of Internet connection is available?
Data and broadband.
18. What is the quality of the connection service? 
Good, most of the times

19. Which operators provide Internet connectivity? 
Flow

20. Are there any local operators? 

21. How much is the monthly and/or annual cost of the service? 
$100 xcd or thereabout for the basic internet package.

22. What are the positive aspects and challenges of the digitization processes implemented? 
It will help with marketing. Members who cannot use social media will have to learn, that is if they will want to.

10. **Linkages, training and financial support:**
7. How have the participants been able to access technical assistance and training (providers, focus areas)? 
Not in anything to do with internet marketing.

8. How have they been able to obtain financing and for what purpose (loans and/or subsidies)? 
For things to do with their trade fishing stuff.

9. Have the participants received training in the digital area (digital literacy, management, marketing, sales, other)? 
Not that I know of

10. With which actors – public and/or private – could agreements be reached to improve and/or expand Internet connectivity and access to equipment and services? 
Well the people who supply internet services,

11. Which potential partners (public, private, academia, NGOs, others) could provide technical skills training to support tourism and digital development? 
12. Government department like Fisheries and maybe Tourism and persons who can help us in setting up a website or so and help in training for whoever can teach us to use this online marketing.

13. Which potential partners could provide financial resources to strengthen and/or expand the tourism experience and digital development? 

I am not sure

11. **History, identity and the narrative of the tourism business:**
6. How and when was the tourism business started, and what have been the most important milestones and lessons in its development? 
It was just a way for community togetherness, and it was to show people the different ways seafood could be prepared for many persons only know one or two ways to prepare conch for example.

7. Do the communities, the territory, and/or the towns have their own identity (cultural, crafts, gastronomy, landscape, others)? 
Well it is more a local tradition. Different communities might do similar things.

8. Has this identity been recognized? If so, how?
9. Have certifications or brands related to the business been developed and disseminated?
No

10. What other elements could support a narrative that provides an identity, adds value and helps the tourism business stand out in its potential market?
Well, we can promote the old time way of roasting fish and showing how it is done and how we use the sea water to season the fish and give it a special flavour.

Interview with Keithley Armstrong, Farmer in the St. Mary’s Parish Experience

January 11, 2022

12. **The tourism business:**
27. What is being sold (describe the services and/or products)?
We sell farm tours, we offer fruit picking tours and we have had two farm to fork luncheons

28. Who are the potential customers (target market and main demands)?
Right now we are targeting locals but we have had visitors from cruise ships as well. As long as someone hears about our farm and want to visit, we will welcome them.

29. How are the services and/or products sold (linkage mechanisms and participating agents; *for example, hotels and restaurants that buy agricultural products with sanitary certification directly in the local community through contracts with farmers; or local tour operators that have contracts with the farmers’ cooperative and are linked to national operators that arrange tours of the coffee route with international visitors*)?
Well tour companies hear about us; Kantours heard about us and asked to visit the farm. They made two visits and were impressed and decided that they wanted to have tours on the farm. Another tour business attempted to do a tour on the farm but the buses were not able to reach the farm. They needed to use safaris or some kind of four-wheel drive vehicle.

30. How much revenue is generated by the business (last fiscal year; orders of magnitude)?
The fruit picking is usd30 a bag and we used to do them every Saturday and Sunday during the summer. One summer we had about 300 locals visiting the farm. When Kantours was visiting, I told the lady we wanted usd20 per head but she said that they were able to offer only usd10. We also got $500 from the tour that did not make it to the farm because we went to meet the bus and took fruits we had picked for the guests.

31. Which are the key market agents that already have a relationship with local operators, and which agents should be approached to form an agreement in the future?
Royal St. Kitts Marriott was interested in using the farm as a day experience for guests who were interested. They wanted to bring up their mobile kitchen and have the guests spend the day on the farm relaxing and eating. It did not work out because covid came. I think we can work with some of the tour companies.

32. How could new partnerships be developed?
We have to get the farm ready first. We have to finish the kitchen and the eating area and then we can market it properly and invite people to visits.

33. Is the business part of a broader tourism activity or corridor in the territory?
Well we are in the St. Mary Biosphere and ATV tours come through the area and also other tours like Greg Safari.

34. What are the main innovations that have been incorporated in the management processes and/or the products/services offered by the business?
We offer a unique experience because of the location. We have a lot of fruit trees and there are other things to see like the duck pond and we plan to put in rabbits as well.

35. What is the level of formalization of the business in terms of tax and tourism regulations (problems and challenges)?
The farm is registered as an agricultural enterprise.

36. What is the current link between the tourism business and the agricultural, fishing and/or aquaculture activity of the territory?
Well the activity is on the farm so there is a direct link with agriculture.

37. Is there the potential for expansion of this type of link? If so, how?
Yes. We can offer other things like green weddings. We intend to rent out a section for weddings. We have even had church camps on the farm.

38. Are there any existing market studies related to rural tourism? If so, who carried them out?

39. Other relevant information.

13. **Participants in the business:**

21. How many people and families participate directly in the business, and what percentage do they represent of the total number of people and families living in the area (if applicable)?
I am the main person; my daughter is involved in the tourism part. She manages the fruit picking tours and the farm to fork dinners.

22. What types of families participate in the business (family farmers, fishermen, artisans, landless rural inhabitants, “neo-rural”, others)?
Farmers

23. What is the average level of schooling of the family members?
High school and university

24. What is the level of use of digital tools by direct participants in the business (three key criteria for a first approach: use of WhatsApp; use of the Internet to search for information or other functions; and use of social networks)?
My daughter uses social media to advertise.

25. Have they received training in digital technology (if so, in which areas, with whom and when)?
My two sons have training in computers. They are not really involved in the farm right now but they say they will take over when I am not able any more.

26. What equipment and/or infrastructure do families have for the implementation and digital development of their business (e.g. computers, tablets, cell phones)?
They have computers and cell phones and tablets. They have everything. I have my phone.

27. Do one or more members of the group have smartphones with cameras that allow downloading of apps, images, and videos?
Yes

28. What is the composition of the business from a gender perspective?
*My daughter and myself mainly so one male and one female.*

29. What is the composition in terms of age (young people, the rest)?
20’s and 30’s, I am 63.
30. Other relevant information.

14. Business organization:
23. Has an organization been developed to run the business or is it part of a larger organization?
We did not form a company or anything like that. Just Armstrong Farm.

24. How many participants are there in the organization?
25. What type of organization has been formed ("de facto group"; cooperative; association, other)?
26. How have the participants organized to run the business (describe the relationship between partners and, if applicable, between partners and non-partners)?
27. Who heads the organization and how is leadership exercised?
I run the farm

28. What role does the organization play and what concrete benefits does it provide to its members?
29. In which link of the supply chain is the organization located?
30. What role does it play in digitization processes?
31. What investments in equipment and infrastructure has the organization made?
We have invested in farm equipment.

32. What role do young people play in the business?
As I said my daughter runs the tours.

33. What role do women play? Other relevant information.

15. Digital development of the business:
23. What processes have been digitized (such as management, marketing, sales, other; explain each process in detail and evaluate each process based on an expert opinion)?
Social media, facebook and instagram

24. What development process was used and what obstacles had to be overcome (a "brief story of digitization")?
25. Who provided financial support?
The farm

26. What equipment and digital infrastructure is available?
We do not have internet on the farm outside of data.

27. Is the business linked to any existing platform (if so, describe and evaluate its success based on an expert opinion)?
28. What type of Internet connection is available?
Data

29. What is the quality of the connection service?
The data service is good

30. Which operators provide Internet connectivity?
FLOW

31. Are there any local operators?
32. How much is the monthly and/or annual cost of the service?
33. What are the positive aspects and challenges of the digitization processes implemented?
16. Linkages, training and financial support:

14. How have the participants been able to access technical assistance and training (providers, focus areas)?
15. How have they been able to obtain financing and for what purpose (loans and/or subsidies)?

Just regular farm loans. I was trying to get 50K from development bank to finish the kitchen and the eating area. The officer came to the farm and asked me if I wanted 200k. I told her only 50K. I got some assistance from the ministry of agriculture after the pandemic. About 25k in materials.

16. Have the participants received training in the digital area (digital literacy, management, marketing, sales, other)?
17. With which actors – public and/or private – could agreements be reached to improve and/or expand Internet connectivity and access to equipment and services?
18. Which potential partners (public, private, academia, NGOs, others) could provide technical skills training to support tourism and digital development?

Well Tourism Department can help

19. Which potential partners could provide financial resources to strengthen and/or expand the tourism experience and digital development?

Development bank

17. History, identity and the narrative of the tourism business:

11. How and when was the tourism business started, and what have been the most important milestones and lessons in its development?

I wanted to do something different. I am getting old and I cannot farm the rest of my life. The tourism experience can still help me to run my farm and support myself and my family.

