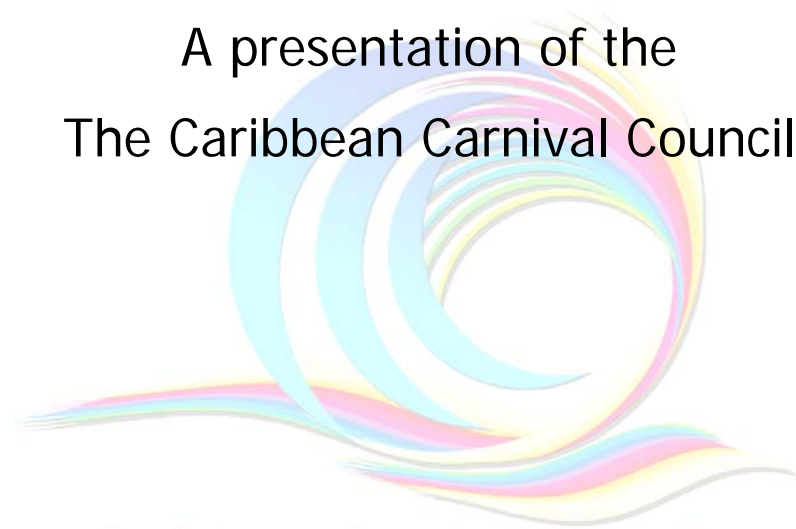


A presentation of the
The Caribbean Carnival Council



Caribbean Carnival Council
"Culture Sustained! Tourism Driven!"

'Culture Sustained! Tourism Driven!'

This document highlights structured views on the concept, establishing and the developing of the organization, the Caribbean Carnival Council.

Considerations are made to the continued economic development of the Caribbean Archipelago and harnessing the natural resources of all the island states, i.e. their people and expression.

The interlink of a country's culture and the knowledge to harness and promote through the medium of tourism develops a sustainable revenue generation opportunity. In this vein, the Caribbean Carnival Council has been conceptualized and created to promote Culture Tourism in the Caribbean Archipelago.

The Caribbean Carnival Council is structured on inclusivity and exercises the counsel that all Caribbean States are founded on generic factors of culture, experiences economic climates relatively and employs the vehicle of tourism so as to contribute to their GDP. With the many natural familiarities that exists among the Caribbean States, the Caribbean Carnival Council seeks to convey and include all islands states in the Caribbean in the establishing and development of the organization.

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Concept

The Caribbean Carnival has drawn many international and regional tourists to differing shores in the Caribbean Archipelago. The expression of the Caribbean Carnival has been used globally in the creation of over 200 carnivals in different regions. The natural creative essence and character of a Caribbean Carnival has attracted many and fostered economic value to others who has employed the rich culture and its channels of expressions.

It is with this thought the Caribbean Carnival Council was developed. The Caribbean Carnival Council mandate “Culture Sustained, Tourism Driven” enacts the founding principles of Culture Sustainability and Tourism Growth for continued Economic Development for the Caribbean Archipelago.

The Caribbean Carnival Council has identified the factors of opportunities and the necessary learning challenges in the environment to ensure its mandate is implemented and sustained to contribute to the development of the region through culture tourism.



Caribbean Carnival Council
“Culture Sustained! Tourism Driven!”

Culture Sustainability

Culture Sustainability is to identify the natural expressions of a nation and establish the necessary mechanisms to ensure its continued existence. Culture can and has been influenced by external factors and when infiltrated sufficiently the expression and the founding thought of its existence is lost, losing a people and its heritage. A sustained culture creates the opportunity to employ revenue streams from culture tourism.

The culture that exists in the Caribbean Archipelago is a crucible of history and nations. The Caribbean States has seen the inclusion of many expressions from old nations through many centuries which has brought about a region that is rich in culture and character.

With its course of history, the Caribbean Archipelago has matured to a region from slavery, indentured labour to self-sustained governing states. This gradual transition of forced labour to 'freedom' has created a culture of 'celebration'.

Celebration through the vehicle of a distinctive Caribbean Carnival has been economized throughout the world under an umbrella of "Recreational Tourism".

