
Heritage Tourism In Black River, Jamaica: A Case Study



***Richard Rhone & Korey Neil
Munro College Tourism Action Club***

Research 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 Jamaica town.

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Richard Rhone
Korey Neil

Munro College
St. Elizabeth
Jamaica.

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Chapter One

- ◆ Definition of Heritage Tourism
- ◆ Government Policies
- ◆ Product Overview

Definitions

It is apparent that there is a growing interest in the historical, cultural, philosophical and artistic aspects of our culture among the visitors who travel to our country. The goods and services that satisfy of these patrons may be classified as *Heritage Tourism*.

Defining Heritage Tourism

The Ohio Division of Travel and Tourism in 1997 defines Heritage Tourism as “travelling to experience the places and activities that authentically represent the stories and peoples of the past”. Another description states that Heritage Tourism is “that form of tourism whose objective is, among other aims, the discovery of monuments and sites. It is important to clarify the unique aspects of Heritage Tourism so as to highlight its differences from all other forms of tourism and in doing so create a **niche market** for tourists who specifically require what it provides.

According to the Ministry of Tourism’s “The Ten Year Master Plan for Sustainable

Tourism Development”, Heritage Tourism can be sub-divided into several areas that characterize various traits of our culture. These areas include, but are not limited to:

Natural Wonders	Slavery & Emancipation
The Maroons	Forts & Fortification
Churches	Great Houses
Industrial Heritage	Pre-Columbian Jamaica
Popular Customs	Architecture

Popular Customs would include Music, Dance, Language, Dress

Jamaica's culture can be described as an eclectic fusion of various traits from other countries. In fact, our motto is "Out of many, one people", indicating that many countries and cultures came together to form the unique Jamaican culture. These traits have created what we appreciate today as our arts, dance, music, architecture, language, diet and our general way of life. Tourists who come to partake in our culture and experience our heritage will enjoy and gain knowledge of over four hundred years of history that will further enable them to better understand our way of life. The mixed culture of the Amerindians, Spanish, English, Africans, Indians, Chinese and Syrians are evident in all aspects of our present unique culture.

In Jamaica, there are certain areas that are renowned for their historical and cultural attributes. Heritage sites and attractions across the island number about 189. These include Port Royal, Maroon Town, Spanish Town, Falmouth, Morant Bay, Rosehall Great House, Moore Town, Stony Gut and Black River. These sites are located all over the island. In Black River, there are various facilities that cater to the needs of tourists wanting to experience more of our heritage. These include the Ashton Great House, the Bridge House Inn, The Willows, Invercauld Great House and Hotel, The Black River Safari, the Parish Church and The Courthouse. Presently, there are approximately one hundred (100) buildings in Black River that could be categorized as heritage sites.

Government Policies on Heritage Tourism

The promotion of Heritage Tourism is vital to our nation as it ensures that important historic and cultural locations are preserved and protected. The government has instituted certain policies and laws to ensure that this is done. Certain areas in our island are classified as 'preserves' or National Heritage Sites and as such should not be altered or in any way interfered with unless this is approved by the government. The Jamaica National Heritage Trust is the agency that can give this approval. It is therefore necessary to develop and manage historic, cultural and natural areas properly because as the market grows as the market grows, facilities may have to increase their capacity. The Jamaica National Heritage Trust also seeks to secure World Heritage status for different sites across the island.

Jamaica has put in place comprehensive and well conceived policies for the protection, conservation and development of its natural, cultural and built heritage through a series of laws and the creation of a network of government agencies. The laws contain laudable statements on the importance of culture, history and the built environment. The power to protect, conserve and encourage the development of our heritage assets is given on different national agencies.

Product Overview

In a developing society like Jamaica, it is necessary to pay attention to our more lucrative industries. Tourism in Jamaica is, without a doubt, one of the most important industries. Since the late 1980s Tourism has been the largest earner of foreign exchange. It is also the single largest employment sector in the country. Concerning our development, this industry plays a significant role as our natural and cultural resources gives us a comparative advantage among many countries of the world.

Heritage tourism is an arm of tourism that can be beneficial to Jamaica. There are many Jamaican towns that have the potential to become Heritage Tourism destinations because of their distinct cultural and historical interest. Towns such as Black River, Falmouth Spanish Town and Lucea possess distinctive features that can provide visitors with unique experiences. Falmouth and Spanish Town are already well on their way to becoming World Heritage sites.

Jamaica welcomes over one million visitors each year and the vast majority visits at least one heritage site or event during their stay on the island. In fact, music and food festivals have carved out a distinct following. Reggae Sunsplash became so popular that it has been successfully exported to far away places (eg Japan). And the Portland Jerk Festival has grown to be Portland's largest event.

As stated earlier, there are protected sites all over the island. The Tourism Product Development Company's (TPDCo) Heritage Map shows only a few of these sites which are used as tourist attraction. There are entire towns which reflect aspects of our history (for example former capital Spanish Town); and then there are specific spots (for example Bob Marley's birthplace in St. Ann) which have contributed to our culture.

A list of approved site attractions will show that many reflect the Jamaican Heritage. They include great houses, working plantations and museums. Our own school has such an interesting history that it could become an attraction in itself. Our event attractions are also just as steeped in our heritage.

Why Black River?

We have chosen to examine the town of Black River, which is located on the south coast of St. Elizabeth, Jamaica. We became interested in this rural town because of the pivotal role it played in our history. Black River is noted as being the first place in Jamaica to receive certain technological innovations such as electricity and motorcars. The river was also used in the past as a means of transporting goods in and out of the country. The town was once a major sea port for the island with the chief export being logwood.

We set out to find answers to the following 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?

The answers to these questions should help us account for the historical attributes of Black River, and the extent to which these relics can be restored and promoted with a view to strengthening Heritage Tourism in this rural Jamaican town.

We did both primary and secondary research for this study. We interviewed property managers staff and guests of various tourism facilities, particularly those which are of historic value. We also had extensive discussions with the care takers of many heritage sites and administered questionnaires to townspeople and visitors. In addition, we experienced many of the attractions and sites for ourselves.

For our secondary research we examined many historical documents as well as the publications from relevant government agencies. These included the Ministry of Tourism and Sport, the Tourism product Development Company, the jamaica national Heritage Trust and the Jamaica Tourist Board. Where necessary, members of staff of the various agencies were consulted for explanations.

Chapter Two

- ◆ Geography of Black River
- ◆ Black River: Port of Choice
- ◆ Treasures of Black River

Geography of Black River



St. Elizabeth

St. Elizabeth is one of the oldest and the third largest parish of the island. It is 1212 square km (468 square miles) in area, and has a population over 145,700. The parish was probably named in honour of Elizabeth, wife of former Governor Sir Thomas Modyford. The parish is mountainous in the northern and north eastern sections while an extensive plain occupies the central and southern areas.

One distinct feature of this parish is the racial mix of its inhabitants. In the early days, Meskito Indians who were brought to Jamaica to help capture the Maroons were allowed to settle in the Southern part of the parish. History also records that persons of Taino descent came to Jamaica along with a group of colonists from

Surinam and also settled in St. Elizabeth. It is said that St. Elizabeth can lay claim to Maroon, Dutch, Spanish, English, German, Indian mulatto and other white inhabitants from the 17th century onwards. In short, the parish provides the best testimony of our motto, *“Out of many, one people.”*

The Pedro Plains, one of the driest areas in Jamaica, is located in the parish. Nonetheless, the ingenuity of St. Elizabeth farmers is well known. Over time, they have developed several ways of adapting to suit the limited fertility of the Pedro Plains and have caused the parish to be referred to as *“the bread basket of Jamaica.”* Although agriculture forms the basis of St. Elizabeth’s economy, it is also noted for being rich in bauxite. In the south western area of the parish there are large deposits of silica sand, which is mined by the West Indies Glass Company for the manufacture of bottles.

