

Open Data Sector Initiatives - Scope Summary

Open Data and Interactive Community Mapping: Empowering Local Community Tourism

Open Data Sector Studies - Strategic Initiatives									
TITLE	Open Data and Interactive Community Mapping: Empowering Local Community Tourism								
SECTOR RELEVANCE	Agriculture		Tourism	X	Education		Fisheries/MPAs		National Statistics
DESCRIPTION	<p>As the global tourism landscape evolves, there is an emerging market for an alternative tourism product that is heritage-, cultural- or nature-based and thrives on visitor-community interaction, exploration and exchange. This so-called community-based tourism creates opportunities for empowering local communities as sustainable businesses, by developing, marketing and exposing their natural culture, talents, passion and potential to the world and is a key component of Jamaica's sustainable tourism future.</p> <p>This project will combine official government open data with crowdsourced interactive map data and indigenous content produced in local communities to enhance the visibility and inclusiveness of community tourism. The goal is ultimately to help community members working in collaboration with government agencies, civil society organizations (CSOs), and development partners to harness the collective wisdom, knowledge and initiative of these communities to play a greater participatory role as drivers of community development. The specific initiative will target two Pilot communities as Proof of Concepts.</p>								
IMPACT CATEGORIES	1. Improving Government	X	2. Empowering Citizens	X	3. Creating Opportunity	X	4. Solving Public Problems		
EXPECTED IMPACT	<p>The expected outputs/outcomes from this initiative include:</p> <ul style="list-style-type: none"> - production of media-rich community map artifacts, through the effective engagement, capacity-building & empowerment of local community participants - establishment of an effective map-based open data platform that provides Innovation opportunities for software developers and other tourism service entrepreneurs - demonstrate the use of Open Data to augment, scale and increase relevance of interactive community mapping initiatives in a developing context <p>Over time sustained efforts arising from this initiative are expected to contribute to:</p> <ul style="list-style-type: none"> - Enable & empower community tourism initiatives that provide economic lift to the participating communities - Innovation opportunities for Software developers and other service entrepreneurs - Enhanced tourism product information and diversity of choices for discriminating visitors with niche interests (e.g. Sports-, Community- or Eco-Tourism) 								
KEY ENABLERS <i>significant variables that positively determine impact</i>	Partnerships	X	Public Infrastructure	X	Policies And Performance Metrics		Problem Definition	X	
Partnerships	<p>Multiple stakeholder partnerships include:</p> <ul style="list-style-type: none"> - the two target communities: August Town, a cultural and heritage mecca that falls within the UWI's township environs; and the Rastafarian Indigenous Village in Montego Bay - The UWI Center for Tourism Policy Research, which has developed and replicated a successful capacity building program in film production for marginalized communities - The Ministry of Tourism, Tourism Product Development Company (TPDCo) and Jamaica Social Investment Fund (which has responsibility for enabling Jamaica's community tourism product) - The Mona Social Services responsible for social enterprise initiatives in the UWI's Township project - Social Development Commission that has developed and accumulated community map assets 								

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Public Infrastructure	Open Data can augment, scale and increase the relevance, usefulness and re-use of Interactive Community Mapping outputs, especially when combined with official government infrastructure and services data							
Policies And Performance Metrics								
Problem Definition	<p>The Tourism sector in the Caribbean faces some systemic challenges, including the dominance of the sector by large properties. Small operators have an inherent disadvantage due to lack of financial resources, organizational capabilities and visibility. Indirect consequences of this marginalization includes high leakage rates and diminished linkages with other sectors in the domestic economy. Participatory community tourism can help to create a more sustainable tourism sector.</p> <p>Community Based Tourism provides a unique setting for a bottom-up, demand-driven Open Data Initiative, that engages the local actors in the community as major contributors to the production and publishing of crowdsourced open data and indigenous content that could become a catalyst for participatory economic development.</p>							
CORE CHALLENGES <i>significant variables that adversely affect impact</i>	Readiness	X	Responsiveness	X	Risks	X	Resource Allocation	X
Readiness	A significant component of the initiative involves stakeholder engagement, awareness and capacity building in the target communities to secure buy-in and "readiness" for the program. The strong participatory aspects will also help to engender and sustain engagement. This initiative has already been discussed with Government Tourism interests and has had a generally good reception, given the alignment with the community tourism policy agenda							
Responsiveness	The initiative seeks to combine supply-side official government open data with crowdsourced open data from the community, which provides a very specific, focussed and targetted use-case of open data							
Risks	The primary risk is the absence or loss of sustained stakeholder engagement in the target communities. Several explicit strategies will be used to mitigate this risk, including working through key partnerships that already have positive relationships and presence in the target communities							
Resource Allocation	Resources allocated to a strong capacity building component will help to drive sustainability of the initiative, beyond the project activities.							
CORE ACTIVITIES	Design & Administer Survey	X	Capacity building (training/workshops)	X	Hackathon	X	Software Development	X

