

GTPP RESEARCH AND AWARDS COMPETITION

FESTIVALS: Their Importance in Tourism Development



Figure 1 Nobel Literature Laureate, Wole Soyinka reading an excerpt at the Calabash Literary Festival 2010. Photo courtesy of Alcia Bromfield

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Thesis Statement

Jamaica has a long and rich history of celebrations. Many of these celebrations, called festivals are highly anticipated and sought after by local, regional and international persons. These festivals form an important part of the cultural fabric of the nation as they are historical in nature. They speak to Jamaica as a people through music and dance, food, and literature. One's participation in or observation of these festivals will reveal that they symbolize the diversity of the Jamaican people as they all seek to pay homage to the linguistically and socially diverse culture that is a part of the nation.

The festivals are held at different times of the year to commemorate the country's special events, to mark anniversaries or simply to bring people together. Events such as Air Jamaica Jazz and Blues Festival which is a sonic celebration, The Jamaica Cultural Development Commission Song, Dance and Drama Festival which showcases our motto "Out of Many One People and the Calabash Literary Festivals which according to the website www.jamaica-guide.info "typifies readings, workshops and music" are three such events that have drawn a significant number of visitors to our shores. Of the three mentioned, the research will focus on the Calabash International Literary Festival because of its closeness to the writers as it is held right in the researchers' "backyard". Its very nature speaks to education and it is held in the parish where the students attend school. The event also acts a major attraction for tourists and contributes significantly to the development of the parish's tourism development thereby enhancing our economic and social development and growth.

It is therefore felt by the writers of this research that the thesis statement should be: **The Calabash International Literary Festival: The *Write* Approach to Boosting Tourism Development in Jamaica.**

RATIONALE

The writers have chosen to examine this case study from the perspective of the evident relationship between The Calabash International Literary Festival and Tourism Development in Jamaica and the fact that this festival is held annually a few miles from the researchers' school.



As students, they have been taken to the Great Bay area of Treasure Beach for the past six years to attend this festival as students of Literature and have realized the tremendous benefit that the festival

Figure 2 Members of the Munro College TAC Club at last year's Calabash Literary Festival with Dr. Carolyn Cooper- Lecturer in English at the University of The West Indies.

can bring to Jamaica. The Festival, which began as the brainchild of one of Jamaica's literary giants, Colin Channer, blossomed into an event that gained international status. It is now a fixture on the "to do" list for many persons, sponsors, bookshops and tourists who are a penchant for literature, music and community based tourism.



Since its inception, the festival has attracted writers from as far as Africa, Asia, South America and Australia. The literary giants who are asked to read excerpts from their work see this platform as a way to promote their work further. They also view this as an opportunity to explore the picturesque island that has produced world famous writers, music, musicians, sportsmen and women, rum and coffee. The fledgling writers, (like Tedecia Bromfield of Jamaica in picture on left) who are given a chance to read parts of their work during the “Open Mike” sessions, view this as a way to introduce themselves to the literary world. For the community, the festival became an integral part of its community tourism product. The people of Treasure Beach bought into the idea of the festival as they benefited from it. Many of their homes were turned into “bed and breakfast” abodes for the week leading up to and after the festival. Their craftsmen also benefited as they used the opportunity to market and sell their products. The fishing industry got a boost as restaurants made large orders to meet the daily demands. This in turn gave an increase to the economic viability of their community.

The founder, Colin Channer, once described the Festival as “*The greatest little show in the greatest little country in the greatest little community in the world!*” The Festival is in trouble now however, as lack of funding and effective sponsorship has severely affected the organizers and they are now threatening to end this amazing venture after 10 years. Patrons of the festival who visit every year as well as the citizens of Treasure Beach and its surrounding areas are in shock at this impending decision because of the loss of livelihood that will occur. Owners and operators of Jack Sprat, Jake Henzell notes that should this happen, not only will the livelihood of the residents be severely hampered; the tourism product of Jamaica will also be deeply

affected as the festival is a major income earner for the country in the month of May when the event is held. He opines too that his community based tourism product – Breddrins – will also be adversely affected.