Note: This interview was conducted with the manager of the Basseterre Fisheries Complex, Mr. Asim Jenkins. This complex and the surrounding bars, restaurant and fishing experiences have been identified as one of the community tourism experiences that would benefit from being part of the 1000 Global Villages Initiative

18. The tourism business:

40. What is being sold (describe the services and/or products)?

The business around the complex sell fresh fish; they also sell seafood, sea adventures like deep sea fishing and there are some that sell seamoss and sea moss products when they have available.

41. Who are the potential customers (target market and main demands)?

Anyone who is interested; locals and visitors. Sometimes we get tourists coming off the ships and entering the complex and looking around.

42. How are the services and/or products sold (linkage mechanisms and participating agents; for example, hotels and restaurants that buy agricultural products with sanitary certification directly in the local community through contracts with farmers; or local tour operators that have contracts with the farmers’ cooperative and are linked to national operators that arrange tours of the coffee route with international visitor s)?

The fishermen have their clients and the bars and places that sell seafood would have persons stopping and buying. Those that do tours will have tourists making bookings.

43. How much revenue is generated by the business (last fiscal year; orders of magnitude)?

I do not know how much fishermen made but the complex is heavily subsidized by government or else it would have been unable to survive.
44. Which are the key market agents that already have a relationship with local operators, and which agents should be approached to form an agreement in the future? The ministry of tourism and the ministry of agriculture and marine resources.

45. How could new partnerships be developed? Meetings with potential partners and let them know what the plans are for the area.

46. Is the business part of a broader tourism activity or corridor in the territory? Not really, it is close to port zante where the cruise ships dock but that is about it.

47. What are the main innovations that have been incorporated in the management processes and/or the products/services offered by the business? They can use more social media. They can advertise.

48. What is the level of formalization of the business in terms of tax and tourism regulations (problems and challenges)?

49. What is the current link between the tourism business and the agricultural, fishing and/or aquaculture activity of the territory? The complex buys fish from fishermen and sell to customers and to some supermarkets.

50. Is there the potential for expansion of this type of link? If so, how? I am not sure; we have a set budget to how much seafood we can buy from the fishers. Plus some fishermen do not like to sell us their catch since they do not want to wait on a check.

51. Are there any existing market studies related to rural tourism? If so, who carried them out?

52. Other relevant information.

19. **Participants in the business:**

31. How many people and families participate directly in the business, and what percentage do they represent of the total number of people and families living in the area (if applicable)?

32. What types of families participate in the business (family farmers, fishermen, artisans, landless rural inhabitants, “neo-rural”, others)? Fisherfolk and entrepreneurs.

33. What is the average level of schooling of the family members?

34. What is the level of use of digital tools by direct participants in the business (three key criteria for a first approach: use of WhatsApp; use of the Internet to search for information or other functions; and use of social networks)?

For the businesses around here, I do not know how many of them use digital tools. I know one bar used to have radio ads and I think he has a facebook account.

35. Have they received training in digital technology (if so, in which areas, with whom and when)? I think they just learn how to take pictures and use whatsapp by themselves or they get their children to do it for them.

36. What equipment and/or infrastructure do families have for the implementation and digital development of their business (e.g. computers, tablets, cell phones)? They have phones for sure.

37. Do one or more members of the group have smartphones with cameras that allow downloading of apps, images, and videos? Yes they sometimes make videos and share on whatsapp and in the fisherfolk chats.
38. What is the composition of the business from a gender perspective?
Mostly males

39. What is the composition in terms of age (young people, the rest)?
mixed, some older fishermen but some young ones as well.

40. Other relevant information.

20. **Business organization:**
34. Has an organization been developed to run the business or is it part of a larger organization?
35. How many participants are there in the organization?
36. What type of organization has been formed ("de facto group"; cooperative; association, other)?
37. How have the participants organized to run the business (describe the relationship between partners and, if applicable, between partners and non-partners)?
38. Who heads the organization and how is leadership exercised?
39. What role does the organization play and what concrete benefits does it provide to its members?
40. In which link of the supply chain is the organization located?
41. What role does it play in digitization processes?
42. What investments in equipment and infrastructure has the organization made?
43. What role do young people play in the business?
44. What role do women play? Other relevant information.

21. **Digital development of the business:**
34. What processes have been digitized (such as management, marketing, sales, other; explain each process in detail and evaluate each process based on an expert opinion)?
For the complex, we have internet. As the manager, sometimes I share videos and images with our customers to tell them what we have for sale.

35. What digitalization was used and what obstacles had to be overcome (a "brief story of digitization")?
36. Who provided financial support?
All government.

37. What equipment and digital infrastructure is available?
Internet, electricity, computer, smart phone. We can be a hub to support the nearby businesses with their advertising.

38. Is the business linked to any existing platform (if so, describe and evaluate its success based on an expert opinion)?
No.

39. What type of Internet connection is available?
4G

40. What is the quality of the connection service?
Good

41. Which operators provide Internet connectivity?
I think it is FLOW.
42. Are there any local operators?
43. How much is the monthly and/or annual cost of the service?
I do not know the cost for the internet at the complex; I think there is some agreement with government. For me, I have a dataplan.

44. What are the positive aspects and challenges of the digitization processes implemented? You can reach more people and get your fish sold faster but someone will have to be willing to collect, edit and share the content for a webpage or for social media. You may need someone special for that.

22. **Linkages, training and financial support:**
   20. How have the participants been able to access technical assistance and training (providers, focus areas)? Fisheries offer training; the Department of tourism has training.
   21. How have they been able to obtain financing and for what purpose (loans and/or subsidies)? I assume they take loans to buy fishing boats etc.
   22. Have the participants received training in the digital area (digital literacy, management, marketing, sales, other)? Not that I know of, I do not think so.
   23. With which actors – public and/or private – could agreements be reached to improve and/or expand Internet connectivity and access to equipment and services? We can get data packages for the fishers
   24. Which potential partners (public, private, academia, NGOs, others) could provide technical skills training to support tourism and digital development? I am not sure.
   25. Which potential partners could provide financial resources to strengthen and/or expand the tourism experience and digital development?

23. **History, identity and the narrative of the tourism business:**
   12. How and when was the tourism business started, and what have been the most important milestones and lessons in its development?
   13. Do the communities, the territory, and/or the towns have their own identity (cultural, crafts, gastronomy, landscape, others)?
   14. Has this identity been recognized? If so, how?
   15. Have certifications or brands related to the business been developed and disseminated?
   16. What other elements could support a narrative that provides an identity, adds value and helps the tourism business stand out in its potential market?

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**Interview with Glenroy Guishard, fisherman, Speedy4Fish Tours and PRO of the Newtown Fisherman Cooperative Ltd**

24. **The tourism business:**
   53. What is being sold (describe the services and/or products)?
   I sell fishing and snorkeling expeditions.
   54. Who are the potential customers (target market and main demands)?
   Mostly tourist and people coming from overseas.
   55. How are the services and/or products sold (linkage mechanisms and participating agents; for example, hotels and restaurants that buy agricultural products with sanitary certification directly in the local community through contracts with farmers; or local tour operators that have contracts with the
farmers’ cooperative and are linked to national operators that arrange tours of the coffee route with international visitors)?

I have a website and the Tourism Authority advertise my business on their website and I use some social media - not a lot because it takes up too much time. I do not have time for all this posting and posting.

56. How much revenue is generated by the business (last fiscal year; orders of magnitude)?
The last two years were bad but we used to do very good. During the high season, there are times when I do a trip every single day.

57. Which are the key market agents that already have a relationship with local operators, and which agents should be approached to form an agreement in the future?
The ministry of tourism and maybe fisheries department.

58. How could new partnerships be developed?
I do not know. Maybe some links can be made with the hotels. But they don’t really send me many guests; I have a following and the guests will call me themselves.

59. Is the business part of a broader tourism activity or corridor in the territory?
Well there are other persons who do fishing expeditions.

60. What are the main innovations that have been incorporated in the management processes and/or the products/services offered by the business?
I have a website and I use a card machine for payments.

61. What is the level of formalization of the business in terms of tax and tourism regulations (problems and challenges)?
I am a registered fisherman and farmer.

62. What is the current link between the tourism business and the agricultural, fishing and/or aquaculture activity of the territory?
I link with tourism and with fishing.

63. Is there the potential for expansion of this type of link? If so, how?
Yes, they can share information with each other and advertise for each other and for the fishermen and businesses that do fishing tours.

64. Are there any existing market studies related to rural tourism? If so, who carried them out?

65. Other relevant information.

25. Participants in the business:
41. How many people and families participate directly in the business, and what percentage do they represent of the total number of people and families living in the area (if applicable)?
It is mainly me and I have a worker. I want my children to be more involved.

42. What types of families participate in the business (family farmers, fishermen, artisans, landless rural inhabitants, “neo-rural”, others)?
I would say fishermen. We live in town.

43. What is the average level of schooling of the family members?
High School and one of my daughters if finishing up university and another is in the US studying. I am building the business for them.
44. What is the level of use of digital tools by direct participants in the business (three key criteria for a first approach: use of WhatsApp; use of the Internet to search for information or other functions; and use of social networks)?

I have a smart phone and a table; I have a website and people make bookings online; some of them call or email me to book a tour. You will find me on trip advisor as well and I get great reviews. I do not even ask the guest to do it, they do it themselves.

