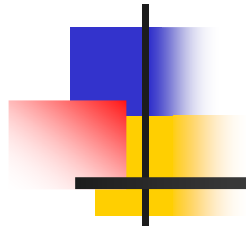


# Cultural Heritage Tourism Proposal:



The House of Unity Bed and Breakfast Project



# Bed & Breakfast Project

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## Summary of Opportunity

- Situation and Need

## Business Plan

- Theme
- Physical Structure
- Staffing
- Marketing
- Cultural Thrust
- Funding



# SUMMARY OF OPPORTUNITY

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- As there is a significant link between successful tourism and inclusive community building projects, this proposal recognizes the intrinsic value and marketability of business ventures that embrace Bahamian cultural heritage.
- This project will identify those experiences and environments that are uniquely Bahamian, and present them to the world, in intimate, homely settings.



# Situation and Need

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- The Bed & Breakfast project is timely in light of the recent hurricane disasters, which have prompted a need for economic and urban renewal.
- Culture and heritage tourism is not new, but the goal of developing franchise opportunities in Bed and Breakfasts based on cultural heritage where unity is the objective and inclusive community is the goal, adds to economic development goals.
- The idea is to develop economic capacity from the small business base while the developers focus on mega development.



# Business Plan Focus

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- Opportunities for growth:
  - Exposure for local artisans and manufacturers of Bahamian products in the international arena
  - All Bahamian manufacturers and producers will create job for Bahamians because of mass production needed thereby decreasing the existing unemployment rate
  - We will educate and inform our clients about the Bahamas, through songs, music and culture
  - We will build better communities by transforming lives through appreciation for culture through youth development
  - We seek to foster ICB family relationship





# Physical Structure

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- Buildings Construction: The buildings will be constructed out of the native material (i.e. lime stone and the native thatch palm)
- Furnishings: All table tops, chairs, counter tops will be made out of the camalamie bark accented with sea shells and beach sand embedded in the wood with a schalack finish product.
- An enclosed hidden perimeter for security and privacy.



# Market & Staffing

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- Create a marketing campaign that will target persons interested in staying for a day to week-long stays.
- This is for the tourist who is interested in experiencing genuine island cuisine and culture, not readily available at larger hotels.
- An emphasis on locals as owners, managers, and line employees will boost economic development.



# Thematic Products & Activities at Bed & Breakfasts



**Clothing:** Androsia, Bahamian accessories using native products.

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- **Arts and Crafts:** Manufacturing of straw hats and accessories.
- **Live Entertainment:** Bahamian band and junaknoo music that will entertain.
- **Food:** Bahamian cuisine dishes being service in enamel plates, mugs, and other accessories with straw mats.
- **Education:** Historical and cultural information given by host including story telling sessions.
- **Sports:** horse back riding ,donkey riding ,ring play, hop scotch, plating maypole, marble playing, kite flying, fishing, spinning tops and diving.