As members of their school’s Tourism Action Club (TAC), the writers are a part of Jamaica’s tourism plan and they have realized that the different categories of tourist, even those who travel for business are willing to attend these local events as they provide a relaxing alternative from the hassle of the business world. Many chose Jamaica and May to visit the island as they know the offering of the Calabash Literary Festival and thus made their choice of vacation, Destination Jamaica.


The researchers have taken the initiative to investigate the extent to which The Calabash International Literary Festival can enhance the Tourism Product and how maximizing on its promotion can add to the marketability of the island as a viable alternative to the trite “sun, sea and sand” advertisements of its Caribbean neighbours.

METHODS OF DATA COLLECTION

The writing of a case study requires comprehensive in depth analysis thus researchers who employ this method must be prepared to do intense background and leg work. Consequently, the media that will be used to gather data for this study will include the following:

 Telephone interviews

 Face to face interviews

 emails

✚ questionnaires

✚ field trips

✚ observation

✚ focus groups

✚ secondary analysis (in order to get background data/information)

Introduction



Imagine a world without poetry! Imagine a world without novels! Imagine a world without drama! Imagine a world where the rich, fiery, pulsating tradition of oracy and story-telling was non-existent! In this world there is no Shakespeare; no Moliere, no Moby Dick, no A Chinua Achebe, no Anancy, n o Claude McKay. Wake up! Such a world does not exist! Not in today's society where the cultural fabric of a people is inextricably intertwined with the vibrant and pulsating rhythm of voices and pages; where the tongue gushes with my story, your story, his-story. Where the pen or the keyboard thunders in one's hands as one strives to capture the poetic essence of a majestic eagle in flight; a kaleidoscopic butterfly flitting past, a rural urchin laughing with wild abandon with nature's antics; two sisters huddled in bed petrified of the ghost, the zombie, the duppy that is alleged to walk when there is a full moon. Such is the world that literature gives us when it invites us to leave the harsh realities of our existence and find solace in the world of make-belief tinged with shades of surrealism. **The Calabash International Literary Festival** is a three day event held in the seductive and somnolent **Treasure Beach, St. Elizabeth, Jamaica** that allows thousands of patrons from both Jamaica and the world to become awash in the afterglow of the literary magic of local and international writers. The Calabash Literary Festival is an endemic aspect of Jamaica yet it has

JACK SPRAT



Photo credit: https://www.facebook.com/jacksprat/

an international appeal and is viewed by many who witness this astounding event as a crucial aspect of tourism development.

Tourism development can be described as the process of combining strategic destination planning, project development and marketing and positioning of cities, regions and countries as tourism destinations. The website, www.tourismdevelopment.org states that one of the aims of tourism development should be to develop “sustainable concepts that offer hotels and leisure facilities that meet near term economic objectives without jeopardizing long-term environmental, cultural or social integrity”. Jamaica is a land that is rich in cultural and historical diversity, natural landscapes, and warmth and hospitality of its people. Because of these alluring attributes, the island has been a multiple awards winner of coveted prizes from travel agencies, the latest being '**Best Caribbean Destination**' as the destination of choice in the Caribbean at

OF 2011

the annual Travel Weekly Readers' Choice held in New York (The Gleaner, December 18, 2010). Its vacation spots such as the spectacular Sandals chain, the balmy Breezes Hotel and the recent seductive Spanish hotels such as the Riu chains have welcomed thousands of visitors to home away from home. In addition to these luxurious hotel rooms, many smaller properties such as Jakes in Treasure Beach, St. Elizabeth have offered visitors a more rustic vacation option. Also, the natural warmth of the island and its people coupled with the pristine, pearl like white sandy beaches, legendary Bob Marley and his reggae brand of music and historical sites and events, makes Jamaica a much sought after vacation destination. The festivals that form a part of the country's cultural and historic backbone are being seen as areas of experiential marketing that can lead to the direct benefit of the country through the economic development and empowerment of local communities. They can also be used to foster growth of a country's revenues. The Calabash International Literary Festival is one such event.

