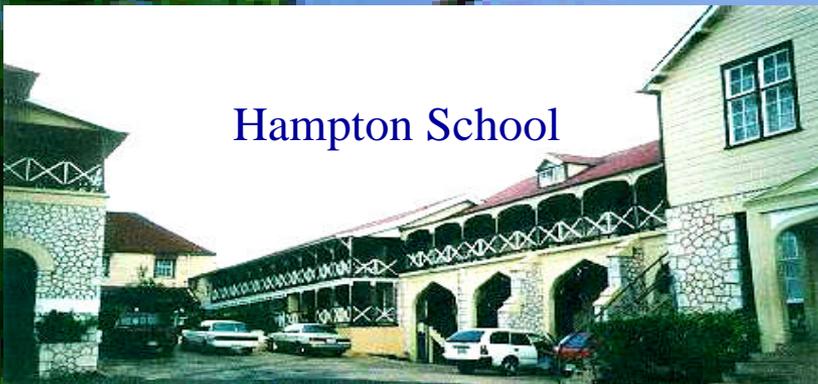




Munro College

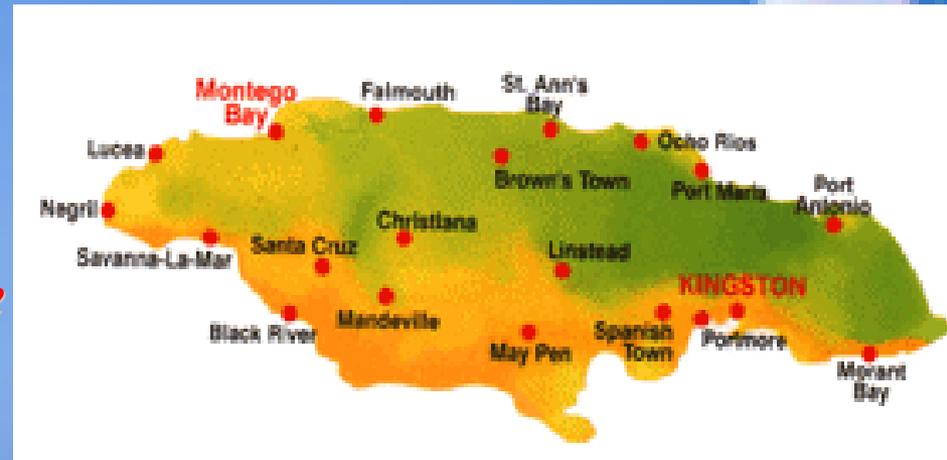


JAMAICA



JAMAICA

- *Jamaica*
- *Capital: Kingston*
- *Population: 2,665,636*
- *Land Area: 10,830 sq km*
- *Highest Point: Blue Mountain Peak 2,256 m*
- *Languages: English, Creole*
- *Ethnic Groups: black 90.9%, East Indian 1.3%, white 0.2%, Chinese 0.2%, mixed 7.3%, other 0.1%*
- *Currency: Jamaican dollar (JMD)*





Tourism in Jamaica

- Largest earner of foreign exchange since the late 1980's
- The single largest employment sector in Jamaica



Sandals - Jamaica

JAMAICA



The School and Tourism

- *President- Tourism Action Club*



- *Tourism seminars*



JAMAICA



Case Study Topic

An investigation into the Historical attributes of Black River and the extent to which these relics can be restored and promoted with a view to enhancing heritage tourism in this rural Jamaican town.

JAMAICA



Black River



Reasons for choosing Black River

- The first place in Jamaica to receive electricity, motor car and to own a race track*
- The town was once a major sea port for exporting Logwood and Sugar.*

JAMAICA



Black River

- *Population of over 6,000 people*
- *Main industry - fishing*
- *The capital of St. Elizabeth since 1773.*
- *Situated at the mouth of a river which is also call the Black River.*
- *Established before 1671*
- *Tourism becoming a major business for the area because of its natural features including the great morass: 125 square mile wet land which boast many kinds of birds and crocodiles.*

