

# The strength of destination: jamaica



To effectively manage and market destination Jamaica for visitors appeal, close attention is required as it relates to the advertising and selling of the destination likewise the maintenance of the tourism product to attract visitors.

Promote special events that can attract visitors throughout the year and enhance the image of the destination overseas.

The Jamaica Tourist Board can promote special events like Reggae Summer Festival and Jazz and Blues Concert. These events attract thousands of international visitors from all over the world annually. However through this market our music is marketed throughout the world and has put reggae music atop the charts internationally. This special event has also attracted artist, producers, promoters and visitors which increase the number of visitors entering the country within that given period.

Exploit the advantages of internet technology to market Jamaica.

There are different reasons why people exploit the internet technology to advertise and market a destination or a distinctive product. One of the major advantages is that advertising on the internet is cost efficient and is more conducive to users of the World Wide Web. Millions of people are online each day and therefore they can view advertisements whenever they want. In addition, it allows for target marketing which is more effective on the internet than anywhere else. Likewise, internet marketing allows for interaction and feedback from viewers through surveys, reports, tweets etc. and therefore this also help to overcome barriers of distance.

Promote a greater awareness locally of the importance of tourism in the Jamaica economy through the local communication programs.

The Jamaica Tourist Board can assist local residence of the significance of becoming more aware of tourism in the Jamaica economy by launching a Jamaica tourism awareness program that will not only educate locals about tourism but also inform them about the importance of preserving the environment for sustainable development. The importance of tourism in the Jamaica economy can be brought across to locals through other forms of communication programs such as seminars, workshops and cultural trade shows.

Promote Jamaica to Jamaicans

The program that is used to promote Jamaica to Jamaicans is called experience Jamaica. Although we are citizens of the beautiful destination Jamaica not very often do we explore the opportunities of experiencing the different aspects of tourism offered throughout destination Jamaica due to cost constrain. However this program is designed with the aim of giving locals such privileges. All attractions and special hotels within the destination is packaged at a special reduce rate and sold to locals allowing them the opportunity to experience Jamaica affordably.

Achieve a greater integration with Jamaica Vacation and Jamaica Reservation Service so that the combined efforts of these agencies will have full impact on the market place.

The Jamaica Vacation is the company that is responsible for getting airlift into the country and likewise the Jamaica Reservation Service both companies combined together will ensure that visitors are secured for both airlift and hotel accommodation into the country.

## **SWOT analysis of the techniques that were used in question 1.**

The SWOT analysis can simply be described as the strength, weakness, opportunities and threats which focus on the micro and macro environment. However, according to the Jamaica Tourist Board, the SWOT analysis is the fundamental strategy which is used to accentuate the positives, reduce the negatives as far as possible, exploit the opportunities, and at the same time, recognize the threats.

## **STRENGTH OF DESTINATION JAMAICA**

The Flag, Jamaica flag is the most recognized throughout the world because of its unique combination of colours with each depicting a different significant meaning. Black, representing the hardship of the people of the nation. Green, the luscious mountains. And last but not least Gold, the magnificent sunshine.

The Climate: unlike other countries that experience snow and weather of different kind, destination Jamaica is blessed to have tropical weather all year round which attract visitor to our island.

The Language: Jamaica is the premier English speaking destination throughout the Caribbean with a blend of creole which is so unique that all visitors who are vacationing in Jamaica will want to learn the language.

The Geographic Location: Jamaica on the Greater Antilles is situated 150 kilometers south of Cuba and 160 kilometers west of Haiti. Jamaica is the largest of the West Indian island. It has an area of 11, 424 square kilometers, and is 243 kilometers long. Jamaica is in close proximity to the United States.

Special Events: Jamaica host some of the best events throughout the year such as Jamaica jazz and blues festival in the month of January, Bob Marley Birthday Celebrations in the month of February, Soul Rebellion Spring Break Party held in March, Trelawny Yam Festival in April, 20th Annual Jamaica Product Exchange (JAPEX) in May, Ocho Rios Jazz Festival in June, Portland Jerk Festival in July, Mello-Go-Round, Independence and Emancipation Celebration in August, Wine and Food Festival in September, Jamaica Product Exchange 11 in October, Port Royal Music Festival and Restaurant Week in November and New Year's Harbour Festival and Fireworks in December. This goes to show some of the most popularly listed events that attract visitors to destination Jamaica on numerous occasions throughout the year.