The Calabash International Literary Festival offers writers a platform to showcase their work to thousands of visitors and Jamaicans, both those living here and in the Diaspora. At the time of its inception in 2001, it was the only literary festival of its kind in the English speaking Caribbean. The concept for the festival was the brainchild of Jamaican novelist, Colin Channer, his friends – poet, Kwame Dawes and producer, Justine Henzell. The aim was to “establish a world-class literary festival with its roots in Jamaica and branches reaching out into the wider world”. This according to the website www.worldtravelguide.net/jamaica. The festival, held in a rural community, small sea fishing village, has attracted thousands of patrons from all over the world to its three day event.



Figure 4 Picture of the natural environment in Treasure Beach where the festival is held.

Calabash has seen readings of world renowned writers and poets such as Derek Walcott of St Lucia, Dr. Kwame Dawes of Jamaica, Michael Ondaatje Sri-Lankan born Canadian, Martin Espada, American and Wole Soyinka of Nigeria. The aim of the festival is to become the festival of choice for the world’s most gifted authors. Last year, the Festival celebrated its 10th anniversary with readings from **Nigerian Nobel Laureate Wole Soyinka**, US Poet Laureate Billy Collins, Americans, Russell Banks, Colson Whiteheads and Sharon Olds, and Korean-American Nami Mun.



The festival has become a huge success and is anticipated by both writers and patrons. It is also highly anticipated by the members of the community as it boosts their business, the economy and environment. Jamaica on the whole has also benefitted significantly from the staging of this event because of the tourists that are drawn to the island for it. The country has also benefitted significantly from the positive press it has received in the international media. In addition, neighbouring Caribbean islands have since organized similar literary festivals using the Calabash model.



From left) Co-founder of Calabash Literary Festival, Colin Channer, with the three nominees for the Commonwealth Writers Prize for the first book - Deni Bechard who won the prize, Maxine Case and Andrew O'Connor. Yahneake Sterling photo

Despite its successful ten year run, the festival is now under threat of being aborted. At a press conference held earlier this year, the festival's artistic director, Collin Channer said with an air of finality that "We had a fantastic run and the festival effectively accomplished what it set out to do ten years ago, which is to produce a world class, professionally run literary festival in Jamaica. Calabash has garnered a great deal of attention for Jamaica and the legacy of this exciting event will never be diminished." Sponsors over the years have included Jamaica Tourist Board(JTB), the Culture Health Art Sports Education (CHASE) Fund, the US State Department and

major business entities in Jamaica including Wisynco Trading, Deering, Bunting &Golding (DB&G), American Airlines, Air Jamaica and FLOW Jamaica.



Figure 5 A section of the audience at Calabash 2010. Photo courtesy of Alcia Bromfield

Despite the massive crowd that the festival attracts however, and the quality of the writers, patrons attend the festival free of cost. The money paid to bring the writers in and to cater to their needs comes from private sources which the organizers say is now depleted. Because of the potential that the festival has to attract visitors to the island, it is believed that this event should not be abandoned; rather every effort should be made to ensure that it becomes a fixture on the Jamaica Tourist Board’s annual agenda as one of its “must see” activities that it advertises. In addition, the country is now on the receiving end the world’s largest cruise ship visits and the festival could be used to attract even more guests to the island through the cruise ships. The ships dock in Falmouth, a two and a half hour drive from the home of the festival. Visitors could be transported by bus to the event through tourist mecca of Montego Bay and the scenic Holland Bamboo Grove. Their tour could also take them to ride on the country style jitney to the YS Falls, also an attraction in St Elizabeth. While in St. Elizabeth, they could also get

closer to the “wild” at The Jamaica Zoo and then take a challenging ride up the Black River Safari. These are authentic Jamaican products that have attracted visitors for years. For those who want to get directly to the Festival, a package deal could be arranged with the operators of the recently built aerodrome also located in Treasure Beach, a quick 10 minute flight from Montego Bay, home of the world class Sangster International Airport. The parish of St. Elizabeth has a rich history and tradition of tourism and its product could be offered to more visitors with the lure of the literary Festival.