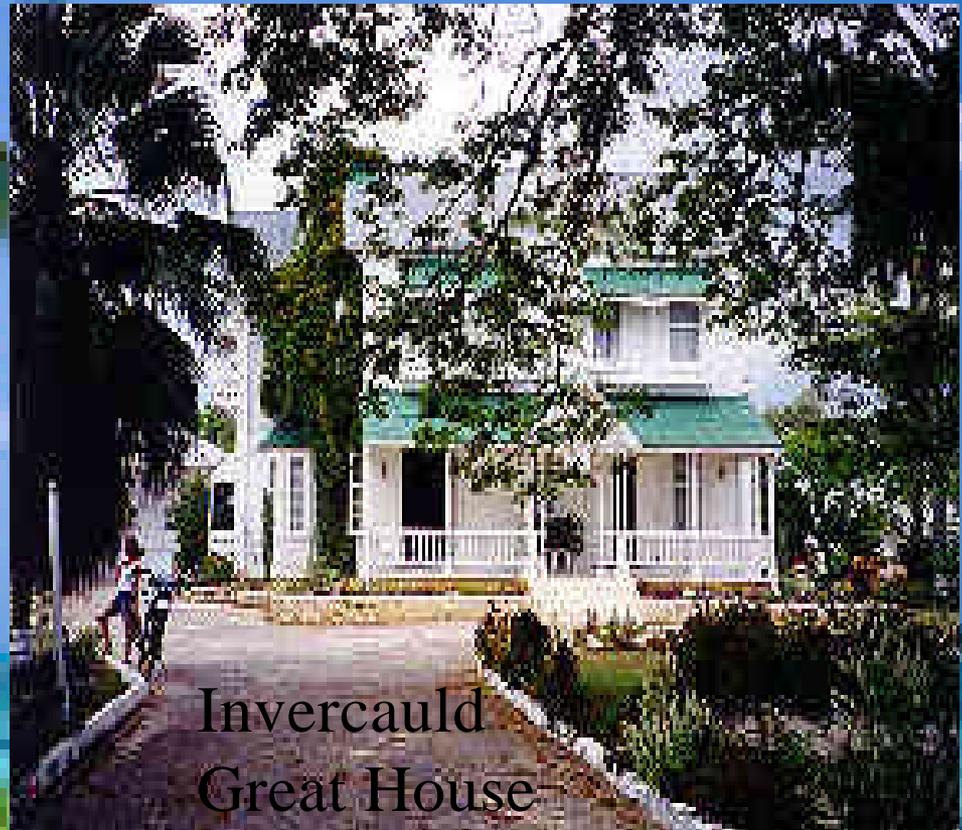


JAMAICA



Treasures Of Black River

- *Built in 1894 by Patrick Leyden*
- *Fine example of Jamaican Georgian architecture*
- *Timber structure shipped to the island from England*