Accessibility: Destination Jamaica is easily accessible by air at anyone of our three international airports. Donald Sangster's International Airport in Montego Bay. Norman Manley International Airport in Kingston and the Ian Flemings International Airport in Boscobel. It is also accessible by land and by sea at anyone of our three cruise ship pier whether it is Montego Bay, Falmouth or Ocho Rios.

Easily Trained Staff: wherever we go we easily adapt to changes and do not require much training to effectively carry out a given task.

Culture: The rich and diverse culture and heritage of Jamaica is renowned throughout the world. “ Jamaica multicultural history is best summarized in the national motto: Out of many, one people.”

Tourism Product: the 3 S which makes up the tourism product sun, sea and sand.

Agricultural opportunities: According to the Jamaica observer published April 30, 2009 Jamaica outstanding performance at the Beijing Olympics brought new focus on Jamaican food yam and tubers in particular which in some quarter was credited for Usain Bolt’s meteoric and historic achievements. In addition, imploring investors to take advantage of the opportunity to invest in Jamaica.

Culture and historical heritage: Jamaica culture and historical heritage aptly describes the music, cuisine, tradition, art and clothing, religion and folk lore.

Bauxite and Alumina: considered the most important sector of Jamaican economy accounting for about 10% GDP, Enabling Jamaica to become the leading bauxite producer in the world.

Renewable energy sources supply: The country has the advantages of utilizing renewable energy sources which comprise wind energy, solar thermal, wave energy and gas from animal waste just to name a few.

Focus on prudent fiscal management: maintain fiscal records and procedures of the agency that provides protection for the resources of the agency as well as records and procedures which generate economy effectiveness and operation efficiency.

## **Tax Administration Development**

### **Airlift, including the national airline – Caribbean Airline formerly Air Jamaica**

#### **WEAKNESS OF DESTINATION JAMAICA**

Image in the market place, unsafe destination

Insufficient schedule air service from some markets for example Europe

Lack of man-made attractions/development of natural attractions

Lack of enough large facilities to adequately host large meetings and conventions over 300 people

Crime and culture of indiscipline and lawlessness

Poor human rights system

Poor representation of electors

Low literacy and poor school governance

Poverty – economic dependence

Inefficient court system

High cost of energy

Poor organization of small businesses

Unfriendly tax policies

Political systems

Inefficient Bureaucracy

Poor infrastructure

Inaccessible garrison communities

## OPPORTUNITIES OF DESTINATION JAMAICA

Global recovery – increased markets

Import substitutions opportunities

Renewable energy opportunities

Poor structure and dependency means greater opportunities to grow

Public sector rationalization

Tax reform and simplification

Domestic tourism

Cruise passengers as potential stopovers

## THREATS OF DESTINATION JAMAICA

Pollution of Environment

Visitors Harassment

Global Recovery – inflation, higher interest rates

Rising oil and commodity prices



Focus on more investor friendly emerging economies

upcoming elections

fiscal appetite for revenue

Inadequate Health Care

## **The value of the Tourism Marketing Plan**

The Tourism Marketing Plan, establish growth based on a sustainable market position in line with market trends which helps to enhance the visitors experience through mobilizing investment by increasing the types and quality of attractions. This gives awareness in the market place. The marketing plan may be part of the business plan. A solid marketing strategy is the foundation of a well written marketing plan. Thus the value of the plan is to provide a strategic vision for the development of the industry and a framework through which that strategic vision can be realized.

## **Three processes involved in developing the Tourism Marketing Plan**

Introduction: set out the main theme of the Tourism Marketing Plan. It starts with a discussion of what constitute sustainable tourism development and then outline the main strategic objectives of the marketing plan and the measure designed to achieve them.

Sustainable Tourism: the aim of the marketing plan to move the industry on a path of sustainability which includes a key finding of the Diagnostic and Strategic options.

Strategic Objectives: to ensure consensus of the future direction of the industry and the strategic objectives set for it. The diagnostic and strategic options report set out three strategic options for planning the future growth of the industry.

The three options are:

Accelerating growth so that tourism can play the lead role in economic development envisaged in the national industrial policy (NIP) with particular regard to serving as a lead sector of the economy earning foreign exchange and creating employment.

Enhancing visitors experience, through developing and satisfying diversifying the product, to improve the long term competitive positioning of the industry and to achieve self-sustaining growth based on word- of - mouth referrals and high repeat visitors.

Achieving sustainability through improving socio-economic integration, by putting communities at the Centre of the tourism planning process and by helping to preserve Jamaica's rich heritage of the national and built environment and its unique history and culture.

## **Five external organizations that could assist the Jamaica Tourist Board with implementation of a Destination Marketing Plan**