The three-day festival, free and open to the public, normally takes place during USA’s Memorial Day week-end so it is an ideal time to woo the visitors. It also coincides with a national holiday in Jamaica, thus giving the working class residents the time to stroll on down to the event. John Lynch, Jamaica’s Director of Tourism endorses the event in saying “For visitors looking to be romanced by powerful prose, the Calabash Literary Festival is the event that will appease their literary craving. Hosting some of the world’s greatest literary talent exposes the depth of Jamaica’s culture, which transcends the cuisine and music. At the core of our culture are the people who stimulate thought-provoking discussions and encourage the love of self and country, and the Calabash Literary Festival provides an avenue for expression.” The thoughts of the island’s Director of Tourism encapsulate the idea of what the festival is and does. It should not be allowed to wane or peter out simply because the organizers only planned for ten years. There is far too much to lose right now.



Figure 6The scenic Holland Bamboo. Picture courtesy of Alcia Bromfield

In conclusion, one can surmise that Festivals are indeed a boost to Jamaica's Tourism Development and the Calabash Literary Festival is a concept that has caught international attention. The continuation of this Festival can be of tremendous benefit if it is embraced by all. The Calabash International Literary Festival stands to bring even more guests to our shores as it too embraces the idea of an alternative to the traditional sun, sea and sand.

JAMAICA



JAMAICA: Once you go, you know. This is one of the many exotic advertisements used by The Jamaica Tourist Board in its marketing of the island as a destination of choice for vacationers or the business tourist. When one views these advertisements whether on the glossy pages of magazines or on the screens of one's television set, one will become drawn to several aspects of the country at once. These include the electrifying nature of the Jamaican people, the immense beauty of its natural landscape, the magnificent tours created for one's personal pleasure and the fact that Jamaica is a veritable paradise and a treasure house of delectable delicacies just waiting to tantalize your taste buds.

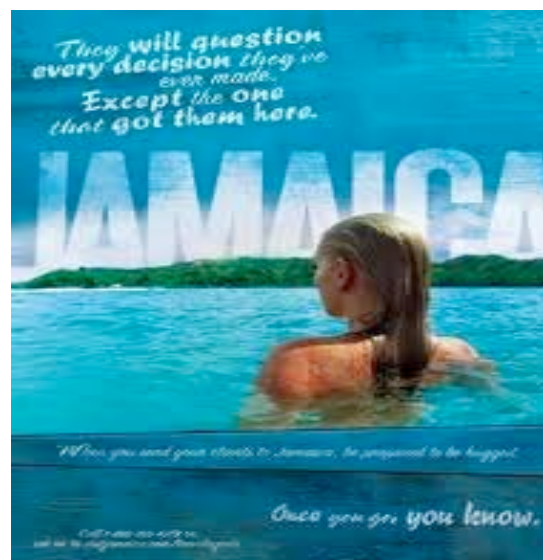


Figure 7 One of JTB's Advertisements. Picture courtesy of the JTB's website

BACKGROUND OF JAMAICA



The Caribbean Region

Jamaica is a small, tropical island located in the geographical region between North and South America. The country is an island nation in the Greater Antilles with a measurement of 234 kilometres in length and 50 kilometres wide. It is 10,990 square kilometres. It lies between latitude 17° and 19° North and longitude 76° and 79° West. Its original inhabitants, the Tainos called it “Xamayca” – “land of Wood and Water”. Its population today stands at 2.8 million, the third most populated in the Anglophone Americas behind the United States and Canada. Its head of state is Queen Elizabeth. Major cities and towns include Kingston, the island’s business district, Port Antonio, Ocho Rios, Portmore, Mandeville, Spanish Town, Montego Bay and Negril. Its shoreline is washed by the pristine beach line of the Caribbean Sea. It has a mountainous backbone that Christopher Columbus, the Italian sea captain who discovered the island found enthralling. Since his unplanned sea voyage that mistakenly took him to the West

Indies rather than the East Indies, Columbus has indirectly opened a channel of visitors to the island who have come and fallen in love with the country's natural but compelling beauty for one reason or the other.