The following are some of the attractions which can be enjoyed in St. Elizabeth:

- | | |
|-----------------------|----------------------------|
| ▪ Cashew Ostrich Park | Lovers’ Leap |
| ▪ Apple Valley Park | Appleton Estate Tours |
| ▪ Black River Safari | Rafting on the Black River |
| ▪ Alligator Hole | Little Ochi |

MAP of ST. Bess

Black River: Port of Choice

Black River, the capital town, is another drawing card for the parish. The town is situated at the mouth of a river, which is also called the Black River. The Spanish called the river Caobana. The historic town of Black River was established some time before 1671 and was designated as the capital of the parish of St. Elizabeth in 1773. The town was built on the mouth of the river and in due time became the main commercial area of the parish.

A sleepy, charming town with a population of approximately over 6000 people, its main industry is fishing. Black River was once a prosperous shipping port for logwood and sugar. There are two sugar factories in the parish at Holland and Appleton. In the early days, Europeans used logwood to make a dye and later, sugar was the primary export for most Caribbean countries. The decline of the sugar industry however, and the cessation of logwood dealt a heavy blow to the economy of the town.

Because it was such a wealthy town, the inhabitants were able to afford many innovations. Black River was the first town in Jamaica to be lighted by electricity in 1893. This was provided by an electric plant which was located on York Terrace. Electricity was generated and sold by two local merchants, the Leyden Brothers; and by 1903 there were already motorcars being driven on the streets of the town. And less than 10 years after the invention of the telephone, Black River had several homes with the instrument.

Horse Racing was another first for Black River. The Leyden Brothers are said to have imported the first racing horse to the island, racing them at Black River. The one-mile long race track seemed to have been the best in the island at the time and persons came from all parts of the island to participate in the sport. Race Days were gala events for Black River.

The predominant architectural styles in the town are Georgian and Victorian, which reflect two distinct periods in the island's history. The buildings constructed before 1900 were made mainly of brick and wood. The wooden buildings have been sand dashed, a preservation technique developed in the eighteenth century to protect the wood from decay. There is also the Caribbean feature of sash windows with jalousies, used to keep the buildings cool. Many of the homes were built along High

Street which runs along the shoreline. With only a low seawall to interrupt their vision, occupants were assured of privacy while enjoying a breath-taking and relaxing view.

As a seaport town, Black River played an important role in the sugar industry and the slave trade during the seventeenth, eighteenth and early nineteenth centuries. Surrounding estates such as Holland, Vineyard and Fullerswood transported their sugar, logwood and pimento to the town for sale on the local market or for export, and at one time, West African slaves were auctioned at Farquharson Wharf. At present, there are only a few wharves that have survived in Jamaica at which slave auctions were carried out.

Tourism is fast becoming a major business for the area because of its special natural features including the Great Morass. The Great Morass is a vast 125 Sq. mile "wet-land" which boasts many species of birds and animals including of all things, Crocodiles. Tour buses make regular runs to the town so that nature tourists can take the 12-mile trip up the *Black River* and into the Morass, where if you're lucky, you will get to see a Saltwater Crocodile or two.

Many of the old merchant homes are now being used to provide visitor accommodation, and the unique natural attributes of the area make it a prime target for nature lovers.



Treasures of Black River

Invercauld Great House



The Original Structure, Invercauld Great House

Invercauld House was built in 1894 by Patrick Leyden for a member of the Farquharson family. It is a fine example of Jamaican Georgian architecture, and is typical of the elegant 'turn-of-the-Century' waterfront homes built on High Street in Black River by well-to-do merchants.

The timber structure was assembled primarily from pre-cut components shipped into the island, probably from England. Its design includes decorative gables, bay windows, intricate fretwork, balusters, and window coolers.

This beautiful Great House, built more than 100 years ago when Black River was a thriving sea port has been restored in the original Georgian style. It is furnished with many pieces from this early era. The original building has been maintained and the attractive additions blend with the original style. Invercauld is a landmark building in Black River and it is currently used as a boutique hotel.



Renovated Invercauld Great House

The rooms in the original building are all unique, each with its own character. There are ceiling fans and beautiful furnishings throughout, but the original Great House is the most charming section if you have the opportunity to choose. Most rooms have a view of the ocean. All rooms boast air-conditioning, balconies, satellite TV, radios, hot and cold water, and baths. The property is very attractive. There is a freshwater pool and a comfortable bar by the pool. There are tennis courts, a discotheque and a meeting room is also available.

The Parish Church of Saint John the Evangelist

A yellow brick building of uncertain age houses the parish church. In fact, the present church building was built around 1837 but there was an older Church which seemed to have been built in the shape of a cross. Parts of the foundation still remain.

The Parish Church is a beautiful building with its aged brick walls, towers, mahogany columns and furniture. Renovations and additions had been carried out from time to time.



The Parish Church at Black River

In the church there are several fine monuments to the memory of important citizens of the past. The most handsome of these monuments are those on either side of the Chancel to the memory of Robert Hugh Munro and Caleb Dickenson benefactors of Munro College and Hampton School. They were erected in 1828.

Waterloo Guest House

The Waterloo Guest House stands on High Street. It is the oldest facility of its kind to be found in the town. The Shakespeare family, said to be relatives of the famous Elizabethan playwright William Shakespeare, originally owned it. It was then purchased by John Leyden, an Englishman who, along with his brother, brought the first car Jamaica. Waterloo was the first home to be lit by electricity and Leyden was the first merchant to introduce many innovations to the island.

The house was named after the battle of Waterloo. Most of the material for the house came from England. Remarkably, most of the lumber is still in tact as are the tiles on the veranda and the tiles on the walkway.



The renovated Waterloo (Guest House)

The Leyden brothers lived with their wives at Waterloo. The two wives could not get along and the brother decided to build his wife her own home down the street from Waterloo. The graves of Mr. John Leyden and that of his dog are on the premises. His tomb is a spectacular showpiece of marble.

In 1940, Dr. Frank Ferdinand Stewart bought Waterloo for his wife as a gift. She went to the USA and worked and sent him money while he was in Scotland at Edinburgh going to Medical School.

Mrs. Stewart, a teacher, started a Prep School for her four children in the building now known as The Front Desk. By the end of the week many other Kindergarten children joined and it became a full-fledged Prep School. Then it became Black River High School, a boarding and Day School. This school produced many prominent Jamaican scholars. It was started in 1945 and functioned until 1960 when Mrs. Stewart retired.

In 1972, Mrs. Carolyn Allen, daughter of the Stewart's, returned from the USA and repaired Waterloo and turned it into a Guest House. The original building has 6

bedrooms overlooking the sea, with hot and cold water, fans, a dining room, a bar and a kitchen. A new wing with 16 rooms was added in 1992. These are air conditioned with hot and cold water and ceramic tiles, TV and telephones.

Another building was recently erected as a Conference Room with computers, fax machines and a Multi Media Projector.

The Court House



The Black River Court House

This is another building of uncertain age. The Court House presents a fine facade from the sea and at once attracts the attention of the visitor. It once served as the Town Hall and many social and civic functions were held there. It now houses the offices of the Parish Council and the Courts.

The Old -Police Station

The walls of the Police Station are remarkable. Construction date is unknown but it could have been built during slavery days. It is remarkable because it was built of molasses, white lime stones and broken bottles.



The Old Police Station

Sometime in 1908 a gate was made in the northern wall. Dynamite had to be used to make the opening. Some time later, this wall has been broken to widen the street. The bulldozer that was working on the wall rebounded when it came in contact with the wall, without making any visible inroads. Only after repeated efforts did the wall crack. A burly workman with pickaxe and sledge-hammer failed to break through a small portion. A "Compressor" had to be brought in.

Magdala



Magdala House, Black River

This is a three-storey building presenting several features of the old style colonnaded timber houses. After a series of proprietors it was sold to the Roman Catholic Church who used it as a school up to 1982.

The Farquharson Wharf

In the early days, the river was crossed by a “Float”. This took pedestrians, donkeys laden for market, mules etc., across. This was replaced by an extension bridge made of wood. When the bridge started to erode, the then Member of the House of Representatives for the parish, the Hon. E. V. V. Allen, invited the Colonial Secretary, Mr. Wolley, to see the condition. As a result the present bridge was built. The bridge was officially opened by Sir Edward Denham in 1938.