Culture Tourism

Culture Tourism, a terminology coined to identify the partnership between culture and tourism was addressed globally by the first UNTWO / UNESCO World Conference on Tourism and Culture, held in Siem Reap, Cambodia in 2015, where representatives from 100 countries and Ministers met to discuss and explore the relationship of Culture and Tourism. The Siem Reap, Cambodia Declaration on Tourism and Culture was enacted citing five statements:

“Build new partnership models between tourism and culture by working towards greater integration of culture and tourism.”

“Promote and protect cultural heritage by encouraging tourism activities that contribute to increasing public awareness and support for the protection and conservation of culture heritage.”

“Link people and foster sustainable development through cultural routes by encouraging and facilitating international and national initiatives that draw together historically or thematically linked heritage places, including World Heritage Sites into tourism routes, corridors or circuits.”

“Promote closer linkages between tourism, living cultures & creative industries by encouraging and facilitating new forms of cultural tourism such as creative tourism and tourism related to special interest such as museums, industrial, underwater or memorial heritage”

“Support the contribution of cultural tourism to urban development by encouraging the regeneration of degraded or redundant industrial areas of historic cities including the integration of cultural heritage.”

The Caribbean Carnival Council has considered the Tourism Value chain of the Culture Tourism in the Caribbean Region and has identified the need to sustain backwards and forwards linkages across all sectors of the economy.

In the mandate of the Caribbean Carnival Council “Culture Sustained” consideration is made to the backwards links or foundational thought for Culture Tourism through the implementation of the Principles of the Caribbean Carnival Council:

“To support Caribbean States in the protection of tangible and intangible heritages as well as the development of arts, crafts and creative activities.”

This principle will be achieved by adopting and developing strategic programmes:

The Caribbean Carnival Conference

The Caribbean Carnival Conference will be hosted annually to engage Caribbean Carnival Council members and representatives from both private and public sector in the continued development and sustainable objectives to achieve protection and conservation of the cultural heritage of “The Caribbean Carnival”.

The Caribbean Carnival Championships®

The Caribbean Carnival Championships will be an annual competition that will be held in a hosting Caribbean State where winners of the various Caribbean States Carnival competitions will vie for a coveted title 'Caribbean Carnival Championships Winner". The Championships will highlight aspects of culture, being displayed through music and visual.

The World Carnival Village®

The World Carnival Village will be hosted at the Caribbean Carnival Championships, where invitations to all countries that host carnivals will be invited to display their expressions of Carnival.

Culture Education Programs

To support and implement programs that actively engage participants in their development of expression of culture that will ensure sustainability of culture and to ensure quality excellence for the sale of a global product.

Once Culture is sustained and enhanced, this can be packaged regionally through the Caribbean Carnival Championships and attract the diverse audiences from the differing strata of Tourism. Culture is the product of the Caribbean Carnival Council. The packaging is addressed through our 'Tourism Driven' mandate.

Tourism

Tourism has experienced continuous growth and diversification, becoming one of the fastest growing economic sectors. It has become an important component in international commerce and has seen business volumes that surpasses oil exports, food production and automobiles, to name a few.

In developing countries diversification of tourism offers additional revenue streams from the natural resources of the country.

The Caribbean Carnival Council has identified the channels of revenue stream that can be generated from the packaging of the Caribbean Carnival product.

Culture Tourism

Involves the traveller's engagement in the heritage and cultures of the destination country. This will include and not be limited to lifestyle, architecture, art and history that helped shaped their culture. The Caribbean Archipelago has a rich diversity of culture that is expressed in its music and arts and exhibited at the differing Carnival States. The Caribbean Carnival Council through the Caribbean Carnival Championships becomes a crucible for the culture diversity promotions to the global market.

Recreational Tourism

Recreational Tourism is engaged when persons travel for leisure, fun, enjoyment and amusement. Born out of the celebration of either, self-governing status of a Caribbean state or thanksgiving, the Caribbean Carnival has attracted the art of celebration. This appeal has seen the adoption of Caribbean style carnivals worldwide and the successful introduction and sustained celebratory events annually. Many tourists visit the Caribbean States for Recreational Tourism through the various Carnivals and music. Entertainment Management will be employed to facilitate the expression of culture to continuously attract the recreational tourist. The Caribbean Carnival Council has identified other tourism revenue streams from Carnivals.