THE MANY MOODS AND FACES OF JAMAICA



Figure 8 The National Flag



Figure 10 The National Friut – Ackee



Figure 9 The Lignum Vitae



Figure 12 The Coat of Arms



Figure 11 The Hummingbird

THE SITES AND SCENES OF JAMAICA



Figure 13 Doctor's Cave Beach in Montego Bay



Figure 15 Dunn's River Falls in Ocho Rios



Figure 14 Horse Back Riding at Chuuka Cove

FESTIVALS AND JAMAICA'S TOURISM DEVELOPMENT – THE SYMBIOTIC RELATIONSHIP

Jamaica is home to a plethora of festivals – all of which attract tourists from all over the world. These festivals include **Reggae Sumfest, Air Jamaica Jazz and Blues Festival, The Trelawny Yam Festival, Portland Jerk festival, Jamaica Cultural Development Commission's Speech, Dance and Drama Festival and the Westmoreland Curry Festival.** Whether one comes for the music festivals and enjoys the theatrical performances and the powerful voices of the entertainers or the food festivals where one can sample the delectable delicacies of the island's renowned cuisine, there is the undisputed pleasure that one gets from simply being on the island.

The Air Jamaica Jazz and Blues Festival



Figure 16 Photo courtesy of the Air Jamaica Jazz and Blues Website

The Jamaica Jazz and Blues Festival is a three-day musical event which welcomes 40,000 patrons each year. The festival showcases unforgettable music on two stages, offers delicious Jamaican and international cuisine in a cosy and comfortable food court and hosts crafts artisans from all over the island. The festival is usually held from January 24 to January 30, and features several events. Between January 23 - 27, there are small concerts at various hotel resorts in Kingston, Ocho Rios and Montego Bay. The main festival days are between January 28 - 30 at the Greenfield Stadium in Trelawny, ideally located between the resort towns of Ocho Rios and Montego Bay. Housing developments in that area also contributes to accommodation to persons who wish to be closer to the home of the festival. Accommodation can also be had at the family resort of Breezes, Trelawny.



Trelawny Yam Festival:

Usain Bolt, the sprinting sensation whose name raises awe in athletics fans worldwide is from the rustic parish of Trelawny. He often credits his sporting prowess to the yams which spring from the mountainous backbone of the parish. Each year, the parish hosts a festival and invites tourists and Jamaicans alike to partake in the natural agricultural product of the land. The yam is



one of Jamaica's most popular ground provisions. It can be found in a many of the traditional, local dishes and soups, and this event, which celebrates that yam, attracts thousands of Jamaicans. The festival is held on Easter Monday and includes activities such as the Yam By-

Product Competition for schools and the Culinary Competition and Demonstration with illustrations of the creative uses of yam by community members, students and professional chefs.

According to the Jamaica Travel website at www.jamaicascene.com, The Trelawny Yam Festival was an idea derived from community members in 1997 as a way of raising funds to support the local community. With a community support base and with the planning ability the

Trelawny Yam Festival was born with the intention of celebrating yam, the food that is so important to the livelihoods of the people of south Trelawny. The Festival started small and has grown in attractions and patronage over the years. The Jamaica Information Service (JIS) News reported that in 2006, Canadian citizen, Tom Peacock said that he had visited Jamaica on several occasions but had never been to the Trelawny Yam Festival. "I have heard many stories about the yam festival and how it is really a big party where people come to have lots of fun so I have come to see it for myself and I will surely come again next year," he said. Andrea Gardner, a visitor from Washington DC in the United States, also told JIS News that she found the culture of the parish to be very interesting. "This is my first time to Jamaica and it is also the first time that I have tasted real yam. I have sampled a lot of yam dishes from the culinary competition. I have tasted yam cheesecake and yam dip and it is just great," she said. The Johnsons, a family from St. Ann, said that they had always visited the parish's kite festival on Easter Monday, but this year, they decided to enjoy an event outside the parish and so they chose the Trelawny Yam Festival.