An interesting note is that the Slave Trade was carried on in Black River at the “Farquharson Wharf” (then called the “Town Wharf”) where slaves were sold by auction. Notices were published in papers, with comments on the slaves to be sold and the dates of the sale. The land proprietors would then arrive in their tandems (the buggy of those days) and make their purchases. Auctioneers at the time were Palarchie and Levy.

Black River Spa

The Black River Spa which claims therapeutic value, was once a popular watering spot for both the rich and the poor in Black River. Many persons claimed healings for various ailments including two ladies who avow that the bubbling sulphur springs contributed greatly to the birth of their stalwart sons. Unfortunately the site is now dilapidated and neglected. Citizens feel that this could be a facility which if properly restored could help to revitalize this charming town.

Port-au-Call

Port-au-Call Hotel, located behind the Waterloo Guest House, has been in operation for just over 14 years. It is located along eight miles of black sand beach, about one and a quarter miles from the town centre. It has 19 rooms, a swimming pool and a Jacuzzi.

Ninety-nine percent of the guests are Jamaicans, as they host stage shows and pageants at the hotel. The manager of the establishment thinks that Black River has potential as a great tourist resort area, but he feels that the people who own prime beach property need to clean up and take care of the beach.

The Black River

The Black River is the longest navigable river in Jamaica. It follows a meandering course of 44 miles from the mountains of southern Trelawny and goes underground twice before it emerges near Balaclava. It is navigable for 25 miles. There is good fishing on sections of the river and the browsing fisherman may be rewarded with the sight of a basking crocodile.

Many visitors to the area enjoy boating up the Black River where it is typical for the variety of birds to excite the ornithologist. There are at least three companies offering rides up the Black River.

The Logwood Depot

The Logwood Depot by the old iron bridge still boasts a pair of old fashioned scales used for weighing the wood. Logwood was introduced from Central America in 1715 and grows extensively in this part of the island. The dark-blue or black dye extracted from it used to be a valuable export, much used for colouring textiles, and is one of the few natural dyes still used in industry on a restricted scale.

The Great Morass

East of Black River is the Great Morass, an expanse of fresh water swamp studded with small islands and covered with a luxuriant growth of reeds, rushes and large shade trees. Following the American Revolution there was a scheme to settle several hundred loyalist refugees from Carolina in this area who thought they could do well there with rice and indigo besides the logwood which was then fetching a good price. Local interests seemed to have quashed the project with the argument that not enough dry land was available.

The Bridgehouse Inn

The Bridge House Inn is owned and operated by Melonee and Walter Ebanks. They bought the 15-room Bridge House Inn in 1990 from the Samuels. The inn is located on Crane Road across the bridge and reputed to serve the best food in the area. It's a favourite spot for weddings there are also conference facilities.

Chapter Three

- ◆ Review of Port Royal
- ◆ Review of Spanish Town
- ◆ Review of Falmouth
- ◆ Review of Seville
- ◆ Guide to Establishing a Town of Culture

Introduction

In this chapter, we will look at selected proposed historical sites in Jamaica. This examination will give us an insight into what may be required if Black River is to be developed and promoted as a National Heritage Site. This examination will also give us an understanding of the trends ... what people are interested in; and what kinds of financial commitment would be needed to deal with the preservation and restoration of the relics of Black River. In short, we are trying to see if there already exists a blueprint for Black River to follow. The *Master Plan for Sustainable Tourism Development* served as the basis for this examination.

Port Royal

Port Royal is located at the end of a thin finger of land which is separated from Kingston by the Kingston Harbour. Kingston Harbour is the 7th largest natural harbour in the world.

The international heritage significance of Port Royal stems from its period as the base for buccaneers in the Caribbean under Henry Morgan, when it was claimed to be the wealthiest and wickedest city in the New World. In 1692, an earthquake destroyed the settlement. There remain a large number of forts and naval establishments, dating from 1656 until the Dockyard closed in 1905. The sunken city is of interest to both archaeologists and the general visitor.

Port Royal has great potential due to its dramatic setting at the entrance to Kingston Harbour with excellent views of Kingston's waterfront setting and the Blue Mountains behind, together with the scale of the site. The story of Port Royal has international and domestic appeal and therefore a range of heritage experiences could be provided.

The town has been a developmental project for the last 40 years, which has involved numerous attempts to raise finance for its development.

The current plan put forward by the Port Royal Development Co. Ltd, the Port Royal Heritage Tourism Project, aims to develop Port Royal as a sustainable

historic and cultural Jamaican heritage site and cruise ship port of call. Stage 1 of the plan includes:

- Declaration of the Palisadoes Strip, Port Royal and the quays as a protected area;
- Development of a historical Master Plan to guide development;
- Construction of a Cruise Ship pier;
- Restoration of a number of historical and other buildings for museums and commercial purposes;
- Improvement in infrastructure and services, including a new water supply, waste water treatment and disposal, upgrading roads, establishing a health centre, upgrading the ferry pier facilities, fire services and police station.

Community involvement and generating direct benefits for the people of the town is a central element of the proposals. This includes establishment of a community based organization to spearhead environmental management and community development projects; establishment of an adult and child learning centre; to improve existing housing and building new units; upgrading sports and recreational facilities. The community-based organization and the learning centre have been established already.

The problem with implementing the project is its high cost, estimated at around US\$75 million for direct expenditure and up to US\$100 million if the cost of related infrastructure is included. Some sources of funding have been identified, but, more is needed and the project is at a crucial stage. One good thing is that the government has said they will allow the cruise ship tax to be used to cover financing costs and to provide a return.

The view is that if full funding cannot be identified, a scaled down version should be implemented. This version would not involve the building of a cruise ship pier or an underwater walkway to the Sunken City. It would use the old cruise ship pier at Kingston and ferryboats operated by local fishermen.

Spanish Town

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. The location was chosen because it was thought that it would be easy to defend. Much of the town was burned in 1655 by conquering English troops. However the English later played a major role in rebuilding the town and building some of the monuments that have survived until today, including the cathedral in Spanish Town Square, which stands on the site of a Spanish Chapel destroyed by Cromwell's army. The present building is the second oldest foundation on the island. The oldest functioning church in the Western Hemisphere is located in Spanish Town which is in fact the oldest continually inhabited settlement in the "new world".

In the square, one can see the façade of Old Kings House, where the Governor lived. The Old Kings House was destroyed by fire in 1925. The square also boasts a statue of Rodney whose mastery at warfare kept Jamaica out of the hands of the French. The remains of an old Court House, the Folk Museum (originally a part of the Old Kings House) and the original National Archives (established by the British) are all located on the town square.

Currently the Rodney Memorial is being restored. This is a UDC project with assistance from the EU. UDC has plans for the wider development of Spanish Town.

Spanish Town has been a candidate for being declared a world heritage site. In conjunction with Port Royal and the historic sites and architecture of Kingston it could represent a major heritage attraction.

The development of both Port Royal and Spanish Town is of vital strategic importance to the tourist industry. The development of the Port Royal-Kingston-Spanish Town triangle of history would serve to complement the primarily sun sand and sea tourism offered by the north coast resorts. The combination of so many interesting and important historical sites in a tightly-defined geographical

area would, we think, be sufficient to attract the visitor to Jamaica who wishes to combine heritage tourism with more traditional leisure activities.

Falmouth

Of all the historic towns in Jamaica, Falmouth arguably has the greatest scope to develop its distinctive built heritage into an internationally attractive heritage site. An active market town, it retains much of its character from its past as Jamaica's foremost port for molasses, rum and sugar. It served also as an important slave port and has been included in the UNESCO slave route project.

The town's history lends itself well to an interpretative museum of slavery that could be linked to the subsequent struggle for emancipation exemplified by the Maroons. In addition to the built heritage, the town is the gateway to the Cockpit Country, which is itself an attractive natural attraction and contains Accompong, one of the main maroon villages. It has been said that Falmouth is the best preserved example of a planned Georgian town. Parallels have been drawn between Falmouth and Williamsburg in Virginia, which has been successfully developed as a tourist attraction.

