

The ICA logo consists of the letters 'ICA' in a stylized, italicized font. The 'I' and 'C' are light blue, while the 'A' is white. The background of the entire image is a close-up of coffee cherries on a branch, with some cherries being red and others green, set against a blurred green background of leaves.

ICA



# Supporting Agritourism in the Caribbean



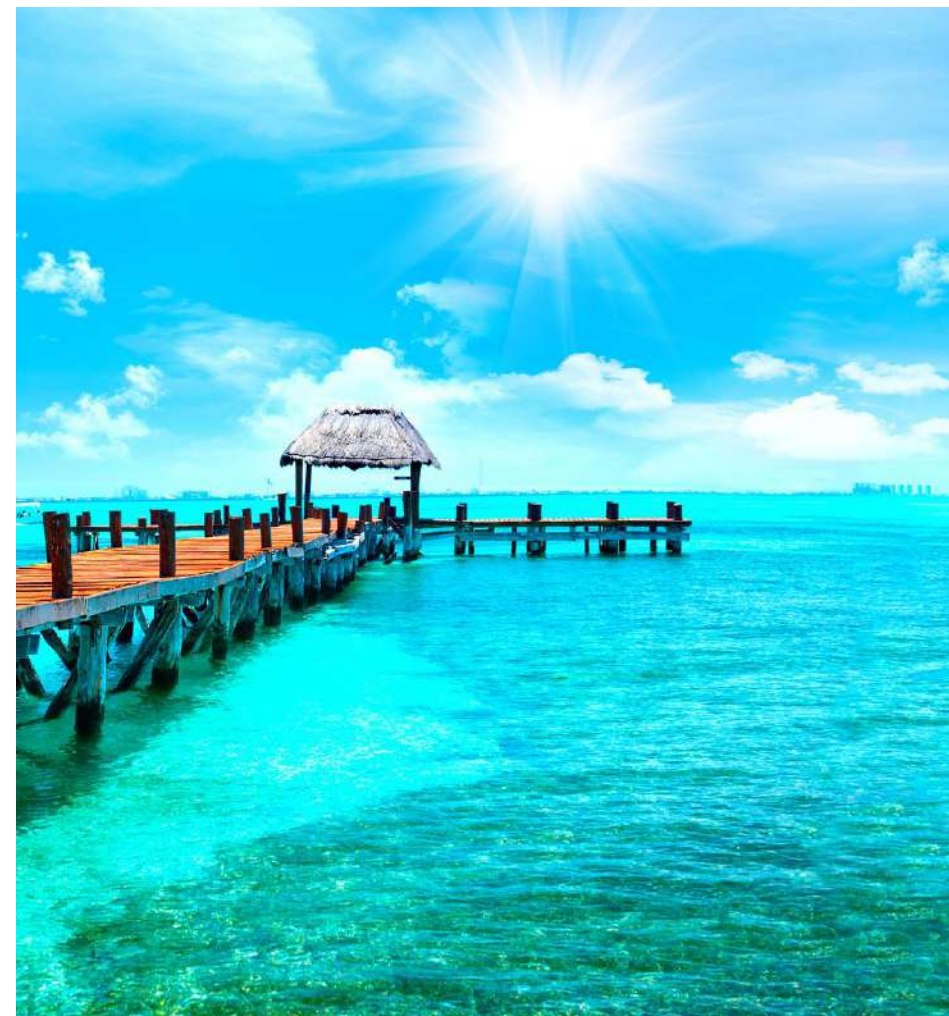
# The Case for Agritourism in the Caribbean

The Caribbean is known as the most tourism-dependent region in the world, but linkages between tourism and agriculture need to be strengthened, so benefits from tourism spread through the countries.



For several Caribbean countries tourism earnings account for more than

**60%** of their GDP.



The hotel industry represents a huge potential market for Caribbean commodities and tourism enables new income and livelihood opportunities for rural communities.



