TOURISTS INVITED TO THE FARM TABLE

BELMONT ESTATE, GRENADA
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Photographs: The Belmont Estate Group
SYNOPSIS

This case study demonstrates how Belmont Estate, an award-winning agritourism company in Grenada, contributes through its strategic approach to creating inclusive growth, resilient communities, and sustainably-managed natural resources.

By embracing the principle of sustainability and with people, planet, and profit at the heart of its strategic direction, Belmont has successfully transformed from a struggling agricultural estate to an agritourism business that is recognized as a best practice within the industry.

By forging partnerships and constantly evolving to meet the needs of its target markets and the challenges that are inherent within its operational environment, Belmont has created economic opportunities, increased livelihoods, and enhanced sustainable development in both tourism and agriculture.

By strengthening the linkages between tourism, food production and the environment, Belmont Estate has created an agribusiness model that not only offers visitors an agritourism experience but also helps to achieve its overall development plans, reduce future economic, environmental and social costs, strengthen economic competitiveness, and reduce poverty.

It serves as a livelihood for local communities, involves local people in its activities, providing them with decent work and a better quality of life; allows for traditions to be preserved and for the value and richness of culture to be appreciated and enhanced; it also engages consumers through education and raising awareness. Furthermore, by aligning its strategies with the SDGs, Belmont contributes to the promotion of responsible tourism that respects the natural, cultural, and social environment and fosters the sustainable development of tourism destinations.

Belmont Estate’s many accolades include recognition for customer service, innovation, entrepreneurship, education, agritourism, eco-tourism, and environmental excellence.
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