The town has been the site of several projects to preserve its architecture. A feasibility study was commissioned and its results published. This is currently an Urban Development Corporation project.

Falmouth is ideally located on the north coast between the two major resort areas of Montego Bay and Ocho Rios and is itself only 25 miles from the airport in Montego Bay.

The site's credentials with regard the themes that it can cover and the easy access to the markets it requires to reach, mean that it has the most readily developed potential of any of the major heritage assets in 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.

The international heritage significance of the site of Sevilla Nueva, now incorporated into the Seville Heritage Park, is that it is one of only a few sites where four distinct cultures lived and encountered each other. Seville represents the starting point of modern Jamaican history; it reflects the first significant encounter between the Old World and the New with the landing of Columbus in 1494; 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 there you may also find the remains of an extensive plantation which used African slave labour.

Since the late 1930s, when an overseer at the Seville property unearthed the first stone carvings, there has been recognition that this site is of importance to Jamaica's history.

The site has been studied on a number of instances and the UDC has in place a plan for its restoration that would combine authenticity with an attractive visitor experience. Interest has been shown in the past by the Spanish government to support the development of the site and private developers have also expressed interest.

The plan envisages a historical theme park concept, including a state of the art multi-media exhibit with an audio-visual show and ride through the exhibition. After experiencing the exhibition, the visitor would explore the site on foot or via rides. Throughout the site there would be reconstructions from different eras and re-enactments, along with opportunities for recreation and shopping.

Seville's and Falmouth's strategic importance is to make an internationally recognised heritage asset available to traditional visitors while targeting those particularly interested in heritage. It would enable even short-stay visitors to sample the country's unique heritage. Seville, apart from its huge historic significance, would serve the purpose of offering a real alternative to Dunn's River

Falls for cruise and stopover visitors to Ocho Rios. It would also help preserve another major national asset.

Our research showed that many persons feel that Black River is a prime town to be developed as a heritage tourism site. The feeling is that Black River, as the first modern town in Jamaica coupled with its cohesive architecture and distinctive fretwork would qualify it to become a Town of Culture.

Restoration Costs

The investment required for each of the four projects is huge, and reads like a wish list. One group of persons feel that the projects are on too grand a scale. They feel it is more feasible to seek less funds and focus on limited versions of the projects. In fact, we found that for each project there is a cost for the full project and a more realistic version. The costs are as follows:

- | | |
|---------------|--|
| Port Royal: | US\$75 million but with infrastructure, the cost is likely to rise close to US\$100 million.
The more feasible version uses the Kingston pier and the cost is reduced to US\$10 million. |
| Spanish Town: | The restoration of major specific sites within the town is likely to require between US\$10 and US\$15 million.
The more feasible version calls for US\$5 million, focussing on conservation and restoration. |
| Falmouth: | The feasibility study estimated costs at US\$20 – 22 million with US\$8 – 10 million being used on the Museum of Slavery and Emancipation.
The more feasible version requires US\$5 million focussing on restoration and conservation and excluding the museum initially. |
| Seville: | The UDC estimated a cost of just over US\$20 million.
The more alternate version requires US\$5 million, establishing a trail across the site with some interpretation and linking it to historic sites in nearby St. Ann's Bay. |

Guide to Establishing a Town of Culture

According to the Tourism Product Development Company (TPDCo) and the Jamaica National Heritage Trust (JNHT), any town wishing to be considered as a Town of Culture would have to take the following steps:

1. Form proactive committees: The co-ordinating committees would include representatives of the local parish council, JNHT, tourism agencies, utilities, the private sector, ENGOs, CBOs. It would be responsible for the administration of funds and project proposals.
2. Create Heritage Tourism Action Areas (HTAA): Parish councils would be assisted by JNHT, the local Parish Heritage Foundation and TPDCo to designate Heritage Tourism Action areas within the town.
3. Identify Seed Projects through collaboration with Parish Heritage Foundations, TPDCo and JNHT.
4. Produce Design Guidelines: this would be undertaken by the committee using expertise from TPDCo in collaboration with the local planning authority.
5. Development a Town Plan for HTAA: the plan would include infrastructure, restoration, landscaping traffic and parking, pedestrian ways, land use and signage, with specific projects identified.
6. Use the Statutory Approvals Process. All planning and development within the designated areas would be referred by the Parish Councils to the JNHT Heritage Architecture Review Board.
7. Strengthen representation on the Parish Council, to include representatives of the local Parish Heritage Foundation and a representative from, or nominated by the JNHT.
8. Modify the Parish Council Fee Structure: A portion of the fee paid for planning applications in Heritage Tourism Action Areas could be paid to the JNHT for their part in the administration and monitoring of projects.
9. Identify specific funds, project time frames and completion targets.

10. Strengthen Heritage Architecture Review Board. Each parish should be assigned to a representative on the board and the Parish Council Advisory counterparts encouraged working through them.
11. Compulsory acquisition of neglected /abandoned heritage structures within HTAA.

Chapter Four

- ◆ Black River: National Heritage Site
- ◆ Infrastructural Developments
- ◆ Why Heritage Tourism

Black River: National Heritage Site

Tourist authorities have identified the town of Black River as a potentially viable heritage site. The characteristics of the town, such as the architecture, its early economic strength and the fact that it was the first town in Jamaica to attain certain technological innovations, are reasons tourists would want to visit such a historical site to reflect on its cultural legacy.

We are of the opinion that various measures have to be put in place in order to promote the town of Black River as a heritage site. The people of the town have to be convinced that the promotion of their town can be beneficial to them both individually and collectively. As such, it is vital to mount a public awareness campaign about what could be achieved from promoting this historical site. This public awareness campaign must include regular town meetings to discuss the various plans that must be put in place in order to have the town endorsed as a heritage site.

The location of Black River on Jamaica's south-coast gives it the potential to be a viable heritage site that could extend all the way to Treasure Beach, which is another area in St. Elizabeth. Entry into the town is opened to everyone who has an interest in its history. While the town presently has taxi and bus services, there is need for improvement where these services are concerned.

Presently, Black River has evolved to an extent where the services provided satisfy the needs of the population. Nonetheless there is great scope for further development. This development is necessary if Black River is to really take its place both as a Town of Culture/National Heritage Site and as a top Heritage Tourism destination.

The attractions that already exist, for example, the Black River Safari, the many Great Houses, the historical buildings and relics that help to determine the way of life of the town, all have the potential to become lucrative businesses.

Development of Infrastructure

The town of Black River is slowly undergoing changes. There are a few heritage sites that have been refurbished and expanded. These include Invercauld Great House and Ashton Great House and Hotel.

All our research show that there are certain challenges which would have to be consideration in order to make Black River a premier Heritage Tourism destination. These include the following:

Coastal Water Quality: Although Black River currently has good water quality compared to other harbour towns, every effort has to be made to keep it so. Agriculture, including fishing is still a major activity for the town's population. Additionally, Black River hosts a marlin tournament annually. Will the required development have a negative impact on the coastal water quality? Some of our interviewees suggest that the government could earmark funds from the Parish Infrastructure Programme to ensure that this does not happen.

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 vehicular traffic seems to have priority. With very little space for widening the streets, how can we have increased numbers of people coming into the town without increasing the problem of movement? Could sidewalks, shaded with trees help? Or would we need to have only pedestrian traffic through the centre of the town?

Would this add to the attractiveness of the town or would the town lose its distinctive character?

Parking: We have already mentioned the congestion that happens within the town. If vehicular traffic were banned then adequate parking facilities would become essential. There are those who feel that this is already a necessity. These persons suggest using side streets for parking.

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. Some persons feel the waterfront has the potential to provide a valuable civic space for locals and visitors alike.

Our research unearthed a proposal for the development of Black River. The following list is taken from that proposal and gives a synopsis of the various infrastructural developments that would help make Black River ready for accommodating an influx of visitors interested in its heritage treasures.