# Why Agritourism?

- Expanded sale of agricultural commodities
- Increases diversification and resilience
- Job creation and more roles for women and youth
- Treasures cultural and environmental heritage
- New markets and opportunity to add value
- Promotes partnership and community collaboration
- Strengthens the tourist offer
- Revalues the rural way of life and builds local pride



# Barriers that have inhibited agro-tourism development in the Caribbean include:

- Insufficient innovation in the agrifood sector
- Limited financial resources and investment to scale and diversify operations
- Inconsistent volume and quality of locally grown food
- Propensity to import food rather than source local
- Attention focused on developing traditional mass tourism
- Insufficient cross-sector policies and programmes



# IICA's VISION



**Agritourism should be inclusive of different types of farms and farmers, take into account national food supply requirements, and actively address the need to shift consumer demands to locally viable food sources.**



# Turning challenges into opportunities



**We must be clear in our minds who are to benefit from tourism. Communities cannot be an after-thought.**

*(Harvey, 2019)*

- Linking local farmers to the hospitality sector: communicating needs from both ends
  - Promotion of natural remedies and organic treatments to enhance health and wellness.
  - Sharing of agricultural heritage: craft, visits to old plantations, agricultural museums, etc.
  - Local food festivals and culinary traditions.
  - Farm-based activities: rural bed & breakfasts and farm tours.
  - Community-based initiatives: village fairs, rum shop tours and community markets.
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## IICA has over 20 years of experience working on improving Agritourism Linkages throughout the Americas

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### Our focus:

- Diversifying the productive activities of agriculture: new agribusinesses
  - Adding value to family farming products and traditional know-how
  - Generating employment - rural women and youth
  - Linking agriculture with commerce, lodging, gastronomy, and transportation
  - Conserving and promoting the sustainable use of biodiversity.
  - Promoting short marketing circuits
  - Developing rural territories
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# Examples of IICA's actions

**Encouraging chefs to create menus around local food** and serve as ambassadors of local cuisine and food culture, via creation of Caribbean Culinary Alliance and Chefs for Development

**Policy and strategy initiatives** at the regional and national levels to foster coordination, engagement and collective action to address agritourism linkage gaps and promote investment

**Support to hotelier-farmers linkages** through hotel procurement-chef-farmer exchanges; facilitating supplier-buyer arrangements; building capacity of farmers to meet hotel food specifications


**Development of rural tourism enterprises** that package rural communities' heritage, agricultural production and nature into visitor attractions



Agroturismo justo y solidario

# TOUR del CAFÉ






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# Examples of IICA's actions

**Forging partnerships** with regional and international bodies (UNWTO, CTO, CTA) to promote agritourism

**Building capacities** to operate rural tourism ventures through online and face-to-face **training programmes**

**Documenting case studies, guides and manuals** on the design and operation of agritourism products and services



**RURAL TOURISM  
ONLINE COURSE  
FOR THE CARIBBEAN**

**FREE COURSE**

[LEARN MORE ABOUT THE COURSE AND REGISTER HERE](#)

**This course is for:**

- Entrepreneurs wanting to start or improve a rural tourism business
- Employees of rural development, agriculture and tourism agencies
- Individuals involved in farming, food and hospitality, nature, cultural and heritage enterprises

**Acquire skills to:**

- Examine the rural tourism idea and its tourism potential
- Formulate the rural tourism project
- Apply marketing tools to successfully place rural tourism products on the market

