



**GRANDE AGRO**  
TOURISM LTD

# **GOOD AGRO TOURISM PRACTICES**

Alison Godwin

April 16<sup>th</sup>, 2013

14<sup>th</sup> Annual Caribbean Conference on Sustainable Tourism Development

Hyatt Regency Trinidad, Port of Spain, Trinidad

*Experiencing tradition through nature*



# About Us

Grande Agro Tourism Ltd is a traditional cocoa estate located in the historically rich city of Sangre Grande, Trinidad. The estate's cocoa history dates back as far as the mid 1900s. The estate was abandoned in the early 2000s after effort to permanently employ a full time labour-force was unsuccessful. In an effort to revitalize the cocoa estate and to create a sustainable business, Grande Agro Tourism Ltd was established.

*Experiencing tradition through nature*



# TARGET MARKET

- Local visitors (nature conservatives, schools, companies, families)
- Regional visitors (mini vacationers)
- International visitors (tourist seeking an authentic experience, conservationist, and international students)
- Target age group – 18 years to 35 years 40years to 64 years



# GOOD PRACTICES



*Experiencing tradition through nature*



# AGRO-TOURISM

Agrotourism encourages rural development through local and international tourism. Tourists can experience the authentic traditions of the local culture and culinary dishes. Farmers are seeking ways to make agriculture sustainable and tourists are seeking an authentic vacation experience. Agrotourism adds value to tourist vacations and increases farmer revenue.



# SUSTAINABILITY

## PROS

- Increase Farm Income
- Full time farm labour
- On farm market
- Diversification of opportunities
- Generational succession

## CONS

- Higher overhead costs
- Infrequent visitors
- Increased work hours

*Experiencing tradition through nature*



# AGRO - TOURISM SAMPLE

## ORGANIC KITCHEN GARDENING IN SMALL SPACES (60 mins)

### Learn to:

- Grow fresh fruits and vegetables in a three square foot area using medium sized containers, cocoa peat, perlite, water and compost.
- Use baking soda as a fungicide and red hot peppers as an insecticide.



## COCOA TOURS (60 mins)

### Learn about:

- Cocoa field maintenance
- Trinidad Selected Hybrid (TSH) cocoa
- Daily operations of a cocoa house
- Fermentation and drying process



## NATURE TRAIL TOURS (60 mins)

### Experience

- Medium level hike through the forest's hilly terrain.
- Learn about the rubber trees on location
- Rub the incense tree and smell the citronella and the different spices.

*Experiencing tradition through nature*



# CARIBBEAN DESTINATIONS

**Bob Marley Museum  
Nine Mile, Jamaica**

**Beach and Sun  
Puerto Rico**

**Market  
Antigua**



*Experiencing tradition through nature*





**Alison Godwin**  
**Owner/Manager**

**Cellular: 1 (868) 747-6232**

**Email: [info@grandeagrotourism.com](mailto:info@grandeagrotourism.com)**

**Website: [www.grandeagrotourism.com](http://www.grandeagrotourism.com)**

**Facebook: [allthingscocoa](https://www.facebook.com/allthingscocoa)**

*Experiencing tradition through nature*