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

Potential Tourist Arrivals

We have already stated that the majority of our traditional tourists visit at least one heritage tourism attraction during their stay on the island. Would Black River have the potential to capture a greater portion of those visitors if certain infrastructures were in place? How does Black River compare?

Our research yielded the following results for other heritage sites. The arrival figures are a monthly average.

HERITAGE SITE	PRODUCT OFFERING	PROXIMITY TO RESORT AREA	ARRIVAL FIGURES (DOMESTIC & INT'L)
Bellefield Great House	Great House Museum Tour	Within major Resort Area	480 + 80
Coyaba River Garden & Museum	Museum Tour & Picnic Area	5 minutes from centre of Resort Area	160 + 200
Greenwood Great House	Great House Tour	20 minutes from centre of Montego Bay	320 + 500
Port Royal	Archaeological dig, various walking tours, museum tours, speciality restaurants	30 minutes from downtown Kingston	4000 + 160
Rose Hall Great House	Great House Tour	10 minutes from center of Montego Bay	1000 + 3500
Black River	Various walking tours, lifestyle tours, museum tour, eco tours, beaches	Parish Capital (Urban centre of parish)	???

TABLE 1: ARRIVAL FIGURES FOR SELECTED HERITAGE ATTRACTIONS

Why Heritage Tourism?

Black River is a vibrant rural Historic town. But it is well known that as time passes, communities have to find ways of holding on to the young people. Most young people do not necessarily want to work in agricultural situations but if other kinds of jobs are not available, they will move out. Eventually the population would get older and older, the town would deteriorate and valuable cultural practices may be lost.

Tourism can help to prevent this kind of deterioration but it would have to be developed in a way that the advantages would be heightened and the disadvantages lessened. The questions that must be addressed if any town wants to focus on Heritage tourism are:

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?

Even though there are some disadvantages, we feel that the advantages are stronger.

1. Heritage Tourism will create jobs for the people of St. Elizabeth.
2. The improvements in the town's infrastructure will mean a higher standard of living for the people.
3. The accompanying public awareness campaign would encourage an appreciation of one's own culture and heritage.
4. Heritage Tourism would open up other areas of development for the town and the parish.

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Appendices

- 1: Teacher's Notes
- 2: JNHT Guidelines
- 3: TPDCo Guidelines
- 4: Reflections on Black River
- 5: Images of Black River
- 6: General Questionnaire
- 7: Interview Questionnaire

Appendix 1

Teacher 's Notes

Collated by
Kenneth Bailey
of
Munro College,
St. Elizabeth, Jamaica

Thesis: 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.

Introduction:

The purpose of this section is to provide information on Jamaica and the Jamaican society. The information is taken from various documents published by the Jamaica Tourist Board and other government agencies.

The student's case study examines the issues that would need to be considered if Black River were to be developed as a National Heritage Site and a Heritage Tourism destination. This section provides information on the wider Jamaican society, including the development of tourism in the island.

While it is not germane to the study itself, it may be useful for Teachers as background information, or to help focus discussion on the various possibilities.

Location and Geography

Jamaica, one of the islands of the Greater Antilles, is located in the northern Caribbean Sea. The Lines Latitude 18 degrees north and Longitude 78 degrees west would intersect close to the capital, Kingston. It is about 1127 km (700 miles) southeast of Miami, Florida, USA, and 145 km (90 miles) south of Cuba, her nearest neighbour. The island has an area of 11453 sq km (4411 sq miles). It is 235 km (146 miles) long from east to west, and 93km (58 miles) across at its broadest point.

Jamaica has a warm, tropical maritime climate. The average temperature on the coastal lowlands is 26.7° Celsius (80°F). There is a difference of about 5°C (34°F) in the average temperature between January-February and July-August (respectively the coldest and warmest periods of the year). There is an estimated fall in temperature of 16°C (4° F) per 1000-foot increase in altitude; the average temperature at Blue Mountain Peak, the island's highest point, is 13°C (56°F).

Average annual rainfall for the whole island is 195.8cm (77.1 inches). Rainfall peaks in May and October, and is at its lowest levels in March and June. The Blue Mountain range and the northeast coast receive the highest annual rainfall (the average being about 330 cm [130 inches]). Jamaica lies in the western hurricane belt and the season lasts from June to November.

Jamaica is extremely mountainous, with a central chain of mountains running east to west, forming a backbone through the middle of the island. Nearly half of the island's area is over 300 m (1000 feet) above sea level. The highest point is Blue Mountain Peak, on the border between Portland and St. Thomas, at 2256 m (7402 feet).

Most of Jamaica's rivers flow to the north or to the south, from the mountainous interior toward the coast. The longest navigable river is Black River, located in the parish of St. Elizabeth, which is 71 km (44 miles) long. The Rio Minho in Clarendon is actually longer but not navigable. As the island is mostly covered with limestone, several of our rivers seep underground. Sinkholes and underground streams are especially to be found in the

karst-like topography of the Cockpit Country in the west of the island.

Jamaica is divided into 14 parishes. Kingston, the capital and commercial centre of Jamaica, is situated on the southeast coast of the island. Montego Bay, located on the north-west coast, is the island's second city. It was granted city status on May 1, 1980.

History and Government

The first Jamaicans were the aboriginal Taino Indians, who spoke the Arawak language. Jamaica's name is derived from the Arawak word Xaymaca which roughly translates as "Land of Wood and Water". In May 1494, Christopher Columbus landed on the island during his second voyage to the "New World", and claimed it for Spain. The English captured the island from the Spanish in 1655, and Jamaica went on to become an important sugar colony. Slavery was abolished in 1834, giving way to the apprenticeship system, with full Emancipation coming in 1838.

The Jamaican economy suffered a decline in the post-Emancipation period, leading to severe hardships for the former slaves. The Morant Bay Rebellion of 1865 was a response to suffering and to the indifference of the colonial government. The Rebellion resulted in the abolition of the Assembly and the establishment of Crown Colony government.

Labour unrest in the 1930s fostered increasing political consciousness and the birth of trade unionism in Jamaica. Universal adult suffrage was achieved in 1944, and full Independence in 1962.

The island is a member of the British Commonwealth of Nations, with the British Sovereign as its titular head, her representative being the Governor-General. Jamaica is also a founding member of CARICOM, the Caribbean Community and Common Market, which seeks to promote common economic goals and unity within the region.

Jamaica is a parliamentary democracy, with a House of Representatives consisting of 60 members, elected every five years, and headed by a prime minister who is assisted by a cabinet of ministers. There is also a Senate of 21 members appointed by the Governor-

General from nominations by the Prime Minister and the Leader of the Opposition. There are two major political parties, the People's National Party (PNP) and the Jamaica Labour Party (JLP). The rule of law is administered by an independent judiciary.

The Economy

The most important areas of the economy are tourism, agriculture, bauxite mining and manufacturing. The main agricultural export crops are: sugar, bananas, coffee, citrus, cocoa, coconut, pimento (allspice) and root crops (e.g. yams). Jamaica exports flowers and foliage plants. Much has also been achieved in fresh water fishing and shrimp farming, the growing of mushrooms, strawberries and oyster farming. Numerous tubers, vegetables, flowers and exotic fruit are cultivated in accordance with tradition. Blue Mountain Coffee is the most prized and expensive in the world and is used chiefly for blending with less aromatic beans worldwide. It is grown only on a small area on the slopes of the Blue Mountains. Jamaica also produces excellent mid-mountain and lowlands coffee.

Jamaica is one of the world's major producers of bauxite and alumina, from which aluminium is made. Aluminium is not actually made in Jamaica, as the ore is shipped to smelters in the USA, Canada, Norway and other countries. Of all the minerals in Jamaica, Bauxite is the one most mined. Others are gypsum, marble, alabaster and limestone. There are also significant deposits of agate.

Tourism is Jamaica's largest earner of foreign exchange and there are over 1 million visitors per year. Jamaica offers year round tourism, but the major resort areas are Kingston, Montego Bay, Ocho Rios, Negril, Port Antonio and the Central and South Coast.