The Trelawny Yam Festival exposes the unique culture and culinary arts of South Trelawny,



which is responsible for over 40 per cent of the island's yam production. It also seeks to bring recognition to the parish and enable investment in the area.

Figure 17 A section of the crowd that attends the annual Trelawny Yam Festival

Westmoreland Curry Festival



Figure 18 Curried Shrimp anyone? Picture courtesy of Google Images

According to the organizers of this event “This charitable event is regarded as the biggest of its kind in the Caribbean. It sees visitors that number well over fifteen thousand visitors annually. The festival is an amalgamation of the East Indian culture that Jamaica embraces variety of curry dishes to include those of the Chinese and Indian communities”.



The Jamaica Gleaner website observes that a segment of the festival is now sponsored by NCB and the booths will be adorned with ornaments from India and China. The Chinese will showcase a wide variety of dishes including curried shrimp fried rice, curried pork, curried fish and beef. Indians will entertain with live roti making demonstration, Chicken Tikka Masala, Madrass Fish Curry,

Mutton Vindaloo, Chana Masala, Aloo Bhindi, Sweet Indian curry and a variety of vegetarian dishes. The Nigerians will also be showing off their skills while experts attached to the

organizers will be serving up some good old curry crab, lobster, goat and chicken. It spans the gamut of culinary infusions, notably from the Amerindians, West Africans, Spanish, French, Portuguese, Dutch, English, Lebanese, East Indians and Chinese. This unique blend is underscored by the distinct flavour of spices with curry being one of the most outstanding.

Figure 19 A flyer advertising the festival. Picture courtesy of Google Images.

Jamaica Cultural Development Commission (JCDC)



These pictures taken from the JCDC’s website depict some of the many activities that it hosts. The aim of the organization is “unearthing, developing, showcasing and preserving the best of Jamaica’s culture. Government minister Olivia “Babsy” Grange says that Jamaica’s culture must be preserved through the “diversity, energy, rhythm, passion and diversity through our rhythm, speech, dance, drama and our culinary and visual arts. These events are highly anticipated each

year. Thousands of school children and the country at large use them as a way of remembering who we are as a people as we celebrate our past and embrace our future.

TREASURE BEACH – JAMAICA



Figure 20 A relaxed evening in one of Treasure Beach's hotels. Photo courtesy of Google Images

The following is taken from the webpage

www.treasurebeach.net. It was done as this speaks directly to the setting and its people.

Treasure Beach is located within the parish of St. Elizabeth, known island-wide for having the friendliest and hardest working people found anywhere in Jamaica. The sign welcoming visitors to the parish states, "In this parish we work, not shirk". This well-deserved reputation derives from a work ethic instilled in generations of farmers and fishermen and is one more way in which Treasure Beach is set apart from the rest of the island.

Even the landscape of Treasure Beach is distinct. We are known as the desert coast of Jamaica because we have the least amount of rainfall on the island. This lack of precipitation is due to the natural barrier provided by the Santa Cruz Mountains to the east. Many visitors have made the comment that this area reminds them of the savannahs of East Africa. The closer you come to Treasure Beach the more you see flat plains with fields of low scrub grass, a variety of cacti (some reaching



The Hardest Working Parish in JA



The desert south coast

several feet tall), acacia trees, and lignum vitae trees.

Worth noting is the lignum vitae, found in few locations around the world (and only on the south coast in Jamaica) because they survive in a dry, arid climate. Its small purple blossom is Jamaica's national flower and many people use the leaf for rubbing on cuts and insect bites.