Creative Tourism

Creative Tourism attracts artists of varying disciplines. Carnivals exhibits the culture of the varying Caribbean states through music, visual, instrumental and food. Many persons travel to the Caribbean Region to experience the arts that are involved in Carnivals, both as a spectator and / or participant. The Caribbean Carnival Championships will be hosting at the week's event the World Carnival Village, this forum will invite all Carnivals globally to exhibit their style and creativity at the Championships.

Culinary Tourism

The expression identifies the experience of a person purposefully partaking of the palettes of a country. Caribbean States at the onset of their Carnival celebrations enjoy the freedom of food and drink, highlighting the most coveted dish in the country and ensuring it leaves the traveller wanting more.

The Caribbean Carnival Council realized the increase in activity for the different industry sectors for the establishing and continued sustainability of the Caribbean Carnival Championships. This inevitably will lead to Economic Development and creates opportunities for business and Caribbean States Development.



Economic Development

The forward linkages of the Tourism Value chain of Culture Tourism in the Caribbean Archipelago can be identified through the economic development of the region, and can be achieved effectively under the promotion of culture: expressions of Carnival. The promotion of the Caribbean Carnival Championships will be done globally sensitizing an international market of a regional competition showcasing culture and creativity in a recreational environment. This leads to attracting a large international audience to which the Caribbean Carnival Council will leverage to engage additional revenue streams of Tourism.

Business Tourism

Business Tourism is the process by which travel is for the purpose of business. The Caribbean Carnival Council will host a Trade Show in the week of festivities of the Caribbean Carnival Championships where opportunities in diverse sectors can be resourced for the hosting Caribbean State.

Industrial Tourism

The hosting Caribbean State will have the opportunity to promote its resources to an International audience during the week of the Caribbean Carnival Championships.

Initial estimations however suggest that some of the main sectors and businesses that stand to benefit economically from the activities proposed are as follows: -

Food and Beverage Industry

Transportation Industry (Land, Sea and Air)

Hospitality and Tourism Industry

The Craft Industry and Souvenirs

Textile Industry

Media and Telecommunications

Cosmetology

Printing and Packaging

The Music and Recording Industry

The Human Resource Industry



The Caribbean Carnival Council

Vision Statement

“Culture Sustained, Tourism Driven”

Our vision statements identify the strategic objectives of the Caribbean Carnival Council, to which all our operations and functions supports.

Mission Statement

“To create a crucible of the diversity of Carnivals in the region, and to harness the economic value, for the successful economic development of the Caribbean Archipelago through a unified thought of sustaining, developing, and promoting the product of Carnival regionally and globally.”



Caribbean Carnival Council
“Culture Sustained! Tourism Driven!”

The fundamental principles of the Caribbean Carnival Council are:

1. To support Caribbean States in the protection of tangible and intangible heritages as well as the development of arts, crafts and creative activities.
2. To enhance destination competitiveness and strengthening of the regional tourism industry through promotion of the Greater Caribbean via the hosting of the Caribbean Carnival Championships.
3. To support the creation of employment and business opportunities for the region. By fostering socio-economic growth through supporting small and medium- enterprise development and the creation of alternative livelihoods in culture tourism.

Legal Governance

The Caribbean Carnival Council is a registered Non-Governmental organization this will allow the organization to seek Charitable Status. The organization is governed by the established Caribbean Carnival Council Charter and guided via the decisions of the Board.

Caribbean Carnival Council Operations

The Caribbean Carnival Council will be maintaining Secretariat operations headquartered in the island state of St. Lucia.

The functions of the Caribbean Carnival Council will be governed by the Caribbean Carnival Charter and umbrellas the following operations:

1. Secretariat
2. Finance
3. Legal
4. Project Management
5. Culture / Education
6. Group Communication
7. Marketing
8. Membership
9. Information and Technology
10. Security
11. Adjudication



The sustainability and development of the Caribbean Carnival Council supports the ideology of Culture Tourism as a profitable and sustainable product in the tourism sector.

The strategic development and operations of the organization is addressed in its Strategic Plan, Operations Manual and Balance Scorecard.

END