There are a number of hotels, large and small, varying from high rise buildings to hotels in the elegant old world style and small modern hotels marketed under the umbrella title of "Inns of Jamaica". There are also guesthouses and different types of villas and

apartments. All offer modern conveniences. They are inspected regularly before recommendations are issued or are renewed. Approved properties offer good value for money.

Jamaica has many fine restaurants which offer a variety of dining styles in Jamaican, American, Continental, East Indian, Chinese and Italian cuisines, among others.

There is a wide variety of attractions and entertainment events year round and Jamaica abounds in fine beaches and scenic beauty.

There are numerous recreational opportunities. Facilities for tennis, golf, equestrian sports and water sports of all sorts are excellent.

The Jamaica Tourist board is headquartered in Kingston and maintains offices both locally and overseas.

Cruise shipping plays a major part in the tourist industry and Jamaica is a popular port of call. There are cruise ports in Ocho Rios, Montego Bay, Port Antonio and Kingston. Jamaica also offers excellent shopping opportunities ranging from art and craft goods, duty free items and leisure and evening wear.

Population and Language

At the end of 1994, the estimated population of Jamaica was 2,509,800. The majority of the population is of African and mixed African origin. Other major ethnic groups represented in the island are East Indians, Chinese, Syrians and Europeans. There is much intermingling of races and nationalities in the society, which gives rise to our motto "Out of many, one people."

English remains the official language in the island, although an English-based Jamaican Creole is spoken by most of the citizens.

Jamaican Culture

Jamaica has long been noted for the richness and diversity of its culture and the quality of its artists. In the area of theatre, the island has produced such notable actors as Madge Sinclair, Charles Hyatt, Oliver Samuels, Leonie Forbes, Ranny Williams and the Hon. Louise Bennett-Coverley. There are four major dance companies; oldest among these is the internationally acclaimed National Dance Theatre Company, founded in 1963, which grew out of the quest for an indigenous dance form.

Jamaica is world-renowned for reggae, the unique Jamaican popular music which was made famous by the late, legendary Bob Marley. Other prominent reggae artistes include Dennis Brown, Jimmy Cliff and the late Peter Tosh. Several Jamaicans have gained international recognition also in the fields of classical music and jazz; Curtis Watson, Ernie Ranglin and Monty Alexander are noticeable examples.

Outstanding talents in literature and the fine arts enrich Jamaican culture. As a poet, Louise Bennett was a pioneer in gaining acceptance for the use of Jamaican Creole in literature. Dennis Scott, Mervyn Morris, Lorna Goodison, Olive Senior, Erna Brodber, Velma Pollard and the late John Hearne are only a few of the country's literary lights. The fine arts are well represented by artists such as the late Edna Manley and Mallica Reynolds ("Kapo"), David Boxer, Christopher Gonzalez, Barrington Watson and Osmond Watson.

The annual festival celebrations, which climax in August on the anniversary of Independence, serve as a national showcase for cultural activities. Administered by the Jamaica Cultural Development Commission, Festival provides an avenue of expression for Jamaicans at every level of the society.

Religion

Complete religious freedom exists in Jamaica. The majority of the population is Christian, yet full recognition is accorded to non-Christian faiths, which include Judaism, Hinduism, Islam and Bahai. The older Christian denominations in the island are Anglican, Baptist,

Methodist, Roman Catholic, Moravian, Seventh-Day Adventist, and Jehovah's Witnesses. In addition, there are numerous Evangelical and Pentecostal groups, as well as adherents of the Rastafarian faith.

Despite the diversity of religious beliefs, there is considerable co-operation and goodwill among the adherents of the different denominations. The leaders, many of whom are members of the Jamaica Council of Churches (JCC), frequently agree on national issues and act together on moral grounds. Ecumenical services and conventions are held from time to time.

Appendix 2

Jamaica National Heritage Trust

GUIDELINES FOR OBTAINING APPROVAL TO RESTORE AND DEVELOP HISTORIC SITES AND DISTRICTS

Jamaica's architectural heritage is one of the most tangible and diverse examples of our people's creativity and skills. This heritage consists of buildings such as churches and courthouses, industrial structures such as factories and aqueducts, Great Houses and small vernacular houses among others. We need to protect this heritage for its historic and architectural value, as well as for its aesthetic appeal.

The responsibility for preserving the nation's heritage rests with the Jamaica National Heritage Trust (JNHT). However, to effectively carry out our mandate we need the cooperation of everyone, especially the owners and occupiers.

The following guidelines have been prepared to assist in the preservation and development process. If the recommendations listed are carefully followed, the amount of time and money spent in seeking approval will be kept at a minimum.

Legal Framework

The JNHT legally protects the nation's architectural heritage in two ways:

- Declaring a site a national monument
- Designating a site protected national heritage.

Under the JNHT Act, a site is declared a national monument, if in the opinion of the Trust, its preservation is a matter of public interest by reason of the historic, architectural, traditional, artistic, aesthetic, scientific or archaeological value.

The Act also defines Protected National Heritage as any place name, species of animal or plant life, or any place or object designated by the Trust.

Need for Approval

When a site is declared/designated or has a preservation notice placed on it, the JNHT has to give written approval for development.

It is therefore illegal for the owner or occupier of the property to demolish, remove or alter the monument without this JNHT approval.

The HARB

To assist in the development process, the Trustees of the JNHT created an advisory body called the *Heritage Architectural Review Board* (HARB). This body consists of qualified architects, archaeologists and technical support staff of the JNHT.

The objectives of the HARB are to ensure that the integrity of historic sites, buildings and districts is maintained; and to see that the preservation and development of our historic sites proceed in a systemic and careful manner.

The HARB achieves its objectives by assessing development applications and making appropriate recommendations to the Trustees.

Approval Process

The following four steps must be followed when seeking approval:

Step 1: Application

An application to develop the property must be submitted either:

- Directly to the JNHT Office at the same time with the application for the building approval to the Parish Council (with two sets of accompanying documents);
- Through the Parish Council- in this case an additional copy of your application is to be submitted along with the Parish Council's required number of copies. This is to be sent to the JNHT.

Documents to be Submitted

- Application Form (properly filled out)
- Photographs of the site and the surrounding sites and buildings
- Location plan
- Working drawings showing:
 - Site layout plan
 - Measured survey of existing building (1:50)
 - Proposed floor plan(s)
 - Sections
 - Framing plan and details
 - Window and door schedule and details
 - Foundation plan
 - Electrical plan
 - Plumbing plan
 - A detail of decorative finishes to the façade
e.g. columns, handrails, eaves, architrave.

(Applications will not be processed and will be returned to applicants if all the documents are not submitted.)

Demolition of Historic Structures

The JNHT **will not** permit the demolition of historic structures as a first option. However, in extreme cases demolition might become necessary. The same process as described above will be used to determine whether or not to demolish the structure. In this case, the documentation required is slightly different and includes:

- Letter requesting the demolition of the structure giving reason(s) and the history of the site.
- Measured survey drawings showing (1:50)
- Site Layout plan
- Floor plan(s) of existing building
- Four (4) Detailed Elevations
- Minimum four (4) Sections through building

- Roof framing plan and details
- Window and Door schedule and Details
- Details of decorative finishes to the façade
e.g. columns, handrails, eaves, architrave, mouldings, pediments, etc. by drawings with measurements and photographs with details.

Note: *In designing any new work within a historic district, it is important that the work blends in with the design of the existing historic fabric. To ensure a properly designed building, it is recommended that the applicant consult a registered architect. Architects are advised to look at the buildings around the site and use design features from them to enhance the proposed building. Submissions that do not comply with this principle will not be considered for approval. Applications should be addressed to the Heritage Architectural Review Board at the head office of the Jamaica National Heritage Trust.*

Step 2: Pre-Evaluation

The technical staff of the Estate Management Division of the Trust initially assesses applications. If all the guidelines are followed then they will be sent to the HARB for evaluation and recommendation.