45. Have they received training in digital technology (if so, in which areas, with whom and when)?

No one got any training. We just learned to use it. I got someone to build the website for me. It cost about $2000; he found all of the content in the beginning and then I started sending him pictures and videos. Remember in the beginning I did not have anything to share. But over time we did it together. The website crashed twice and I lost everything but we rebuilt it each time.

46. What equipment and/or infrastructure do families have for the implementation and digital development of their business (e.g. computers, tablets, cell phones)?

Tablet, smartphone,

47. Do one or more members of the group have smartphones with cameras that allow downloading of apps, images, and videos?

48. Yes

49. What is the composition of the business from a gender perspective?

50. What is the composition in terms of age (young people, the rest)?

My daughters are young enough, I am 57.

51. Other relevant information.

26. Business organization:

45. Has an organization been developed to run the business or is it part of a larger organization?

We run alone

46. How many participants are there in the organization?

47. What type of organization has been formed ("de facto group"; cooperative; association, other)?

It is a single owner business.

48. How have the participants organized to run the business (describe the relationship between partners and, if applicable, between partners and non-partners)?

49. Who heads the organization and how is leadership exercised?

50. What role does the organization play and what concrete benefits does it provide to its members?

51. In which link of the supply chain is the organization located?

52. What role does it play in digitization processes?

As I said we use the internet a lot to advertise and get business. If you are not on the net, you are not doing business.

53. What investments in equipment and infrastructure has the organization made?

I took a loan to buy my boat but everything else since then, I pay with my own money. I am in this over 35 years.

54. What role do young people play in the business?

55. What role do women play? Other relevant information.

I am hoping my three daughters will be in the business.

27. Digital development of the business:

45. What processes have been digitized (such as management, marketing, sales, other; explain each process in detail and evaluate each process based on an expert opinion)?

Website, booking, we had a card machine for payments, we do not have online payment, but the client would send me their credit card number to hold the reservation. I would only charge it after the event.
46. What development process was used and what obstacles had to be overcome (a "brief story of digitization")?

There was a lot of issues in the beginning as I said the site crashed twice. But it is okay now.

47. Who provided financial support?

I paid for it myself.

48. What equipment and digital infrastructure is available?

I have wifi and a data plan; I pay 150 or so a month; sometimes I run out of data so when the season start to get better, I will get a larger plan; I had one for 170 or so before. Sometimes I would use all of that as well.

49. Is the business linked to any existing platform (if so, describe and evaluate its success based on an expert opinion)?

Only the tourism; well I used getmyboat.com also; I pay a fee for them to get customers for me; a lot of businesses contact me to advertise with them.

50. What type of Internet connection is available?

51. What is the quality of the connection service?

52. Which operators provide Internet connectivity?

53. Are there any local operators?

54. How much is the monthly and/or annual cost of the service?

150 to about 175 a month for a data plan from FLOW.

55. What are the positive aspects and challenges of the digitization processes implemented?

It is a good thing for you reach more people and people can make bookings before they come; they can also spread the word for you as well and you end up getting more clients; I have clients who come to the island every single year to fish with me.

28. Linkages, training and financial support:

26. How have the participants been able to access technical assistance and training (providers, focus areas)?

27. How have they been able to obtain financing and for what purpose (loans and/or subsidies)?

To buy my boat.

28. Have the participants received training in the digital area (digital literacy, management, marketing, sales, other)?

No,

29. With which actors – public and/or private – could agreements be reached to improve and/or expand Internet connectivity and access to equipment and services?

The service is good; maybe it can be a little cheaper, but it is okay.

30. Which potential partners (public, private, academia, NGOs, others) could provide technical skills training to support tourism and digital development?

Well there are skilled people who can teach anyone who want to learn to use Facebook and so.

31. Which potential partners could provide financial resources to strengthen and/or expand the tourism experience and digital development?

29. History, identity and the narrative of the tourism business:

17. How and when was the tourism business started, and what have been the most important milestones and lessons in its development?
We were not making much money from fishing, so we started offering to take tourists on fishing trips; I was working with another fisherman at the time, and then I got a boat and branched out on my own.

18. Do the communities, the territory, and/or the towns have their own identity (cultural, crafts, gastronomy, landscape, others)?
19. Has this identity been recognized? If so, how?

I have a logo

20. Have certifications or brands related to the business been developed and disseminated?

21. What other elements could support a narrative that provides an identity, adds value and helps the tourism business stand out in its potential market?

You just have to be good at what you do and offer good service and your name will speak for you.

- WHAT IS THE OUTLOOK FOR THE TOURISM BUSINESS DURING THE NEXT THREE YEARS? (ADVANTAGES, OPPORTUNITIES, OBSTACLES)

It is good; we have a lot going for us; we have the infrastructure.

- WHAT IS THE OUTLOOK FOR THE DIGITAL DEVELOPMENT OF THE TOURISM BUSINESS DURING THE NEXT THREE YEARS? (ADVANTAGES, OPPORTUNITIES, OBSTACLES)

More and more it is necessary.

You reach more people

You have to be willing to invest in a website or get someone to post your videos and images; keeping your social media up to date takes a lot a time.

- WHAT POTENTIAL EXISTS TO LINK THE PROCESS OF DIGITALIZATION IN THE EXPERIENCE OF RURAL TOURISM WITH THE DIGITIZATION OF AGRICULTURAL, FISHERIES AND/OR AQUACULTURE ACTIVITIES DEVELOPED BY FARMERS IN THE LOCAL COMMUNITIES AND TERRITORIES?

The potential is good; you can get a plan; they are not too expensive and once you have a phone, you can get help to create a facebook and advertise your business

- WHICH KEY ACTORS (NATIONAL, REGIONAL AND LOCAL) SHOULD BE APPROACHED TO REACH AGREEMENTS IN THE DIGITAL AREA IN ORDER TO DEVELOP COMPETENCIES (ADVICE, TRAINING), NETWORKS (ACCESS TO MARKETS, SERVICES), INFRASTRUCTURE AND FINANCIAL RESOURCES (TO STRENGTHEN, SCALE UP AND INVEST IN RURAL TOURISM)?
Well if you do not have the money, take a loan and get started but you have to save and then expand without going for another loan.

Interview with Permanent Secretary in the Ministry of Agriculture and Fisheries, Nevis - Huey Sergeant
For the Cades Bay Fruit Orchard.

30. *The tourism business:*

66. What is being sold (describe the services and/or products)?
The venue, the Cades Bay Fruit Orchard hosts, in collaboration with the Nevis Tourism Authority, conducts an educational tour for locals and visitors name Around the Garden Tour. A visitor will also see short term crops being grown and at the end of the tour, a visitor is given a smoothie made from some of the fruits found in the orchard, or they can have tea from plants that are grown there.

67. Who are the potential customers (target market and main demands)?
Locals and visitors, anyone interested in learning about the different types of fruit trees and fruits grown on Nevis.

68. How are the services and/or products sold (linkage mechanisms and participating agents; for example, hotels and restaurants that buy agricultural products with sanitary certification directly in the local community through contracts with farmers; or local tour operators that have contracts with the farmers’ cooperative and are linked to national operators that arrange tours of the coffee route with international visitor s)?
We sell mostly educational tours. The tours are mostly sold through the authority though some requests for tours come directly to our department.

69. How much revenue is generated by the business (last fiscal year; orders of magnitude)?
We charge usd40 per visitor and locals pays ec40. The US40 tour includes a gift bag. All are given a smoothie at the end of the tour. Persons are also allowed to sample some of the fruits as the tour is being conducted.

70. Which are the key market agents that already have a relationship with local operators, and which agents should be approached to form an agreement in the future?
We already have a relationship with the Tourism Authority and we intend to extend this tour to farms in that are close by so that we will offer an extended tour. There are three farms that would be good for this. Farmers like Mansa has been doing tours like these for a while.

71. How could new partnerships be developed?
Meetings with persons interested. We would have to include all parties, farmers, tour services etc.

72. Is the business part of a broader tourism activity or corridor in the territory?
Yes. There are a few restaurants in the area.

73. What are the main innovations that have been incorporated in the management processes and/or the products/services offered by the business?
We would like to create a platform; presently you can find pictures and information about the tour on the Department of Agriculture FB page. But we want a site for this activity. We would like that it has a booking engine, option to pay online, we would like to have a market link as well to farmers and their produce and some sort of mechanism for purchase online, just like the tours and a delivery or pick up service.
74. What is the level of formalization of the business in terms of tax and tourism regulations (problems and challenges)?

We are a government entity.

75. What is the current link between the tourism business and the agricultural, fishing and/or aquaculture activity of the territory?

As I said, one or two farmers have done farm tours for visitors and locals interested in visiting.

76. Is there the potential for expansion of this type of link? If so, how?

Yes, there is a lot of scope.

77. Are there any existing market studies related to rural tourism? If so, who carried them out?

78. Other relevant information.

31. Participants in the business:

52. How many people and families participate directly in the business, and what percentage do they represent of the total number of people and families living in the area (if applicable)?

