Selina Piekarski - Special Topics 2014

Flavours of Barbados

This project was developed to promote agrotourism, by introducing three self-guided, sustainable tours that will increase awareness about, and showcase the unique experience of beautiful Barbados. The tours were designed from a concept created by the BITS agrotourism group: PLANT (Promoting Linkages between Agriculture, Nutrition, and Tourism).

One of the greatest elements of each individual tour is the exposure to local farms in Barbados, as each tour includes an agricultural stop to highlight the fresh produce and breathtaking agricultural landscape native to Barbados.

Each of the three tours is designed to target specific interests, including food and drink, art and culture, and family friendly activities. This is designed to capitalize on current market research that indicates a destination preference by tourists for a product and experience that is authentic and unique as well as linked to local foods, culture and heritage.

Finally, these tours aim to invigorate all the senses of the human body: taste through the local cuisine; touch through the unique hands-on experiences Barbados has to offer, and sight through the artisan talent and colourful atmosphere. You cannot truly know the "flavour" of Barbados, until you have experienced all these aspects of its culture.

There are three tours designed including:

a. *Taste of Barbados*, which is a culinary tour centered on natural produce and local food and drink production, is scheduled every Friday and continued on Saturday. Stops on this tour include an authentic Barbadian cooking demonstration, a tour of a chocolate factory, sampling from a rum distillery, and a visit to a farm to sample produce.



Cheapside Market



Agapey Chocolate Factory



St.Nicholas Rum Distillery

b. *Sights of Barbados*, which is an artisan tour showcasing local and diverse talent in Barbados, available during week days. Stops along this tour include an art and photography gallery, a sculptors' workshop, excursions through pottery stores, and a visit to a farm adjacent to a plant nursery.







Medford Mahogany Craft Village

Chalky Mount Potteries

Gallery of Caribbean Art

c. **Touch of Barbados**, which is a Family Friendly Tour, is a tour aimed at providing a hands-on experience that is enjoyable for family members of all ages. Some of the stops on this tour are not only enjoyable and memorable, but also educational. A sample of the locations includes a livestock research development facility, a wildlife reserve, an underground cave tour, and a watermelon farm.







Greenland Livestock Research Facility

Harrison Caves

Cumberbatch's Watermelon Farm

A unique aspect of this project design is the utilization of modern technology and social media. Advertisements are centered around online media including websites and internet travel research as well as a printed brochure. The purchasing and booking of the tour are completed through the website. After purchase, the customer receives a downloadable pdf. guidebook and map. Future possibilities include a cell phone app and an audio file.



PLANT BARBADOS

Promoting Linkages in Agriculture. Nutrition, and Tourism

NOME

A FARM WITH A VIEW

FLAVOURS OF BARBADOS

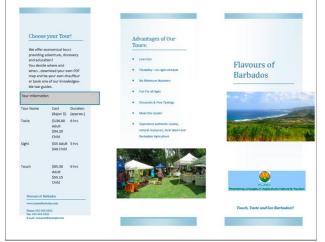
**PLAVOURS OF BARBADOS

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Downloadable Map pdf.

PLANT Barbados Website





Flavours of Barbados Website

Flavours of Barbados Brochure

There is potential for future tour expansion, such as with an increase in the number of sites or additional tours if the market suggests. If this project is deemed to be feasible, it may be worthwhile to hire or provide an internship or Coordinator position to maintain and sustain this tour, possibly through McGill University or University of The West Indies. The ultimate goal is to increase awareness into the plentiful resources that Barbados has to offer, especially its agriculture, human capital and already established businesses including restaurants, shops and unique attractions. These tours are designed to fully utilize the natural resources in Barbados' largest economic component, tourism, thereby making it a premier agrotourism destination.