It might be necessary at times to invite the client to a meeting with the technical team to discuss the proposal or to arrange a visit to the site.

Step 3: Evaluation and Approval

The HARB meets once per month to do its evaluation. Its recommendation is communicated to the JNHT Trustees. Project approval is then communicated from the JNHT to the client and the parish council. The approval letter will include a statement of the conditions of the permission.

Step 4: Post Approval Evaluation

Once the project commences the technical team of the JNHT will make periodic site visits to ensure that the work is being done in compliance with the stated conditions.

Enforcement

To carry out any work on a declared or preserved site without the written approval of the JNHT is a contravention of the JNHT Act (1985 Section 16).

Under this section the offender is liable to summary conviction before a Resident Magistrate, the charging of a fine(s) up to \$20,000.00 or imprisonment up to 2 years or both and or the payment of the cost for restoring the offended site or monument to its original state.

Approval must be sought for the restoration or development of declared/preserved sites, or the erection of a new building within a declared historic area/zone.

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The Jamaica National Heritage Trust
79 Duke Street, Kingston
Tele: (876) 922-1287-8/922-3990
Email: jnht@wtjam.net
Website: www.jnht.com**

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The JNHT says that a national monument is:-

- a) any building, structure, object or other work of man or of nature or any part of remains thereof whether above or below the surface of the land or the floor of the sea within the territorial waters of the island or within an area declared in an order made under subsection (2) of the JNHT Act to be within the Maritime resource jurisdiction of the island;
- b) any site, cave or excavation, or any part or remains thereof, declared by the Trust to be a national monument (The Jamaica National Heritage Trust Act, 1985).

Appendix 3

The Tourism Product Development Co. Ltd. (TPDCO)

Guidelines for Heritage Attractions

Prerequisites for Heritage Attractions:

- Written application to Executive Director, Tourism Product Development Company Limited
- Approval from the Jamaica National Heritage Trust as a Heritage site
- Public Liability Insurance
- Food Handler's Permit (where applicable)
- Recommendations based on inspection Report from Tourism Product Development Company Limited
- Management plan on site re maintenance, preservation and training of staff
- Brief description of property

Guideline

1. The Heritage Attraction must meet the most stringent requirements of safety, health and environmental codes.
2. The maintenance of the Attraction must be above reproach. Appropriate signage must be prominently placed.
3. The authenticity of the site or visual and performing arts is to be preserved.
4. Self- monitoring systems should be in place to measure the level of guest satisfaction and to improve the quality of the attraction offered. It is desirable that a guest book and evaluation forms be in place in order to note criticisms,

complaints and accolades. The response would indicate strengths and weaknesses and would point to areas in need of improvement.

5. High standards for the recruitment of staff should be maintained and certified tour guides should be provided. Fluency in foreign languages would be a major asset.
6. Employees should be provided with, and obligated to learn operation manuals.
7. First aid equipment, emergency and safety procedures must be in place at all times.
8. Adequate security must be in place during opening hours including communication with security forces if necessary.
9. Management and staff should conform to ethical business practices. Management programmes should include regular audits of the attraction to ensure the quality standards are maintained.
10. Attraction owners must be environmentally conscious and comply with National and international wild life protection laws where applicable.

Checklist

Signage	Yes	No
• Is the name of the attraction legible and conspicuously displayed at the entrance?	()	()
• Are entrance fees displayed?	()	()
• Are there story/pictures boards visible?	()	()
• Are there date plaques (where applicable)?	()	()
Brochures		
• Are brochures available?	()	()
• Are brochures of other heritage sites available (For trail effect, not compulsory)?	()	()
Parking		
• Is sufficient parking available?	()	()
• Is there a notice releasing owner from Vehicle liability?	()	()
Outside Appearance		
• Are the grounds adequately maintained?	()	()
• Is the Building in good condition?	()	()
Rest Rooms		
• Are there male and female sanitary conveniences?	()	()
• Are there signs indicating male and female Facilities	()	()
• Are there locks on toilet doors?	()	()
• Are there facilities for the disabled?	()	()
• Are there urinals, as well as cubicles for male convenience?	()	()

- Are there sanitary towel receptacles for female convenience? () ()
- Are the toilets clean with lids in place? () ()
- Are there toilet paper holders (with paper provided)? () ()
- Are there wash basins with mirrors? () ()
- Is there soap in the soap dispenser? () ()
- Are there paper towel holders/ automatic hand dryers? () ()
- Are there covered waste baskets? () ()

Museums

- Are the displays carefully separated for visitors? () ()
- Are exhibits properly labeled? () ()
- Is there a system in place to secure Additional exhibits or rotate stock? () ()

Staff

- Is staff hospitable and neatly attired () ()
- Do they reflect the attraction's image? () ()
- Are they trained in museology/tour guiding? () ()
- Are they trained in tour group management? () ()
- Are the knowledgeable and able to answer questions about the attraction? () ()
- Are they accurate in giving information to guests? () ()
- Do they have effective verbal and non-verbal skills? () ()

Botanical Gardens

- Is there a wide cross section of indigenous flora? () ()

Performing Arts

- Do performances reflect Jamaican Heritage in purest form? () ()

Natural Heritage

- Where attraction is near river or seacoast, are structures erected within 17.26m (25 ft.) and 30.5m (100 ft.) from the shore? () ()

Appendix 4

REFLECTIONS ON BLACK RIVER

The following is an extract from H. M. Barrett's *Reflections on Black River*. This article was published in 1976.

BOUNDARY

Black River has for its boundary the great Morass on the East, the Caribbean Sea on the South and properties on the East and North sides.

When the town was laid out, grass tracks were used as roads through the properties. When roads were made, gates were built across the roads to prevent animals straying. This necessitated opening and closing of the gates. Watchmen lived at these points. Any hour of night or day, they were on duty to open and close the gates for traffic to pass through. On the West side of the town were the Hodges gates No. 1 and No. 2. On the North side was the Lower Works gate.

The sea is steadily encroaching on the land. Old residents tell of the days when the sea receded, especially when the North winds blew, and dances were held on the sands. One could walk on the beach from in front of the Parish Church to the Hospital without getting one's feet wet. (Favourite past-time with the children of the early 1900's.) Houses built along the sea front at "Heavy Sands" were removed by Government, and the residents given houses elsewhere.

LAY OUT OF THE TOWN

Across the bridge on the eastern side of the town is called "Heavy Sands". Before parts of the swamplands were reclaimed, the road eastern was by the sea front. After leaving the bridge for about two chains (Black River side). There was a detour of the

main road to the sea front about one-fourth of a mile, then on to the main road again. A house still stands with its frontage facing the sea.

Black River is a seaport town. A town that has seen good days. In its heyday, during the logwood industry, ships of many nationalities anchored in the harbour and money was spent lavishly. British warships, such as H.M.S. Hood, Polack Bay and others have also called Courtesy calls by His Majesty's Warships were made after World Wars I and II.

WATER SUPPLY

Black River had its first water supply from wells. Some of these old disused wells can still be seen.

Black River's first pipeline was laid from a spring at the Y.S. River (a tributary of the Black River) about twelve miles from the town of Black River. Before the days of chlorinated water, Black River's drinking water supply ranked as being the best in the island.

SONS OF BLACK RIVER – TOWN MAKERS

National Hero, William Gordon, spent his early years in Black River. He was taught Business Management by James Daly, a descendant of Richard B. Daly (Mass Dick, a landed proprietor) who was supposed to be one of the wealthiest men in Jamaica. William Gordon may have lived at Spring Park, residence of the Daly's.

William Gordon took an interest in the slaves after their emancipation and felt they should be given lands free. With this in mind, and with the Underhill Movement on the way, he organized secret groups called "Prayer Meetings." This was a part of the group in St. Thomas, which led to the Morant Bay Rebellion of 1865.

The Davis and the Powell families are the oldest in Black River. Adam Davis and Calico Powell came by ship as free Africans, not slaves, from Sierra Leone to Black River. They bought lands and settled here. There are still descendants of both

families alive. Mr. Donald Davis a great grandson of Adam Powell, still resides in Black River.