As I said, this is a government farm but we are hoping for this experience to be extended to farm and farm families near the site.

53. What types of families participate in the business (family farmers, fishermen, artisans, landless rural inhabitants, “neo-rural”, others)?

54. What is the average level of schooling of the family members?

55. What is the level of use of digital tools by direct participants in the business (three key criteria for a first approach: use of WhatsApp; use of the Internet to search for information or other functions; and use of social networks)?

56. Have they received training in digital technology (if so, in which areas, with whom and when)?

57. What equipment and/or infrastructure do families have for the implementation and digital development of their business (e.g. computers, tablets, cell phones)?

The farmers we will target use mostly smartphones. Some use tablets and computers.

58. Do one or more members of the group have smartphones with cameras that allow downloading of apps, images, and videos?

yes

59. What is the composition of the business from a gender perspective?

60. What is the composition in terms of age (young people, the rest)?

61. Other relevant information.

32. Business organization:

56. Has an organization been developed to run the business or is it part of a larger organization?

57. How many participants are there in the organization?

58. What type of organization has been formed ("de facto group"; cooperative; association, other)?

59. How have the participants organized to run the business (describe the relationship between partners and, if applicable, between partners and non-partners)?

60. Who heads the organization and how is leadership exercised?

61. What role does the organization play and what concrete benefits does it provide to its members?

62. In which link of the supply chain is the organization located?

63. What role does it play in digitization processes?

64. What investments in equipment and infrastructure has the organization made?

65. What role do young people play in the business?

66. What role do women play? Other relevant information.

33. Digital development of the business:

56. What processes have been digitized (such as management, marketing, sales, other; explain each process in detail and evaluate each process based on an expert opinion)?
Online advertising through our department and the Nevis Tourism Authority. There is presently some scope for further inquiries and to make appointments for the tour. There is no booking engine though.

57. What development process was used and what obstacles had to be overcome (a "brief story of digitization")? We would like to have internet on the farm so that persons can, during a visit share live or otherwise, their experience. It is a three-acre farm so it will need a WAN and farmers who will be part of the extended tour, would also have to access to mobile data. They can create hotspots that visitors can use for connectivity.

58. Who provided financial support? The electricity was provided by the government.

59. What equipment and digital infrastructure is available? We are close to all of the necessary infrastructure to bring digitization to the farm.

60. Is the business linked to any existing platform (if so, describe and evaluate its success based on an expert opinion)? The FB page of the Department of Agriculture and to the Nevis Tourism authority. Persons can book for the tour by sending a request to an email address provided.

61. What type of Internet connection is available?
62. What is the quality of the connection service?
63. Which operators provide Internet connectivity?
64. Are there any local operators?
65. How much is the monthly and/or annual cost of the service?
66. What are the positive aspects and challenges of the digitization processes implemented?

34. **Linkages, training and financial support:**
32. How have the participants been able to access technical assistance and training (providers, focus areas)?
33. How have they been able to obtain financing and for what purpose (loans and/or subsidies)?

34. Have the participants received training in the digital area (digital literacy, management, marketing, sales, other)?
35. With which actors – public and/or private – could agreements be reached to improve and/or expand Internet connectivity and access to equipment and services?
Service providers FLOW, Digicel, businesses that offer training in the use of tools for digitization,

36. Which potential partners (public, private, academia, NGOs, others) could provide technical skills training to support tourism and digital development?
Businesses and government agencies that offer training,

Service providers like John James. He is a website builder and we have worked with him before; actually we started work on digitization of the farm tour activities but we did not finish.

37. Which potential partners could provide financial resources to strengthen and/or expand the tourism experience and digital development?

35. **History, identity and the narrative of the tourism business:**
22. How and when was the tourism business started, and what have been the most important milestones and lessons in its development?
The tour started in May 2021. We have been able to conduct several tours. There is a set time, so a person can choose either Tuesday or a Friday. Actually, a tour was conducted this morning, you missed it. The tour started as way to attract persons involved in culinary tourism and agriculture.
23. Do the communities, the territory, and/or the towns have their own identity (cultural, crafts, gastronomy, landscape, others)?
24. Has this identity been recognized? If so, how?
25. Have certifications or brands related to the business been developed and disseminated?
Not as yet

26. What other elements could support a narrative that provides an identity, adds value and helps the tourism business stand out in its potential market?
This tour presents a unique opportunity to the visitor and local persons in that many of the fruit trees found here can hardly be found in the Nevis landscape.

Interview with Irvin Williams head of the National Telecommunications and Regulatory Commission – St. Kitts and Nevis.

The passage of the Electronic Communications Act No. 3 of 2021 gives rise to and recognize the removal of barriers that facilitate entry of new and emerging technologies that are important in the evolution of the telecommunications/ITC sector in the Federation.

This law has been enacted but in force yet as it first needs to be harmonized with those of the other OECS countries.

The UN has deemed internet to be an essential service like food and water. We manage a fund called the Universal Service Fund that is responsible for supporting the development of internet services to underserved and under privileged communities in the federation.

The law allows for net neutrality to prevent the stifling of innovation; There should be no preferential treatment; it promotes innovation.

We recently published a set of mobile consumer guidelines and would be policed by our office.

1. What is the outlook for the digital development of the tourism business during the next three years (advantages, opportunities, obstacles)?
Statistics are important drives for tourism growth and tourism strategic development; therefore, statistical data can help drive the following:
(a) creating and maintaining a digital check (collation of meta data - nationalities, NGO group, interests, return visitors etc) at points of entries and departures.
(b) digital libraries and briefing centers dotted across the landscape at key sites and places of national interest.

There is need for and can be developed digital checkpoints and a database can be written to capture information. A CFBC student can do it. The marketing concept my reflect and must widen to include persons who may be interested in farm tours for example.
Digital libraries must be contained in a database and shared across some application. One can be fully
developed for tourism. The information must be captured in a digital way, e.g., 45 seconds of 3D video,
clear presentations. The rural tourism needs a video environment. Technology comes into play.

2. What potential exists to link the process of digitization in the experience of rural tourism with the
digitization of agricultural and fisheries activities developed by farmers in local communities?
Areas that can prove to be beneficial to (rural) tourism:

- Real time data – crime prevention and detection, easy commute (smart mobility) vehicle rentals and tracking, real-time tour patterns.
- Sanitization - smart bins (eco-friendly environment)
- IOTS (internet of things) in agriculture
- Smart parking, Smart lighting
- Full complement of e-Government services, mobile driver’s license, decentralized services (rural vs urban)
- Real time weather bulleting and other alerts.

Tour operators will need to have access to real time weather and hazard bulletins. An app can be
developed to manage all of these.

- Adoptive payment practices

Build on what suits you for now but it should be future proofed, be scalable and the ability to be monetized.

The backbone to make it happen:

- A ubiquitous wireless and wired network (infrastructure) to run for example CCTV camera
- Driven by Open data (free and available crime statistics, energy consumption, water consumption, health specialists, key authorities and locations, expectations, rural and urban historical information etc.
- Agrotourism must be able to be data read to improve tour experiences.
- Built on a secure legacy

This is about the rights of a person and the privacy of a persons. Protocols must be on security.

3. Which key actors should be approached to reach agreements in the digital area to develop competencies (advice, training), networks (access to markets, services), infrastructure and financial resources (to strengthen, scale up and invest in rural tourism)?
All major telecommunication services providers (Telcos), not only as a legitimately licensed Telco but partnering with these companies eliminates duplication and removes unwanted expenditure. Additionally, most modern technologies are and can be easily incorporated into these companies’ existing networks which in turn can provide greater leverage and scalability.

You will have to speak to them and would need their commitment.

All of this will need buy in from farmers.
The thing is that the networks that we have can deliver these smart experiences, but companies are not investing in the upgrades. Fibre optics cables are just being put around the island. It is the new mode of travel for high-speed internet.

Cable and Wireless started in Frigate Bay, Mattingley and New Road.

All of this must be considered and be implemented in keeping with protection of rights and privacy and must be informed based on established policies, best practices and standards.

1. Interview with Kevin Burroughs, a farmer in the St. Mary’s Parish

The tourism business:

1. What is being sold (describe the services and/or products)?

I am involved in three different aspects of my business. I have the KJB Fruit Farm where my speciality is passion fruit production; I use the area for educational tours and for anyone wanting to visit my farm and see how passion fruit is grown. I also have my seasoning pack that I call Delightful Fruits of the pot and I have my Sweet Life Fresh Fruits and Veggie Juices. I am working on my farm so that all of the things I need for my seasoning pack and my juices I produce on the farm. I would like people to come and see how what is actually put into my juices and seasoning pack is grown.

2. Who are the potential customers (target market and main demands)?

Friends come to visit my farm and people who know about what I do. I want to expand to doing tours with tour agents. They will be able to help me get people to visit my farm.

3. How are the services and/or products sold (linkage mechanisms and participating agents; for example, hotels and restaurants that buy agricultural products with sanitary certification directly in the local community through contracts with farmers; or local tour operators that have contracts with the farmers’ cooperative and are linked to national operators that arrange tours of the coffee route with international visitors)?

