

Region 10 Support

The Ministry of Tourism, Industry and Commerce through the Guyana Tourism Authority and the Department of Tourism has rolled out a number of tourism initiatives and projects to expand the tourism industry in Region 10.

Region 10 is a prioritized tourism circuit for the Government of Guyana.

Top Projects/ Initiatives:

1. Training and Capacity Building - Recognizing that the service delivery within the region needed to improve to better serve customers and gain greater visitor satisfaction, a series of hospitality and tourism training programmes were executed primarily in the Linden Town.

Programmes include: Customer Service, Mixologist, Tour Guiding, and Culinary Training. These trainings have been impacted given the increase in positive reviews from visitors. Ahead of the Linden Town Week, Service Training was executed to improve tourism service, including accommodation providers, restaurants and transportation providers.

Importantly, training was done at the Watooka Complex to improve overall service.

2. Product Development Assessments and Support- Significant resources has been invested in identifying and supporting the development of viable tourism products in Region 10. The level of support is the highest it's ever been for the region. Business support services are offered by to businesses that are viable and sustainable:

Assessments include:

a) Rockstone Community: Initial meetings and assessments have been completed to develop the sports fishing product in the community. Exchange peer to peer visits are planned for 2023, which will catalyze the community's development.

b) Wayne's World: Wayne's World was officially launched during Tourism Awareness Month 2022, after heavy support to refine the tourism experience. The Ministry supported by conducting product development training, formulating birding and wildlife checklists and technical assistance to improve business operations.

By giving this level of support, Region 10 businesses are now competitive in offering domestic tourism products and services.

3. Events Support - Since 2020, the support for events have increased resulting in successful events, including the Linden Town Week events, kayaking events, drama and other activities.

Events Supported:

- a) Adventure Activities - coordinated by tour operator business, Elite Kayaking.
- b) Drama - done by local actors
- c) Linden Town Week
- d) Rockstone Fish Extravaganza
- e) Linden River Front Festival
- f) Other local events

A marked improvement in the execution of the events has been the result of the extensive support given by the Ministry.

4. Licensing Business - More and more tourism businesses have entered the formal licensing process. Elite Kayaking was the first to be licensed and many others are likely to be licenced in 2023.

5. Tourism Circuit Development - Through the Ministry, the support for a Liasion tourism officer in Region 10 was done. This creates an important connection with the Ministry, carving the way out for clear development priorities.

6. Tourism Stakeholder Engagement- A major consultation exercise was organized in 2021 to get feedback from Region 10 stakeholders to improve tourism management in the Region. This was supported by the Region 10 Tourism Committee and other key stakeholders. An inclusive tourism development approach has been adopted by this government.

7. Tourism Marketing - With the business support services offered, the Ministry will support in 2023, a major investment in marketing, including a micro website. This will create important exposure for local tourism businesses.