**COURSE STARTS IN MARCH 2023**

**IICA**



**Agro-ecoturismo:**  
Bases para el Diseño de un Proyecto de Turismo Innovador

**¡Últimos cupos!**

Becas del 50% para participantes seleccionados

**IICA** **UNWTO** **CTO** **CTA** **OEA**



**GIRA AGROECOTURÍSTICA LATINOAMERICANA  
Costa Rica 2017**

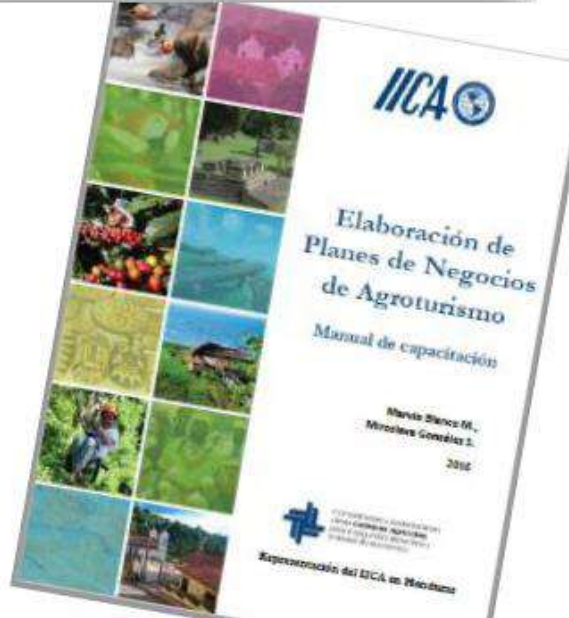
**1 al 8 de mayo 2017**

**TOUR DE CAFÉ**  
**TOUR DE LECHENERÍA**  
**TOUR DE FRESAS**  
**TOUR DE CACAO Y CHOCOLATE**  
**TOUR DE LA PIÑA**  
**TOUR FINCA ORGÁNICA**

Observación de aves, rafting, canopy, puentes colgantes, aguas termales, visita a parques nacionales.

**Costa Rica Rainforest Experience**

más información: gedetur@gmail.com



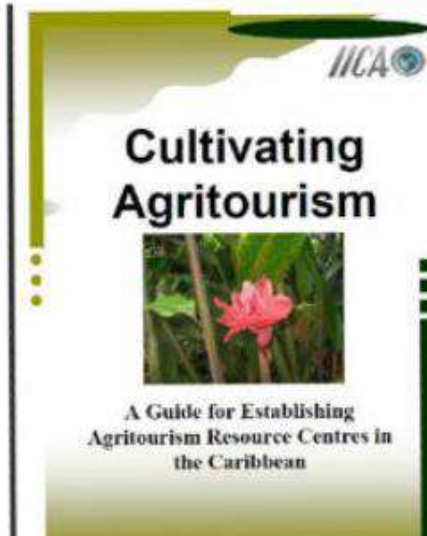
**IICA**

**Elaboración de Planes de Negocios de Agroturismo**

Manual de capacitación

Mario Blanco M.,  
Miroslava González L.  
2016

Representación del IICA en Honduras



**IICA**

**Cultivating Agritourism**

A Guide for Establishing Agritourism Resource Centres in the Caribbean



**MANUAL OPERATIVO DE LA MARCA CIRCUITO DEL CAFÉ**

Reglamento para las autorizaciones otorgadas al sector turismo localizados en los corredores turísticos del circuito del café

**Circuito del Café**

**CECOM** **IICA**





## More work is needed to:

- **Build capacity of farmers** to serve the tourism markets with quality and consistency
- Strengthen **supply chain logistics** for distribution of agri commodities to hotel sector
- **Support countries' agricultural and culinary heritage** through documentation, training, staging of festivals, public relations
- **Incentivize local sourcing** through sensitization of chefs, environmental/climate smart certification schemes and information exchange
- **Develop and strengthen rural tourism experiences** that leverage food, culture, heritage, wellness and nature
- Invest in the **creation of value-added agri-products** that can be supplied to the tourism sector





A close-up photograph of olive branches with several green olives. The olives are in various stages of ripeness, with some showing a slight yellowing. The background is a soft-focus green, suggesting more foliage. A dark green rectangular box with a white border is overlaid on the center of the image, containing white text.

**Join forces with IICA to  
promote sustainable and  
inclusive agritourism**