I use a lot of word of mouth. I do Biosphere Tours. I am on the Man and the Biosphere Committee and we had a training with the Ministry of Tourism to do community tours in 2018. The aim of the meeting was to get persons interested in community tourism but they were only interested in village tours and areas of historical significance like the Cotton Ginnery. I was the one to suggest visits to farms as part of the community tourism tour experiences.
4. How much revenue is generated by the business (last fiscal year; orders of magnitude)?

Most of my income for the past year or more is from my juices. I get a lot sold. One 8oz detox juice of ginger, turmeric and lime is for $25 and people buy it. I have not sold any farm tours as yet.

5. Which are the key market agents that already have a relationship with local operators, and which agents should be approached to form an agreement in the future?

Kantours have done work with farmers in the area but they will not do any work with me for I am unvaccinated by choice. I have met someone else from Nubecular, which is another tour and event planning business and she is willing to work with me to conduct farm tours. Her name is Lavern Stevens.

6. How could new partnerships be developed?

Closer partnerships could be developed with the other farmers in the area, as well as person doing agroprocessing and maybe fishing. If people are willing to work together we can put together a tour package. What might be on my farm I might not be on someone else’s farm so a visitor can have a lot of different things to see.

7. Is the business part of a broader tourism activity or corridor in the territory?

To a certain extent, the UNESCO Man and the Biosphere project along with the Ministry of Tourism have been promoting the area as a place to visit and since persons were trained on how to conduct community tours, there is scope for expansion in this area.

8. What are the main innovations that have been incorporated in the management processes and/or the products/services offered by the business?

I make my juices via cold press. They are different to everybody else’s. I do not add any sugar or water to my juices.

9. What is the level of formalization of the business in terms of tax and tourism regulations (problems and challenges)?

My business KJB Fruit Farm is registered with inland revenue department as a small business.

10. What is the current link between the tourism business and the agricultural, fishing and/or aquaculture activity of the territory?

11. Is there the potential for expansion of this type of link? If so, how?

12. Are there any existing market studies related to rural tourism? If so, who carried them out?
13. Other relevant information.

2. Participants in the business:

1. How many people and families participate directly in the business, and what percentage do they represent of the total number of people and families living in the area (if applicable)?

I am a sole entrepreneur but as I said, the farmers and other persons in the MAB can form a group to access funding and training and things we need to expand our farm tour business.

2. What types of families participate in the business (family farmers, fishermen, artisans, landless rural inhabitants, “neo-rural”, others)?

Sole farmer and agroprocessor

3. What is the average level of schooling of the family members?

4. What is the level of use of digital tools by direct participants in the business (three key criteria for a first approach: use of WhatsApp; use of the Internet to search for information or other functions; and use of social networks)?

I use whatsapp and social media.

5. Have they received training in digital technology (if so, in which areas, with whom and when)?

I have not received any training in digital technology; I learned what I know by myself. I am self taught.

6. What equipment and/or infrastructure do families have for the implementation and digital development of their business (e.g. computers, tablets, cell phones)?

I have a smart phone; I had to tablet but I had to give it to a younger family member for school. I have a few cameras so I get a lot of photos and videos that I share on social media.

7. Do one or more members of the group have smartphones with cameras that allow downloading of apps, images and videos?

Yes I have a smart phone but I would like a better one; I have several cameras. I am a camera freak.
8. What is the composition of the business from a gender perspective?
Male, but I would like to get a wife to help me with my business.

9. What is the composition in terms of age (young people, the rest)?
I am 34 years old.

10. Other relevant information.

3. Business organization:
1. Has an organization been developed to run the business or is it part of a larger organization?
I am a member of several committees like The Sustainable Destination Council, Heart of St. Kitts, The St. Kitts National Trust, The Intangible Heritage Committee but in terms of the business, I run it alone.

2. How many participants are there in the organization?
Just me.

3. What type of organization has been formed ("de facto group"; cooperative; association, other)?
The MAB committee can be considered an organisation in that they have helped to organize a few things on behalf of the farmers but not a lot.

4. How have the participants organized to run the business (describe the relationship between partners and, if applicable, between partners and non-partners)?

5. Who heads the organization and how is leadership exercised?

6. What role does the organization play and what concrete benefits does it provide to its members?

7. In which link of the supply chain is the organization located?

8. What role does it play in digitization processes?
9. What investments in equipment and infrastructure has the organization made?
I have certain equipment to do my juicing.

10. What role do young people play in the business?
I am under 35 and I run the business

11. What role do women play? Other relevant information.
No women are involved

4. Digital development of the business:

1. What processes have been digitized (such as management, marketing, sales, other; explain each process in detail and evaluate each process based on an expert opinion)?
When I had the tablet, I used to use it to record my sales but I gave it away. I would like to get another one. Now I do everything with a book. I do marketing using social media, especially my juices. I have not begin to advertise my tours for I still have some work to do on the farm.

2. What development process was used and what obstacles had to be overcome (a "brief story of digitization")?
There was no process really, I just got a smart phone and learned to use to share information. I learn to make videos and share them as well.

3. Who provided financial support?
I got a loan from the Development Bank for my juice business.

4. What equipment and digital infrastructure is available?
On my farm there is no electricity; I have already spoken to the electricity company and they already visited my farm; They are supposed to give me so information to help me with the application process. Once I have electricity, I plan to live on the farm and I will buy a wifi extender to pick up wifi. I will like to get one that is about usd1000 but can reach up to 5 miles. I will get connection from my mother’s house as she is within 5 miles of my farm. I really would like to go solar so that I can go off grid but that might be more expensive.
5. Is the business linked to any existing platform (if so, describe and evaluate its success based on an expert opinion)?

No.

6. What type of Internet connection is available?

I have broad band internet at my home.

7. What is the quality of the connection service?

The quality is good.

8. Which operators provide Internet connectivity?

FLOW

9. Are there any local operators?

10. How much is the monthly and/or annual cost of the service?

11. What are the positive aspects and challenges of the digitization processes implemented?

I can manage my accounts better; I can see my sales and my expenditure so that I can make good business decisions. I would like to go into youtube vlogging about my farm and healthy eating and living. I think vlogs will reach a lot of people. A lot of people already know me, it is just for them to see what I do and learn something.

5. Linkages, training and financial support:

1. How have the participants been able to access technical assistance and training (providers, focus areas)?

Yes, in 2019, the Ministry of Tourism had training for persons interested in community tourism. I was also part of a programme for young innovators conducted by the Ministry of Trade under their 2019 Caribbean Start Up Summit. Our group won the most innovation idea and we were able to learn a lot about business and marketing. We were given a mentor to help us to develop our idea. Her name is Dr. Tamu Browne. She is a marketing expert and a business coach.

2. How have they been able to obtain financing and for what purpose (loans and/or subsidies)?
Yes a loan to buy equipment for my juice business.

3. Have the participants received training in the digital area (digital literacy, management, marketing, sales, other)?

I do not know.

4. With which actors – public and/or private – could agreements be reached to improve and/or expand Internet connectivity and access to equipment and services?

I think organizations that provide funding to help to source equipment. I would like to complete my juice room. I would need two more blenders especially for my breadfruit drink. The internet is okay.

5. Which potential partners (public, private, academia, NGOs, others) could provide technical skills training to support tourism and digital development?

I think maybe the Ministry of Tourism.

6. Which potential partners could provide financial resources to strengthen and/or expand the tourism experience and digital development?

Well I got a loan from Development Bank so I am sure they can provide some assistance.

6. History, identity and the narrative of the tourism business:

1. How and when was the tourism business started, and what have been the most important milestones and lessons in its development?

2. Do the communities, the territory, and/or the towns have their own identity (cultural, crafts, gastronomy, landscape, others)?

Yes we are known as the Green Valley. And we house the MAB project. It is sponsored by UNESCO.

3. Has this identity been recognized? If so, how?

4. Have certifications or brands related to the business been developed and disseminated?

There are some logos that persons who produce stuff in the biosphere can use to brand their products.
5. What other elements could support a narrative that provides an identity, adds value and helps the tourism business stand out in its potential market?

We just need to expand on what we have.

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**Interview with Markysa Oloughlin – Business Development Officer at the First Federal Cooperative Credit Union and member of the Man and the Biosphere Committee**

1. What roles does your organization play in the process of Tourism Digitalization of community (rural) tourism?

First Federal is a cooperative and is made up of almost 7000 members. We lend funds to our members to undertake different projects and some of these members are farmers involved in agrotourism. It is not that we have lent funds to farmers and fishers to undertake projects in digitalization per se but some of our borrowers have used digital marketing to advertise their goods and services which in turn brings buyers to them.

2. What would you say are the gaps in digitization in community (rural) tourism?

Digitization can boost community tourism but first there has to be a sensitization process as to the benefits of digitization; you will have to hold workshops and show the benefits by using a pilot experience. In terms of gaps, the demographic of farmers and fishers is changing, and I would say that most of those persons under 50 have smart phones and would use them to advertise their products and services even if they only use simple tools. People have to see the benefits of using digital tools.