Invercauld
Great House

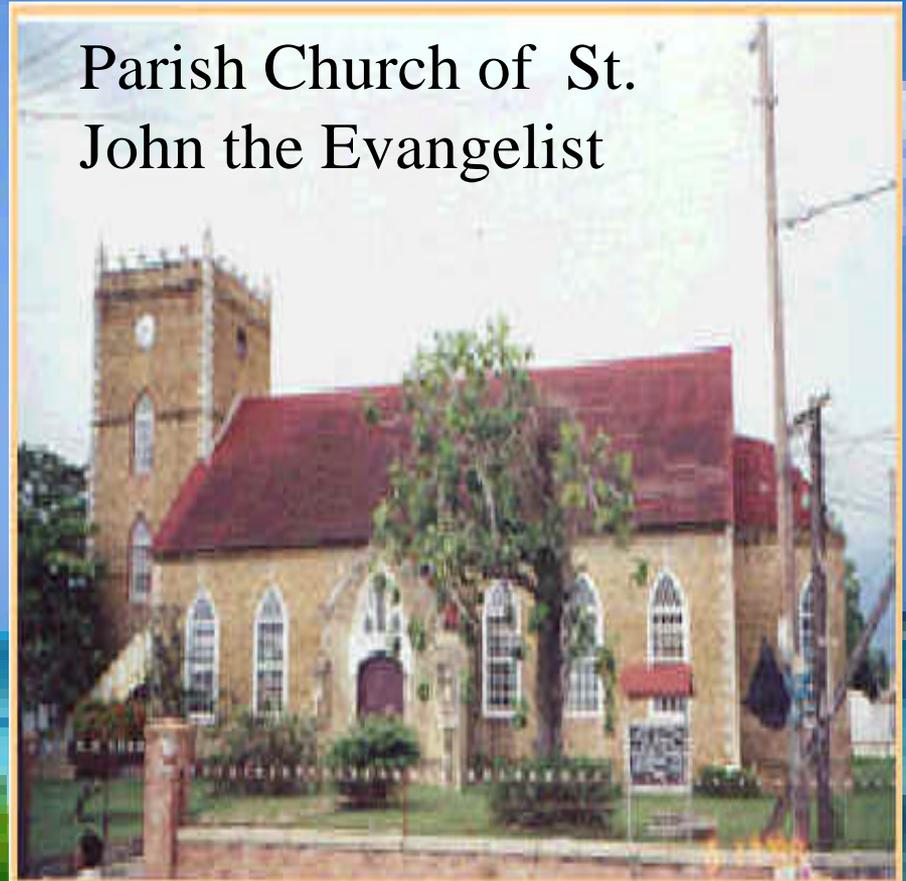
JAMAICA



Treasures of Black River

- *Yellow brick building*
- *Built about 1837*
- *Church has several fine monuments of important citizens example: Robert Hugh Munro and Caleb Dickenson, benefactors of Munro College and Hampton School.*
- *Monuments erected in 1828.*

Parish Church of St.
John the Evangelist



JAMAICA



Treasures of Black River

- *Named after the battle of Waterloo*
- *Material of the house came from England*
- *Said to have been originally owned by a relative of William Shakespeare*
- *First place to receive electricity in Jamaica*
- *Remains of John Leyden and his dog are on the premises.*



Waterloo Guest House

JAMAICA



Treasures of Black River

- *Served as the town hall*
- *Presently houses the offices of the Parish Council and the Courts*



The Court House

JAMAICA



Treasures of Black River

- *Slaves were sold by auction at this site*



The Farquharson
wharf

JAMAICA



Treasures of Black River

- *Old style timber house*
- *Presently being used as an orphanage*



The Magdala House

JAMAICA



Treasures of Black River

- *Over 200 years old*



Ashton Great House

JAMAICA



Research Questions

- 1. Do visitors come to Jamaica specifically to explore her heritage?*
- 2. What numbers of visitors go to heritage sites?*
- 3. Can heritage tourism be profitable to a rural town in Jamaica?*
- 4. How can the preservation and restoration of relics in Black River boost heritage tourism in that town?*
- 5. To what extent can measures be implemented to promote Black River as a heritage attraction?*
- 6. What would it take to have Black River declared a National Heritage Site?*



Research Methods

- *We interviewed :*
- *hoteliers*
- *property owners*
- *managers*
- *tourists*
- *citizens of Black River.*



JAMAICA



Proposed Heritage sites in Jamaica

- *We examined 4 heritage sites in
Jamaica:*
- *Port Royal*
- *Spanish Town*
- *Falmouth*
- *Seville*