The first residents of Treasure Beach were the Tainos Indians, who came to Jamaica around 700 AD. The Tainos were small in stature averaging five feet in height, with light brown skin and broad faces. One interesting fact about the Tainos was that they felt a pointed skull was something to be proud of and, therefore, used to bind up a baby's head using two wooden boards on either side ensuring the desired results. Tainos were peaceful and non-materialistic. They believed in community living where women gather the food and men fish and hunt. They were skilled potters, carvers, weavers, boat builders, fishermen, and farmers. As a result of the large population of Tainos which settled in the Treasure Beach area around 1494



Taino artifacts found in Treasure Beach
by Ted Tatham

AD it is possible to go for a walk through a meadow and find bits and pieces of Taino pottery lying on the ground (especially after a hard rainfall). Unfortunately, when the Spanish "discovered" Jamaica they captured and enslaved the Tainos who perished due to their deplorable treatment. It is said that some were able to escape in boats and made it to parts of the Americas (including south Florida) where small Taino communities are still found today. Some Taino words you may be familiar with are canoe, hammock, hurricane and tobacco.

Fishing is the major industry in Treasure Beach. Talk to any longtime resident and they will tell stories of several generations of fishermen dating back 200 years. The fishermen today still use both a seine net and traps (or pots) for catching their fish, but their vessels have changed from a wooden "dugout canoe" --carved from a large cottonwood tree-- to a cottonwood and fiberglass boat propelled by a 40 HP engine. Many make their living on the Cays, a few small sand spit islands



Fishing done much as it was 200 years ago. Courtesy of Lee Weitzman

surrounded by fertile fishing banks located 60 miles off Jamaica's South Coast, only coming home to visit a few times a year. When a boat comes in after a day at sea, the beach fills up with local residents checking out the catch of the day. We encourage you to take part in this event and watch the colorful fish, lobster, crab, etc. being unloaded, weighed, sorted, iced and sent out in trucks for sale across the island. Talk directly to the fishermen if you want to take some home for dinner.

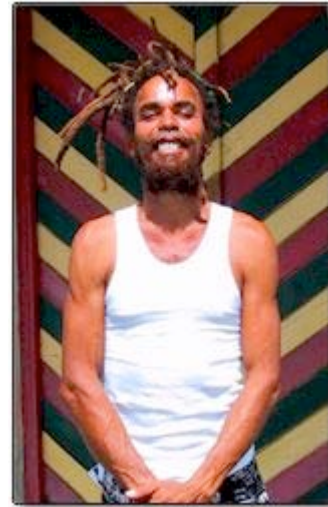
Farming is the area's second biggest industry. In spite of its low rainfall, St. Elizabeth is nicknamed "The Bread Basket of Jamaica" because they supply more fruits and vegetables to the rest of the island than any other parish. The drier climate has led to the use of "mulch farming" - laying a thick layer of guinea grass over the planted field keeping in the moisture-- and planting low-water crops such as watermelon, escallion, and onion. Local irrigation typically consists of several 55 gallon drums filled with water and a bucket for watering individual plants. When driving through the area, take advantage of



Farm land of St. Elizabeth

the many farm stands set up along the side of the road and purchase some of their fresh fruits and vegetables. In Treasure Beach watch for the famous "donkey ladies" and vegetable trucks selling fresh produce daily.

The history of Treasure Beach would not be complete without telling the tale of a Scottish ship sinking off the coast in the mid-1600 s. The survivors swam to shore and settled in the area. The inevitable intermixing with the local population has led to the prevalence of residents with light skin, blue and green eyes, and blond and red hair. Across the island they are instantly recognized as "brownin's" or "red men" from Treasure Beach. All we know is it makes for some truly beautiful people!



A Red Man of Treasure Beach



The Calabash International Literary Festival



Its Birth:

The festival saw its genesis in 2001 with the belief that it should “transform the literary arts in the Caribbean by being the region’s best managed producer of workshops, seminars and performances”. The goals would be achieved by “focusing on our audiences, managing our budget, creating a community of supporters in the media, government, business, the performing arts, philanthropic organizations and publishing, and by becoming the festival of choice for the world’s most gifted audience. (www.calabashfestival.org) . It has become an much sought after event and is admired by both the artistes who perform there and the audience. The festival’s website has the following recordings from both artistes and media houses.:

Russell Banks, novelist notes that *"Calabash is far and away the best literary festival I've ever attended or participated in. Never mind the incredible beauty of the place overlooking the Caribbean, the family atmosphere, the music, the great international mix of poets and storytellers, and the disciplined organization of the people running things—the Calabash audiences are huge and welcoming, and the writers get to use the best sound system they'll ever read through again."*

Numerous media houses that have garnered international readers because of their credibility also endorse the festival. Below are some of their observations:

“Calabash is a serious literary festival with serious literary merits. It combines this with good humour and merriment.” Times Literary Supplement

“... a mini-Woodstock on the Caribbean ... a world-class Caribbean literary festival ... ”

The New York Times

“A yearly get-together of some of the world’s best authors reading their most important works.”