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PRIMARY ACTIVITIES	<ol style="list-style-type: none"> 1. Survey of information needs and tourism product/service opportunities in the target communities 2. On-the-ground engagement with key stakeholders and persons that will participate in the community mapping Pilot 3. Training and technical guidance of community mapping team including: basic GIS concepts, Planning and conducting fieldwork with mobile devices, Editing streets and Points of Interest, Uploading additional attribute content including documents, music, images, audio commentary 4. The team of community mappers will produce a comprehensive map of the community including boundaries and main Points of Interest, attached additional multimedia content including music, commentaries, etc. 5. Build demonstration Apps that use this “open mapped data” as a platform to produce location-based, mobile apps and services for tourists that provide on-demand access to community-based tourism information and support services such as transportation, reservation scheduling, etc. 6. Analysis of the potential economic impact (lift) that such an initiative could provide for economic activity and linkages within the target communities
KEY DATA SOURCES	<p>Official Government Tourism Datasets:</p> <ul style="list-style-type: none"> - Tourism Assets: Listing of registered properties, attractions; #rooms available per property - Licensed/Regulated Tourism Entities - Transportation service providers <p>Community map data from SDC Crowdsourced Data generated by target communities</p>
KEY STAKEHOLDERS	<p>Key stakeholders include:</p> <ul style="list-style-type: none"> - the two target communities: August Town, a cultural and heritage mecca that falls within the UWI's township environs; and the Rastafarian Indigenous Village in Montego Bay - The UWI Center for Tourism Policy Research, which has developed and replicated a successful capacity building program in film production for marginalized communities - The Ministry of Tourism, Tourism Product Development Company (TPDCo) - Jamaica Social Investment Fund (JSIF), that is implementing community-based tourism initiatives across the island by the Government, through the REDI project (Rural Economic Development Initiative – Tourism Sector) - The Mona Social Services responsible for social enterprise initiatives in the UWI's Township project - Social Development Commission that has developed and accumulated community map assets
RESOURCE REQUIREMENTS	<p>Component 1: Equipment & Technology Platform Component 2: Community Training / Capacity Building Component 3: Community Mapping Exercise & Multimedia Production Component 4: Research (Scoping, Analysis, Evaluation, Dissemination) Administrative/Support Costs</p>
SCALABILITY	<p>The initiative emphasizes capacity building within the target communities, and will also create a sustainable open data mapping framework that articulates the technical, human and financial resources and processes required for on-going community tourism mapping initiatives. This will help to assure sustainability within the pilot communities as well as replication into other communities. The skills gained by the community mappers can be applied to other kinds of mapping initiatives for public/private sector clients, thus providing alternative economic opportunities.</p>

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PRIVATE SECTOR ENGAGEMENT	The initiative is designed with the goal of enhancing positive interactions between the community and other service providers within the sector; i.e. transportation, larger hotel chains, tour operators. One goal is for the open data platform will become a catalyst the further development of innovative Apps to support product visibility and improved service delivery for the community tourism sector.	
RELATED INITIATIVES	This initiative has strong linkages with the Capacity Building initiative (CSOD), and will also be aligned with other Government-led initiatives relating to the use of the OpenStreetMaps platform. We will also design for synergy with the program of community-based tourism initiatives that are currently being implemented by JSIF across the island through the REDI project (Rural Economic Development Initiative – Tourism Sector)	
RELEVANT THEORIES OF CHANGE	Intermediaries will play a significant role both as catalysts and enablers	X
	Greater impetus and resonance will derive from increased efficiency / innovation ahead of transparency/accountability	
	Innovation fellowships provide an important mechanism for collaborative government-civil society co-creation in key developmenta	
	The value sustainability of the open data initiatives in the region will rely on a vibrant Caribbean open data ecosystem of acto	
	Governments role will require active participation on supply and demand sides of the Caribbean open data ecosystem	
	Multi-sector approaches will drive the greatest economic returns on open data	X
	Scale limits and resource deficits will require common resources and shared use i.e. the Caribbean Digital Commons	X
SUPPORTING DOCUMENT	Active engagement of local actors in the community as major contributors to the production and publishing of open data and indigenous content	