JAMAICA

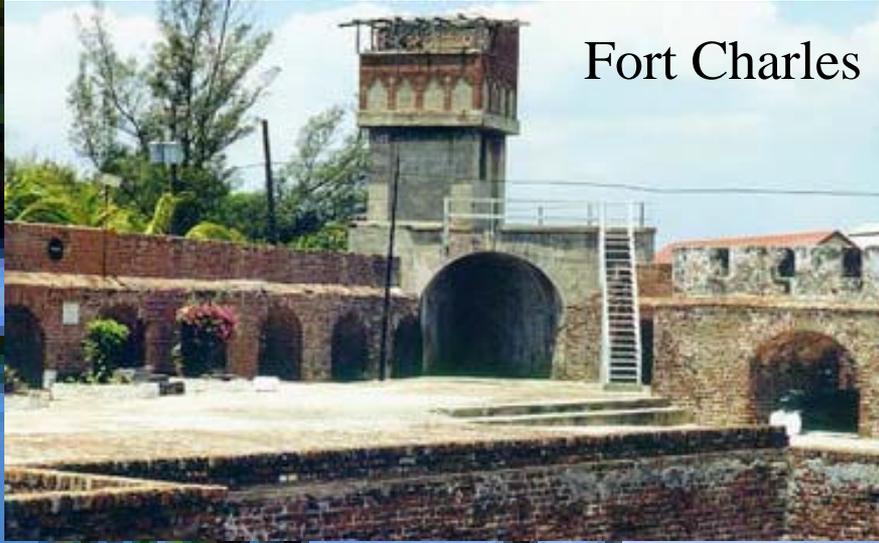


Port Royal

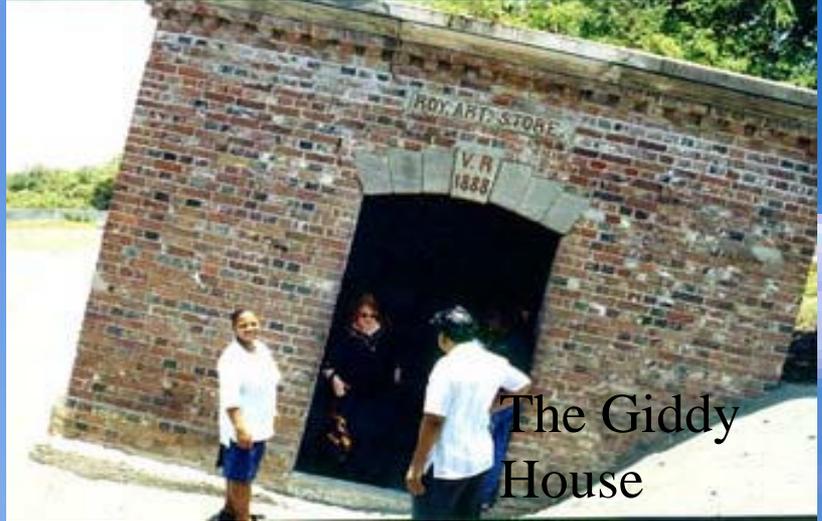
- *Port Royal :*
- *located at the end of a thin finger of land which is separated from Kingston , capital of Jamaica.*
- *significance of Port Royal stems from its period as base for buccaneers in the Caribbean under Henry Morgan, when it was claimed to be the wealthiest and wickedest city in the New World.*



Historic sites of Port Royal



Fort Charles



The Giddy House



Church Street





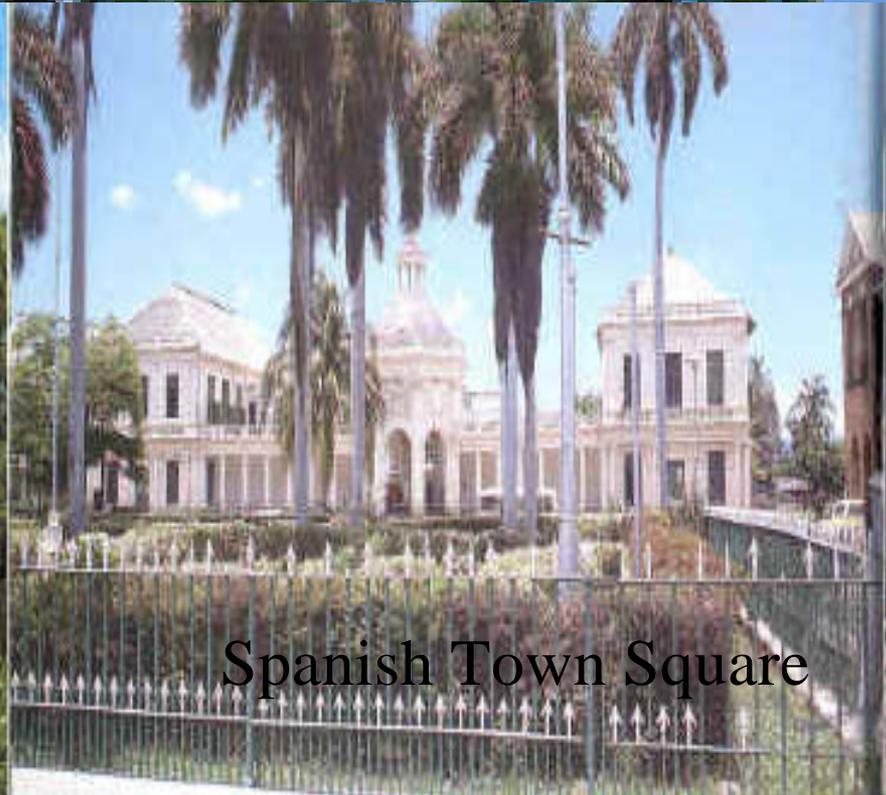
Spanish Town :