The first white family in Black River was the Farquharsons. They came through the instrumentality of the Leydens, three wealthy brothers from England. The Leydens intermixed and had coloured children. Many of the houses in Black River were built by them for e.g. “Magdala,” now belonging to the Roman Catholic, “Waterloo,” now a guest house, and “Invercauld ” now a hotel.

The Leydens helped in laying out the town of Black River. They were interested in horse racing. It is said that stables for their horses were tiled. T.P. Leyden’s love for the poor was shown by his distribution of money to them on Saturday mornings. The Leyden’s store ... was among the first departmental stores in Jamaica. There was an overhead rail system used between the clerks and the cashier. This building of bricks, which stood the test of years, was demolished when the premises were bought by the Bauxite Company; T.P. Leyden’s remains were laid to rest on the grounds of Waterloo.

The first motorcar in Jamaica came to Black River for the Griffiths of Hodges. They were landed proprietors. Hodges’ first owners were the Shakespeares. Shakespeare gave the “silver set” for the Communion service to the Parish Church. His remains lie at Hodges. A mural tablet to his memory is erected in the Parish Church.

Many noted people have visited Black River; among them are the King of Belgium and his Princess. Of the twenty-one days they spent in Jamaica, ten of these were spent in Black River. He was charmed with the peace and calm of the sleepy town and liked Black River very much.

...

Some people of note who were born, once lived in, or associated with Black River:

George William Gordon:	National Hero
Norman Washington Manley:	National Hero
Rt. Hon. Florizel Glasspole:	Governor General of Jamaica
Hon. Kenneth Smith:	Retired Chief Justice of Jamaica
Mrs. Joyce Robinson:	Director of JAMAL

Sir Donald Sangster:	Prime Minister of Jamaica
Alfred Ernest Tomlinson:	First Rhodes Scholar in Jamaica
	(Born at Craigie, Middle Quarters). He was the first on the “Honours Board” at Munro College. While at University in England, he rowed for Cambridge, and was presented with an oar. He was Headmaster of Ruseas.
Frederick Charles Tomlinson :	Barrister at Law, B.A. Fourth Rhodes Scholar in Jamaica His remains lie in the Black River cemetery. A mural tablet to his memory is erected in the Parish Church.
Lorrel Bruce:	Personal Assistant Prime Minister
Dr. Alfred Sangster:	Principal, C.A.S.T. (Now Utech)

LEGENDS

About six miles from Black River is “Great Pond,” a large expanse of water, which could be termed an inland lake. A legend says that Great Pond was once a district. A man and his dog left the district at night. When he returned to the spot where his house should be, he stepped in water. The district had sunken while he was away, and he alone was saved. Natives say that at times, Great Pond has waves like the sea. This could be due to wind playing on the water. Great Pond abounds with fish. There is the usual story of a “golden table” appearing at certain times.

Appendix 5

Images of Black River



1. Magdala Great House, 68 High Street. Late 19th century. Refurbished in 1995 as Our Lady of Hope Childrens Home. Originally built by Alolphus Williams for Tom Leyden.



2. Invercauld Great House, 64 High Street. Constructed in 1894 from prefabricated material shipped from England and Holland. It has recently been refurbished and extended as the Invercauld Great House and Hotel.



4. Former PWD Building.



5. Former PWD Residence, 60 High Street. Late 19th century. Currently proposed by the St. Elizabeth Homecoming Foundation for a Black River Museum and Cultural Centre.



5. Black River Court House. Currently used as a court house and as offices for the St. Elizabeth Parish Council.



6. Parish Council Offices and Council Chamber, 58 High Street.



7. Commercial Building, 56 High Street.



8. Private Residence, 53 High Street.



9. Private Residence, 52 High Street.



10. Office and Residence, 50 High Street.



11. Waterloo Guest House, 44 High Street.
Built as a private residence by the Leyden Brothers at one time it housed the Black River School. The first property in Jamaica to have electricity - installed in 1893.



12. Commercial Buildings, 42 High Street.



13. Commercial Building, 40 High Street.



14. Commercial Building



15. Parish Church, 32 High Street. Exact date of building unknown but main body of church possibly built in 1774. Foundation for tower was laid in 1837. The design is reminiscent of the medieval English Parish Church.



16. Former Police Building



17. 16 North Street.



18. Retail Premises, 2 North Street. A staircase added to the front of the property has blocked the continuity of pedestrian access along the front of the building.



19. Retail Premises, 30 High Street. Prominent corner location on junction of High Street and North Street.



20. Retail Premises, High Street.



21. Retail Premises, High Street.



22. Retail Premises, 27 High Street.



23. Retail Premises, 23 High Street.



24. Retail Premises, High Street.



43. Private Residence, 2 School Street.



44. Private Residence, 3 School Street.



45. Private Residence, 5 School Street.



46. Private Residence, 5 School Street.



47. Private Residence, 6 School Street.



48. Private Residence, 8 School Street.

Appendix 6

General Questionnaire

1. Many tourists visit Black River particularly for heritage tourism activities.
☐ I agree ☐ I agree strongly ☐ I disagree ☐ undecided

2. Heritage tourism is being amply promoted.
☐ I agree ☐ I agree strongly ☐ I disagree ☐ undecided

3. The number of tourists visiting Black River is:
☐ poor ☐ good ☐ very good ☐ excellent

4. The employment opportunities that are provided by heritage tourism are:
☐ poor ☐ good ☐ very good ☐ excellent

5. The natural resources (i.e. The river and natural surroundings) in the area are being used to their full potential.
☐ I agree ☐ I agree strongly ☐ I disagree ☐ undecided

6. Heritage tourism has the potential for significant development in Black River.
☐ I agree ☐ I agree strongly ☐ I disagree ☐ undecided

7. The steps being taken to develop heritage tourism in Black River are:
☐ poor ☐ good ☐ very good ☐ excellent

8. The restoration of heritage sites in Black River will create an increase in the number of tourists visiting the area.
☐ I agree ☐ I agree strongly ☐ I disagree ☐ undecided

Appendix 7

Interview Questions

1. What position of responsibility do you hold in this hotel / great house?
2. What does this role entail in terms of enhancing tourism in Black River?
3. What facilities does your hotel / guesthouse provide to boost tourism arrivals in Black River?
4. What attractions does Black River offer over other tourist destinations in Jamaica?
5. What about heritage tourism opportunities- what does Black River offer in this respect?
6. Do you think Black River has an advantage over other tourist destinations where heritage tourism is concerned?
7. In your opinion, does Black River have the potential to offer more where heritage tourism is concerned? If yes, - what potential does it have?
8. Are you aware of the percentage of tourists that arrive in Black River on an annual basis or monthly basis? Or a seasonal basis e.g. During Independence?
9. Can you give a prediction as to whether these figures may improve in the future?
10. Do you think that the tourism sector is doing its best to attract tourists to come to Black River? If NO- what improvement would you recommend?
11. Is there any project in operation now to boost tourist arrivals in Black River in the future?
12. What employment opportunities does the tourism sector provide for the residents in and around Black River?
13. Do you think that the sector can do more for the community in terms of job opportunities?
14. To what extent does the employment rate impact on the economic stability of the area?
15. To what extent does the employment rate improve the quality of life for the employees of the sector?
16. Do you think that heritage tourism is being adequately promoted in Black River? If NO- are steps being taken to improve heritage tourism in the future?

17. Are the natural resources unique to Black River being used in the most effective ways to promote tourism in the area? E.g. rivers, flora, fauna etc.?
18. Do you know whether steps are being taken to preserve the natural resources of heritage sites? If yes- what steps are being taken?
19. Outside of the tourism sector, what role can the residents play in enhancing heritage tourism in the area?
20. Can the tourism sector assist the residents in playing a more effective role? If YES- in what regard?
21. Do you think your property has historic value?
22. What are some of the interesting historical facts about your property?
23. In your opinion, what are the top historical sites in Black River?
24. How do the Black River sites compare with other historical sites in terms of appeal to visitors?