3. What role can your organization play in attempting to fill these gaps?

4. What can be done to accelerate the digitization of community tourism?

It does not matter what the client might be asking for assistance for, he or she has to be credit worthy; meaning that there would be a need to provide collateral, have to have a good character, a good credit record. So in terms of lending as long as the Farmer or Fisher meets the criteria, he or she stands a Good chance of security funding for whatever they would like.

5. Do you have any examples of activities your organization might have undertaken to promote/assist in the development of digitization for community tourism?

We have not done any lending specifically for the development of digitization for community tourism but we have supported fishers and farmers by providing loans to develop their business.

6. How do you see the outlook for digitization in community tourism?

There is some scope because marketing is very important and once farmers and fishers can use the platform they are already familiar with to market their goods and services, they would meet some success. People enjoy the personal experience and are more apt to buy if the Farmer shows a image of himself holding some tomatoes tan if you show those same tomatoes on a table. The human face when used to sell goods and services is a powerful marketing tool.

7. What services can your organisation offer to fast tract the digitalization process for community (rural) tourism?

We can provide financial advice and facilitate loans.

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**Interview with Otis Jeffers, farmer in the St. Mary’s Parish**
1. What is being sold (describe the services and/or products)?

The main products sold on the farm are vegetables and agro-processed products such as sorrel jam; in terms of services, we sell pineapple tasting, fruit tasting, educational tours, bee keeping training; we show different techniques in soil conservation, water harvesting, mulching. Persons can come to the farm and be part of a farming experiences. They learn about sustainable farming and bee keeping.

2. Who are the potential customers (target market and main demands)?

The potential customers are locals interested in our products and services and persons coming to the island for visit. They mainly want to know about my farming practices and some are interested in bee keeping and want to learn more.

3. How are the services and/or products sold?

We sell mainly by word of mouth and use some social media platforms like facebook and Instagram to advertise our services. We also have some links with the UNESCO Man and the Biospher project that was instrumental in initiating agrotourism as an activity for farmers in the biosphere. We advertise our Bee the Buzz services on UNESCO Green Citizens Platform.

4. How much revenue is generated by the business (last fiscal year; orders of magnitude)?

I have not made any money last year on the rural (community) tourism part of the business because I do not have enough time to market the way I should to attract visitors to the farm and also I have been busy with the farming aspect. If I want to develop the agro-tourism part of the business, I would need more assistance.

5. Which are the key market agents that already have a relationship with local operators, and which agents should be approached to form an agreement in the future?

The Ministry of Tourism has a relationship with persons involved in community tourism and also some of the tour companies e.g. Kantours.

6. How could new partnerships be developed?

I will have to visit the offices of other local tour companies to see if they can feature my business as a tour and also I will have to do some more social media advertising. Using social media to advertise takes a lot of time especially if you want to create videos or anything like that.
7. Is the business part of a broader tourism activity or corridor in the territory?

Yes, the Man and the Biosphere Project

8. What are the main innovations that have been incorporated in the management processes and/or the products/services offered by the business?

I produce marketing material that are catchy; I started an online campaign called Be the Buzz Fridays and I would post pictures and videos that I create on the UNESCO Green Citizens Platform on bee keeping. I think it was successful because persons found the posts engaging. I even got an inquiry from someone in Nigeria who wants to come to St. Kitts and work on my farm for three months to learn about bee keeping.

9. What is the level of formalization of the business in terms of tax and tourism regulations (problems and challenges)?

My business, Produce Delight is registered with the Inland Revenue Department as an agricultural business. Be the Buzz is one aspect of Produce Delight.

10. What is the current link between the tourism business and the agricultural, fishing and/or aquaculture activity of the territory?

The MAB project tried to link farming with tourism by co-ordinating on farm dinners, farm tours, visits etc. I do not know of any links in the area with tourism and fishing.

11. Is there the potential for expansion of this type of link? If so, how?

It has potential for further linkages because the MAB is one supported by UNESCO and provides some amount of technical and financial resources to the area. More expansion can be done with more marketing.

12. Are there any existing market studies related to rural tourism? If so, who carried them out?

I do not know.

13. Other relevant information.
2. Participants in the business:

1. How many people and families participate directly in the business, and what percentage do they represent of the total number of people and families living in the area (if applicable)?

On my farm, I am a sole entrepreneur. I employ period help from the village now and again especially when I have to harvest. I cannot speak for the other farms in the area.

2. What types of families participate in the business (family farmers, fishermen, artisans, landless rural inhabitants, “neo-rural”, others)?

I am a farmer and a musician. I hope to teach guitar to interested persons to increase my income.

3. What is the average level of schooling of the family members?

High school, presently doing a certificate course in guitar.

4. What is the level of use of digital tools by direct participants in the business (three key criteria for a first approach: use of WhatsApp; use of the Internet to search for information or other functions; and use of social networks)?

Social media is the tool most use; I use the platform as I mention before to promote the Be the Buzz project.

I use social media because it is fairly cheap; a lot of persons use it and I can reach a large number with my posts. You do not need a lot of equipment to do social media advertising. I think a website will be better than social media because then you can have more information in one place, I can share more information, I can set up a platform for bookings and I may be able to receive payment online.

5. Have they received training in digital technology (if so, in which areas, with whom and when)?

No, no formal training in digital technology; I learned by trial and error. I try to be creative with my posts to encourage interaction.

6. What equipment and/or infrastructure do families have for the implementation and digital development of their business (e.g. computers, tablets, cell phones)?

Smart phone and computer.
7. Do one or more members of the group have smartphones with cameras that allow downloading of apps, images and videos?

Yes, I have a smart phone but I need something that has a lot of storage space.

8. What is the composition of the business from a gender perspective?

Single, male.

9. What is the composition in terms of age (young people, the rest)?

I just made 36 years.

3. Business organization:

1. Has an organization been developed to run the business or is it part of a larger organization?

I run my business as a sole owner but I am involved in MAB activities.

2. How many participants are there in the organization?

There is a committee made up of members. I am not sure how many right now.

3. What type of organization has been formed ("de facto group"; cooperative; association, other)?

MAB came out of the UNESCO project as I told you.

4. How have the participants organized to run the business (describe the relationship between partners and, if applicable, between partners and non-partners)?

5. Who heads the organization and how is leadership exercised?

6. What role does the organization play and what concrete benefits does it provide to its members?

Some marketing and linkages to other UNESCO activities like the platform.

7. In which link of the supply chain is the organization located?

I am not sure;
8. What role does it play in digitization processes?

Advertising and marketing; assistance in procuring certain things like labels for my jams etc.

9. What investments in equipment and infrastructure has the organization made?

I do not know.

10. What role do young people play in the business?

Mostly younger persons are on the MAB committee.

11. What role do women play?

Women play an active role on the committee. The chairperson is a female.

4. Digital development of the business:

1. What processes have been digitized (such as management, marketing, sales, other; explain each process in detail and evaluate each process based on an expert opinion)?

The only thing is the social media marketing that I do.

2. What development process was used and what obstacles had to be overcome (a "brief story of digitization")?

I had to buy a better smartphone and I had to learn to use the social media tools; I had to learn to use other software to create and edit my videos. It was a lot of work to be honest and I do not have enough time to do as much marketing as I would like.

3. Who provided financial support?

We had a group that benefited from a UNESCO grant of usd5000 to develop the Be the Buzz Project. I also went to Central America for some knowledge exchange and training.

4. What equipment and digital infrastructure is available?
Smart phone and laptop.

5. Is the business linked to any existing platform (if so, describe and evaluate its success based on an expert opinion)?

The Be the Buzz is linked to the platform I mentioned, the UNESCO platform. It is successful in that I get to use popular hashtags and I get to reach persons who are interested in bee keeping. I also get to use the

6. What type of Internet connection is available?

I use FLOW internet and data service. I have maintained my landline for business purposes.

7. What is the quality of the connection service?

It is good

8. Which operators provide Internet connectivity?

FLOW

9. Are there any local operators?

It is a local branch of an international company. I have not used any other service provider.

10. How much is the monthly and/or annual cost of the service?

I pay on average XCD 150 per month

11. What are the positive aspects and challenges of the digitization processes implemented?

I can only speak about social media. The advantages are that I can reach wide audiences using hashtags; I can target specific demographics; I only need a smart phone and once I make contact this way I can use face-to-face.

In terms of disadvantages, I cannot reach all demographics, I cannot reach older persons where are not using social media; I do not have a platform using whatsapp or Instagram or facebook for persons to
register and apply for business services. This is where a website would be better. It is time consuming to prepare and share content.

5. Linkages, training and financial support:

1. How have the participants been able to access technical assistance and training (providers, focus areas)?)

I have not had any formal training. I had not been able to access any technical assistance.

2. How have they been able to obtain financing and for what purpose (loans and/or subsidies)?

I have not had any financial assistance but I got a shade house erected by the government but was damaged during a storm. I have not been able to repair it. In terms of my tourism business, I have not really attempted to get any financial assistance though I know if I want to advance I need to get wash room facilities on the farm and also a reliable source of water.