- *located just 12 miles outside Kingston*
- *has an extensive history of Spanish occupation and was established as the Jamaica's capital city by the Spaniards in 1534.*
- *The Spanish called it "Santiago de la Vega", which the British later corrupted to St. Jago de la Vega.*
- *Much of the town was burned in 1655 by conquering English troops.*

JAMAICA



Historic sites of Spanish Town



Spanish Town Square



Government Housing
18th Century

JAMAICA



Falmouth :

- *has the greatest scope to develop its built heritage into an internationally attractive heritage site*
- *it retains much of its character from its past as Jamaica's foremost port for molasses, rum and sugar and was also an important slave port.*
- *Recently the town has been the site of several projects to preserve its architecture and has been included in the UNESCO slave route project.*

JAMAICA



Historic site in Falmouth



JAMAICA



Seville – St Ann's Bay

- *Seville or Sevilla Nueva is located in the parish of St. Ann on the north coast of the island. It is about half an hour west of Ocho Rios, one of the islands main resort areas.*
- *It is the site of the first Spanish capital and one of the first Spanish settlements in the New World.*
- *it is the site of a Taino village and an extensive plantation which used African slave labour.*

JAMAICA



Challenges of promoting Black River as a Heritage Site

- ***Pedestrian Movement: The streets of Black River are not very wide, with little or no sidewalks. Within the town, pedestrian movement is difficult and sometimes traffic seems to have priority.***
- ***Parking: congestion happens within the town.***



Challenges of Promoting Black River as a heritage site continues

- ***Waterfronts: Currently, the waterfront has very little obstruction but with increased activity in the town, there would need to be serious planning to ensure that the waterfront retains its open feel.***



Proposal for the Development of Black River

- 1. Improved sewage disposal system*
- 2. Storm water drainage*
- 3. Improved water distribution*
- 4. Upgrade and expand the market*
- 5. Construct multi-purpose meeting centre*
- 6. Upgrade streets*
- 7. Expand the town to provide bus station, market service area, waterfront park*



Proposal For the Development of Black River continues

8. *Provide a pedestrian route*
9. *Provide off-street parking*
10. *Improve recreational facilities*
11. *Provide new harbour facilities*
12. *Development of agricultural potential*
13. *Redevelopment of Farquharson Wharf*



Findings

- 1. With the expected increase in business, will the townspeople retain their natural friendliness and courtesy?*
- 2. With the expected increased in visitor arrivals, will criminals be attracted to the town?*
- 3. Will the cultural legacy of the area have to be diluted?*
- 4. How can we ensure that visitors will come after the town is upgraded?*

JAMAICA



Findings Continue

5. *create jobs for the people of St. Elizabeth.*
6. *higher standard of living for the people.*
7. *encourage an appreciation of one's own culture and heritage.*
8. *open up other areas of development for the town and the parish.*

JAMAICA



Package 1

Heritage trail :

Tourists could :

Tour the houses that were built by the Leyden brothers

These include : Invercauld , Magdala and Waterloo

JAMAICA



Package 2

Archaeological Review :

Visitors could :

Visit sites of interest to view artifacts

*Examine the historic designs of The Parish church ,
Invercauld Great House , Ashton Great House .*

JAMAICA



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JAMAICA