

Jungle Trekking Adventures and Safaris inc. (JTAS)

Dominica
michael eugene





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Project Summary

Elevator Pitch

Concise Summary: Help us pitch this solution! Provide an explanation within 3-4 short sentences.

The JTAS Experience

This is about like-minded people journeying together to experience Dominica. This experience will:

- Open up Dominica and provide for an up-close encounter and an opportunity for a once-in-a-lifetime adventure and experience. Choose from our selection of Signature JTAS Tours – Trailing the Caribbean Pirates - The Series, as well as from our line of customized tours, personalized, just for you.
- Provide ground tour handling and destination management services and will lead you to all Dominica and the Caribbean have to offer. Our all-inclusive and exclusive full quality service will handle all your vacation logistics, from airport pick-up and drop-off, to baggage handling, accommodation and itinerary planning, and tour organizing. This range of activities include horse back riding, whale watching, biking, SCUBA diving, trekking, ATV Touring, climbing/rappelling, kayaking, and sight seeing.
- Help you rediscover yourself and regain your sense of wellness
- Cater to student, religious and other special interest groups.
- Be the industry standard, and will guarantee the highest quality of service by offering white glove quality service, and providing guides trained in culture and heritage, local flora/fauna, and emergency first aid.
- Help make your Caribbean dream wedding a reality. Allow us to exceed your expectations!

JTAS Culture

Journey with us Ole Tyme style into our communities where elements of (traditional) village life and local culture are on display – heritage sites, animal and agricultural produce farms, traditional bay oil stills, farine/tous le mois preparation, Carib crafting, local flora and fauna, lapeau cabrit and jing ping music and indigenous dancing, and traditional food – all of which will be provided in, around and by (rural) community persons. Or, ride on our fleet of remodeled antique Bedford trucks.

Guides are trained and knowledgeable of all these elements required to provide a fun and educational exp

Your idea

This will be the address used to plot your entry on the map.

Street Address

GOMMIER

City

GIRAUDEL

State/Province

Postal/Zip Code
Country

Year innovation began

2003

Geotourism Challenge Addressed by Entrant

Quality of tourist experience and benefit to tourists

Place your video embed code here from YouTube, Google Video and other video sharing websites. How to embed a video from YouTube.

Paste your code here

Indicate sector in which you principally work

Tourism-related business

Geographic location

Urban, Rural.

Plot your innovation within the Mosaic of Solutions

Main barrier addressed

Lack of local input

Main insight addressed

Develop community assets

Innovation

What is the goal of your innovation?

Rural Dominica is able to sustain itself through development and marketing of its (local) assets.

How does your approach support or embody geotourism?

We will develop and encourage the use of local resources and inputs.

Describe your approach in detail. How is it innovative?

We go into a geographical area or sector where there is a clear business opportunity, need, deficiency, or problem. We do an inventory of the assets and develop a theme around which we begin to develop a programme or project idea.

Product development work is done in tandem with marketing work - in order to ensure that the product is market ready and acceptable.

35 - 65 % of project proceeds remain within the community.

What types of partnerships or professional development would be most beneficial in spreading your innovation?

we need assistance to tell the world about Dominica and our company, and the things we are doing inn local communities to preserve culture and heritage

networking with the geo-tourism society and other supporting partners

Impact

In one sentence describe what kind of impact, change, or reform your approach is intended to achieve.

provide opportunities for people to improve themselves

Describe the degree of success of your approach to date. Clearly define how you measure quantitative and qualitative impact in terms of how your approach contributes to the sustainability or enhancement of local culture, environment, heritage, or aesthetics? How does your approach minimize negative impacts? 200 words or less

we have had success in developing market ready products.

quantitatively -

we have seen increases and growth in tour numbers

the community sees increase in employment

individuals within the community have increased disposable income

qualitatively -

we have seen a steady increase in the quality of the experience to the visitor

the general standard of life within the community is showing signs of increase

How does your program promote traveler enthusiasm, satisfaction, and engagement with the locale?

we encourage the forming of relationships through the exchanging of e-mail and other contact information
we provide information on development initiatives encouraging the visitors too participate if they want to
the community provides all the services during the tour (guiding, meal and any other)

In what ways are local residents actively involved in your innovation, including participation and community input? How has the community responded to or benefited from your approach?

we lead initial efforts in product development, and assume the greater responsibility for overall marketing.
the community is integral in product development and forms part of a feedback mechanism which feeds all product development work
the community has also benefitted from access to our inputs - product presentation, record keeping, customer service

Describe how your innovation helps travelers and local residents better understand the value of the area's cultural and natural heritage, and educates them on local environmental issues. How do you motivate them to act responsibly in their future travel decisions?

our experiences are edu-tainment based providing for education and entertainment. the Kalinago pride tour showcases (via demonstration and inviting visitor participation) sugar cane juicing, basketry and other crafting- weaving and cassava bread making (among others).
all of these rely on local inputs, and the entire tour itself is conducted within a tiny picturesque community which has grown to note that its success has been tied in with its cleanliness and regard for the environment.

Sustainability

Is your initiative financially and organizationally sustainable? If not, what is required to make it so? What is the potential demand for your innovation?

we have all the key elements for success and sustainability. being this initiative is relatively new with a growing demand and increasing opportunities, we need to invest in equipment to ensure that we can expand sustainably and provide the minimum services required and demanded

How is your initiative currently financed? If available, provide information on your finances and organization that could help others. Please list: Annual budget, annual revenue generated, size of part-time, full-time and volunteer staff.

equity and loan
annual budget - us \$ 20,000 equity and business proceeds
full time staff 2 + 4
part time 15

What is your plan to expand your approach? Please indicate where/how you would like to grow or enhance your innovation, or have others do so.

make touna village a living museum - a must do for all visitors to Dominica
expand this 'tour' to other parts/sectors of Dominica, where additional themes and areas of culture can be showcased (cuisine, rum distillery, and other rural communities)

What are the main barriers you encounter in managing, implementing, or replicating your innovation? What barriers keep your program from having greater impact?

finance
market representation and access

The Story

What is the origin of your innovation? Tell your story.

More than 6- years ago we set out to experience Dominica's hidden treasures and to discover those things that had never been encountered. This journey of self discovery took us through the lengths of our rocky island and to encounters with our people, local heritage and traditions.
Jungle Trekking Adventures and Safaris Inc. (JTAS) our family business is the tale retold, and through our brand identity The JTAS Experience, we will share our island with you. The JTAS Experience is about like-minded people having fun and journeying together to experience and enjoy our flora and fauna, people, and island-ruggedness.

Please provide a personal bio. Note this may be used in Changemakers' marketing material.

michael eugene - chemical engineer, financial analyst, business management consultant, and father
daria eugene - computer systems analyst, interior designer and decorator, choir leader, mother and so much more.

Please write an overview of your project. This text will appear when people scroll over the icon for your entry on the Google map located on the competition homepage.

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