3. Have the participants received training in the digital area (digital literacy, management, marketing, sales, other)?

No.

4. With which actors – public and/or private – could agreements be reached to improve and/or expand Internet connectivity and access to equipment and services?

I think we can work more closely with the Ministry of Tourism; We can also maybe get some assistance from the MAB project as they might be able to access support for us.

It would also be good to have agreements with taxi operators and tour business who may be able to bring persons to visit the farm. We can also develop closer linkages with funding institutions like the banks who may be willing to sponsor certain parts of our business like our marketing and they can use their logos to promote themselves as well.

Maybe we can work with some business that can provide computers, laptops and tablets to help us with our digitalization. We can also work with local business like JAD for persons who want to do electronic payments.

5. Which potential partners (public, private, academia, NGOs, others) could provide technical skills training to support tourism and digital development?
The ministry of tourism, the banks and other financial institutions; the multipurpose lab to provide certification of our products; I think most of what I said for the previous question is for this as well.

There are some local businesses like Sphere Nevis that can provide technical assistance in the creation of websites for small tourism businesses. The University of the West Indies Open Campus can train persons as well.

6. Which potential partners could provide financial resources to strengthen and/or expand the tourism experience and digital development?

Maybe Development Bank; International Agencies like FAO and IICA; Government; Business

6. History, identity and the narrative of the tourism business:

1. How and when was the tourism business started, and what have been the most important milestones and lessons in its development?

The tourism business started out of the MAB project and two farms were initially involved because they had different things to offer. My farm was one. The idea was to promote farming as a community tourism activity. It was a way for farmers to make another income and to also raise awareness on the importance of caring for the environment and the importance of sustainable farming.

2. Do the communities, the territory, and/or the towns have their own identity (cultural, crafts, gastronomy, landscape, others)?

We use the MAB logo for farms that work with the project.

3. Has this identity been recognized? If so, how?

Yes, to a certain extent. We get some recognition from UNESCO.

4. Have certifications or brands related to the business been developed and disseminated?

We developed a logo for the biosphere reserve and we would include it in our marketing campaigns if we want. We can also add it to the labels for out produce e.g. jams etc. My farm also has its own label under the name of Produce Delight.
5. What other elements could support a narrative that provides an identity, adds value and helps the tourism business stand out in its potential market?

The area is called Green Valley and it gives some idea of natural and nature.

Interview with Sean Clarke, Marketing Officer and manager at the Basseterre Public Market and Agri Night Market.

1. The tourism business:

1. What is being sold (describe the services and/or products)?

The Basseterre Public Market primarily focuses on providing a space for persons to display and have for sale to the general public fresh local fruits, vegetables, prepared local dishes and meat. The users of the market space are farmers, butchers, persons preparing and selling local food, agroprocessors and fruit and vegetable vendors.

2. Who are the potential customers (target market and main demands)?

Presently the target market are persons in the Federation wanting to buy fresh locally produced fruits, vegetables, meats and local dishes. The demand is slow during the week and business picks up on Friday and Saturday. Saturday morning is traditionally market day.

We would like to expand on our potential customers. We are very close to Port Zante and we see hundreds of passengers leave the ships for tours around the town and to other sites outside Basseterre. We would like that this be a stop off site for visitors. We see the taxis and safaris pass in front of us saying, “on your right is the public market”, we want them to also stop and sample the things we have for sale in the market.

3. How are the services and/or products sold (linkage mechanisms and participating agents; for example, hotels and restaurants that buy agricultural products with sanitary certification directly in the local community through contracts with farmers; or local tour operators that have contracts with the farmers’ cooperatives)?

Each vendor sells his goods separately. They would have their customers or persons just wanting to buy what they are selling. The products are on display on stalls that they rent from the market for $2 per day. The stalls are set next to each other and each vendor can have up to three stalls depending on the amount of produce he or she have to display. There are occasions when buyers for hotels and restaurants would come to the market to buy produce. There is no present mechanism digital or
otherwise that encourages them to visit the market. They just see is as a place where they can get fresh local produce.

4. How much revenue is generated by the business (last fiscal year; orders of magnitude)?

The public market is not a moneymaking entity; it is mainly to facilitate sale of local produce and is heavily subsidized by government. I do no know how much revenue is generated, I will have to check.

5. Which are the key market agents that already have a relationship with local operators, and which agents should be approached to form an agreement in the future?

Key market agents that already have a relationship with the Public Market are the members of the farming and fishing community, and the Ministry of Agriculture et al and consumers. In terms of future agreements, I would say the Ministry of Tourism and the Tourism Authority, private tour operators and taxi drivers; event planners, persons who build websites and manage platforms, market consultants; persons involved in digitization and ICT.

6. How could new partnerships be developed?

There are some structural and beautification processes that have to be completed on the market. The place should look more inviting. That is one reason we are engaging local artists to produce wall art of local fruits and vegetables; it gives the place an uplifted look; We also hope to develop relationships with persons in the entertainment industry so that we can have day time performances and create a cultural and festive air to the market. We also would have to develop partnerships with providers of internet services so that the market can become like the market hub for online activities.

7. Is the business part of a broader tourism activity or corridor in the territory?

We are close to Part Zante. We are enroute to the War Memorial and we can be included in Beautiful Basseterre Walking Tours conducted by several individuals.

8. What are the main innovations that have been incorporated in the management processes and/or the products/services offered by the business?

We would like to create a platform, or a website for the market. We would like to be similar to one that was established for the Department of Agriculture that was name AgroFresh. It was a virtual store front and farmers had stores on the site and they were able to post what they had for sale and buyers could connect and arrange to purchase.
We would like to do something similar. The Public Market becomes the store. We would like to be able to allow each participating vendor a store. They could create and share posters, flyers, videos of their good and services for sale. We would also like to have times when we allow livestreaming from the public market.

9. What is the level of formalization of the business in terms of tax and tourism regulations (problems and challenges)?

Vendors are registered as farmers, fishers or vendors.

10. What is the current link between the tourism business and the agricultural, fishing and/or aquaculture activity of the territory?

The marketing department of the Department of Agriculture links hotels and restaurants to farmers where they could then purchase fresh produce. That is the main link really.

11. Is there the potential for expansion of this type of link? If so, how?

Yes. We would like to extend the experiences to tourists and persons who normally go to the supermarket. We would like them to be able to come to the market for a direct interaction with the producers and vendors.

12. Are there any existing market studies related to rural tourism? If so, who carried them out?

I am not sure.

13. Other relevant information.

2. Participants in the business:

1. How many people and families participate directly in the business, and what percentage do they represent of the total number of people and families living in the area (if applicable)?

We cater to a large number of vendors who come to the market to see. We have a fruit and vegetable area and we also have an area for meat and meat products. We have about 16 stalls for butchers and meat vendors.

2. What types of families participate in the business (family farmers, fishermen, artisans, landless rural inhabitants, “neo-rural”, others)?
Mostly farm families, vendors, that is buyers and sellers of agricultural produce.

3. What is the average level of schooling of the family members?

4. What is the level of use of digital tools by direct participants in the business (three key criteria for a first approach: use of WhatsApp; use of the Internet to search for information or other functions; and use of social networks)?

The vendors use smart phones. Some have even created and shared videos that went viral. They use WhatsApp and some have social media accounts. The younger vendors especially. And the older ones get their children to create flyers which they share.

5. Have they received training in digital technology (if so, in which areas, with whom and when)?

Not that I know of.

6. What equipment and/or infrastructure do families have for the implementation and digital development of their business (e.g. computers, tablets, cell phones)?

Most have smart phones. I do not know if they have computers or tablets but I see them with smart phones in the market.

7. Do one or more members of the group have smartphones with cameras that allow downloading of apps, images, and videos?

Yes. As I said, one or two have created viral videos.

8. What is the composition of the business from a gender perspective?

Mostly women sell in the market. The meat vendors are mostly male.

9. What is the composition in terms of age (young people, the rest)?

I would say middle to upper middle age. There are a few young vendors but not a lot.
10. Other relevant information.

3. Business organization:
1. Has an organization been developed to run the business or is it part of a larger organization?
   The Basseterre Public Market is part of the Ministry of Agriculture and is managed by the Ministry with a market manager, a market keeper and other auxiliary staff like cleaners etc.

2. How many participants are there in the organization?
   In terms of staff, there are ____ of us.

3. What type of organization has been formed ("de facto group"; cooperative; association, other)?
   We are part of the Ministry.

4. How have the participants organized to run the business (describe the relationship between partners and, if applicable, between partners and non-partners)?

5. Who heads the organization and how is leadership exercised?

6. What role does the organization play and what concrete benefits does it provide to its members?
   We provide a physical structure for the display and sale of agricultural produce.

7. In which link of the supply chain is the organization located?
   The market is the link between producer and consumer.

8. What role does it play in digitization processes?
   That is where we want to go. We want to provide an virtual market as well as a physical market.
9. What investments in equipment and infrastructure has the organization made?

We have been working on some structural upgrades, e.g. the roof and some beautification. We want to remove the dead spots in the market and create more spaces for the selling of locally prepared food.

10. What role do young people play in the business?

Young persons can be involved. They can help in the online marketing of the goods and services of the market; they can be vendors also; they can even help in the management of the website or platform.

11. What role do women play? Other relevant information.

Any and all roles.

4. Digital development of the business:

1. What processes have been digitized (such as management, marketing, sales, other; explain each process in detail and evaluate each process based on an expert opinion)?

None of the activities have been digitalized.

2. What development process was used and what obstacles had to be overcome (a "brief story of digitization")?

All plans for digitization are future.

3. Who provided financial support?

4. What equipment and digital infrastructure is available?

5. Is the business linked to any existing platform (if so, describe and evaluate its success based on an expert opinion)?

The market was somewhat but not directly linked to the Department of Agriculture’s Agrofresh online store. It is no longer operational.

6. What type of Internet connection is available?

3G and 4G
7. What is the quality of the connection service?
We would be able to get excellent service as long as the proper electrical and connectivity hardware be put in place.

8. Which operators provide Internet connectivity?
9. We can get internet services from any of the providers, Flow, Digicel or Citi Wifi.
10. We presently do not have internet connection to the market; vendors use data.

11. Are there any local operators?

12. How much is the monthly and/or annual cost of the service?
13. What are the positive aspects and challenges of the digitization processes implemented?

5. Linkages, training and financial support:
1. How have the participants been able to access technical assistance and training (providers, focus areas)?
Not that we know of but if we develop the market to be a digitized space, then the vendors who choose to be part of the experience, would be trained.

2. How have they been able to obtain financing and for what purpose (loans and/or subsidies)?

3. Have the participants received training in the digital area (digital literacy, management, marketing, sales, other)?

4. With which actors – public and/or private – could agreements be reached to improve and/or expand Internet connectivity and access to equipment and services?
Service providers of internet services, providers of communication goods and services Which potential partners (public, private, academia, NGOs, other(s) could provide technical skills training to support tourism and digital development?
The telecom companies, the University of the West Indies.
5. Which potential partners could provide financial resources to strengthen and/or expand the tourism experience and digital development?

6. History, identity and the narrative of the tourism business:
   1. How and when was the tourism business started, and what have been the most important milestones and lessons in its development?
   2. Do the communities, the territory, and/or the towns have their own identity (cultural, crafts, gastronomy, landscape, others)?
   3. Has this identity been recognized? If so, how?
   4. Have certifications or brands related to the business been developed and disseminated?
   5. What other elements could support a narrative that provides an identity, adds value and helps the tourism business stand out in its potential market?

**Interview with Shaline Welcome Lewis – Community Based Tourism Officer in the Ministry of Tourism**

1. What is your role/interest/work in the digitalization process of the tourism sector?
   I work in community tourism and after the pandemic persons became more interested in having their business digitalized because they realized that they needed to be able to get in touch with clients. Previously persons involved in rural or community tourism depended on more established tourism enterprises to get clients; they used they as satellites;

2. What is the level of penetration of digitalization in the sector?
   Very low; some persons did not use anything else but a cell phone and it was only to take and make calls;

3. Which processes have the greatest penetration/reach? What are the gaps?
   Cell phones for calls;
   Members who were members of cooperatives or association were able to use the services of the cooperative in terms of marketing e.g. online marketing; For example persons involved in agro processing and are members of the St. Kitts Agroprocessors association were able to benefit from group intelligence and marketing and advertise on social media eg. The creation of flyers to be shared via Instagram and WhatsApp.

4. What processes are least advanced? What are the gaps?
   Persons did not take advantage of using the technology available to make their business easier; they did not use any online or social media marketing tool to sell their products and services;
   Most persons did not know how to create email accounts; they did not know how to register with username and passwords etc.
   Persons just had very little or zero knowledge; some persons explained that they had internet connectivity issues where they live and were unable to take advantage of digitization processes that involved the use of ICT.

5. How are your responses above different with respect to the rural context?
These are regarding the rural context; in other areas businesses are more advanced and use websites, online booking, point of sale systems; social media marketing etc.

6. What studies or similar material are relevant to revise?
none

7. Do you have any statistics on visits per destination?

8. What is the latest report on Tourism and Digitalization?
There is no recent report specific to this;

9. What is the best and most up-to-date source that provides a characterization of the market with urban/rural distinction?

10. What platforms have the most reach and usability in rural tourism?
Mobile phone

Initiatives past, present and future in terms of digital transformation in the tourism business (focus on rural tourism)

11. What initiatives/projects/others with respect to digitalization of the tourism sector has the Ministry of Tourism lead or participated in? Background/lessons/ current status/ etc

The first initiative was done post pandemic when persons realized that they needed more than a physical presence; they needed to find other means to reach clients; they were then more willing to do things differently, undergo training, adopt point of sale services, create websites. Before, they were stationed near to the product and did not need to advertise.

Real Cases:

12. Has there been any real cases that show clear evidence of technological transformation in rural tourism? What are they? Do you have any information on them? What is the current status? Any other information?

Vision with respects to the steps to follow to achieve real advancement in the digital transformation, in general terms and under the rural/urban, ideally in the tourism sector.

13. In the rural/urban context, would you say there exists a real gap? And why would you say this is so?
The real gap is one of knowledge and there is need for training. Persons do not know how to use the technology; the training has to be hands on and practical;
The training that was conducted with UWI and persons involved small business and rural tourism created a levelling up of persons but of the 46 who registered to participate, only 21 would have been successful in obtaining grant funding for further digitalization of their business.

The Ministry envisioned the creation of a website that well feature community tourism.
Also the development of an incubator system for those persons who need to start from the beginning of using tools of digitization; they would be a mentorship programme and the training and building of skills would be ongoing.

14. In what directions should we move to advance the acceleration of digitalization transformation?
Training.

Other relevant actors:

15. What players do you consider the most relevant for advancing this transformation as it pertains to rural areas?
1. Players involved in education
2. Small Business Development Unit
3. Development Bank
4. First Federal Bank wrt small Business loans

Meeting with Troy Hendrickson – Owner, Vibes Beach Bar and Caribbean Journey Masters Tour Company
Date: 13th December
Venue: Face to Face – Vibes Beach Bar

1. What roles does your organization play in the process of Tourism Digitalization of community (rural) tourism?
We are a tour company. We sell tours and one of the tours that we have already written up a script to present to the cruise lines for offer farm to fork tours.
We have already worked with several farmers and farmer’ groups in offering tours. In 2020 we did 15 tours with Gideon Force Organic Farm in Verchilds. We took the tour to Caribelle Batik, then to the farm then back to the restaurant for lunch. We were paying the farm organization usd 7 per head. We tried it with another farm in the St. Mary’s Parish but the road system was poor and it was difficult for the buses to get to the farm.
We also took a group to visit the Aquaculture farm owned by Dr. Barrington Brown. In that case, I spoke to him about making the farm more conducive to tours by widening the paths and making the farm generally more accessible. He did not take the advice as far as I know. We only went once.
We also did tours with fishermen. We did four (4) tours with fishers out of the Old road community. We paid usd150 per head. We found that fishers were less organised than farmers and they appeared not to be too welcoming. They did not have the proper gear for visitors. They would have to get the proper insurance etc.

2. What would you say are the gaps in digitization in community (rural) tourism?
The farmers and fishers should learn to use a smart phone first. It can do much more than make calls. They can be taught to create simple flyers to share, as a marketing tool. But even before that, they can put in simple signs and even put a sign on their vehicle “Peter’s Organic Farm” and a phone number. But at the end of the day, farmers farm and fishers fish, we do not expect them to be expert marketers.

3. What role can your organization play in attempting to fill these gaps?
We were a go between the visitors and the farmers and fishers. We advertised our tours and got clients who were interested. We actually taught the members of Gideon Force how to conduct a tour, how to speak and how to engage the visitors.

4. What can be done to accelerate the digitization of community tourism?
Teach them to make more use of a simple smart phone.

5. Do you have any examples of activities your organisation might have undertaken to promote/assist in the development of digitization for community tourism?
As the examples given, we have worked with the farming and fishing community to conduct tours. We organize the tours and we run them. The farmers had to just conduct the tour on their own farm.

6. How do you see the outlook for digitization in community tourism?
I do not know really but community tourism on a whole has a lot of potential. Tourism will rebound and redefine itself and you will find major players in tourism going into other ventures like farming and fishing to provide more stability to their business. So, if I have a farm, I can organize a tour through my tour company and keep my business steady.

7. What services can your organisation offer to fast track the digitalization process for community (rural) tourism?
Even before digitalization, farms need to have the proper facilities. They need to have proper washrooms and many do not have a toilet on their farm. We cannot do business that way. And another thing that stopped the tours was that we cannot take persons to places where the staff has not been vaccinated. This has prevented us from continuing and expanding on our farm to fork tour. Another thing is location, the farms have to be accessible. I would not do a tour that takes more than 30 minutes to get to.
So yes, If you are looking to improve or fast tract the digitalization process, it would be a waste of money. Other things like bathroom facilities need to be addressed first.