Fox News Magazine

“... the Calabash International Literary Festival has earned a reputation for celebrating excellence in literature.”

The Jamaica Daily Gleaner



Figure 21 Patrons relaxing on the grounds of the Festival. Photo courtesy of www.treasurebeach.net

ITS GROWTH

When Calabash’s founder, novelist Colin Channer and his friends, Kwame Dawes and Justine Henzel had the brainchild of making Calabash a “world class literary festival with roots in Jamaica and branches reaching out into the world”, their dream soon became a reality. The three day festival took the shape of storytelling that was “earthy, daring, diverse and inspiring” It grew to prominence over its span of ten years. The only charge to enter the festival was a “passion” for the arts.

The festival was admired by acclaimed writers, the novice and the ordinary man. The newspaper, “Independent on Sunday” writes that....”*Calabash is a high-grade international event in which*

writing from the Americas, Europe, Africa, and Asia forms a thought-provoking mosaic of story, history and mythology". Linton Kwesi Johnson, a renowned poet notes that "*Calabash is a unique literary festival, the only one of its kind in the Caribbean, with an impressive range of local and international writers...the sun, the sea, the music, the food, the ambience, the readings – it was very rewarding*".

The writers that have graced the stage include Poet Laureate Wole Soyinka, Derek Walcott, Kei Miller, Marlon James, Tanya Shirley, Elizabeth Alexander, Jackie Kay and Robert Pinsky. The festival has contributed significantly to the rebirth of literary art forms such as poetry and drama. It has also led to the republishing of novels such as *Voices under the Window* by John Hearne and *Brotherman* by Roger Mais. The festival has also seen where young and virtually unknown novelists as those mentioned above went on to publishers of great quality.

According to the website www.calabashfestival.org the purpose of the Festival is to "transform the literary arts in the Caribbean by being the region's best managed producer of workshops, seminars and performances". The group set out to do this by building liaisons with the media, government, the philanthropic organizations, managing their budget, focusing on their audience and becoming the festival of choice for the world's most gifted authors. It may be apparent that they did just that as interest in the Festival grew astronomically. In the first year, the audience was about 300 persons but grew to over 1500 in its last year. Channer and his group set out to attract literature lovers who could laugh at poetry. He did not just want the festival to be neither a tourist attraction nor a place for the upper middle class Jamaicans only.



Figure 22 Friends reuniting at the Festival. Photo courtesy of

For Colin Channer, the festival became a loud and eloquent expression of “what is best about [Jamaicans]”. Each year, each performer is asked to suggest four writers who may be interested in performing. Careful plan is done so that the “four year plan” is maintained. This is where no writer makes an appearance within four years of performing. The writers who are invited perform for free. This is a vital aspect of the Festival which has lead Channer to say that the writers are the “Deutsche Bank of the Festival”.

Sponsorship for the ten years came from corporate entities such as FLOW Cable Company. Jamaica Tourist Board,



Figure 23 A couple, feeling totally relaxed after the day's session. Alcia Bromfield's photo

ITS LOOMING DEATH

Last year, 2010, the Festival was again held. This time, a pall of gloom was the backdrop as not only was the country of Jamaica gripped in a bitter battle with the police and criminal elements – an act that affected the entire nation – Calabash lovers were also aware that this could be the final year for the show.



The highlight for the year's show was Nigerian poet Laureate Wole Soyinka who was interviewed

by Paul Holdengraaber, Director of Public Programmes at the New York Public Library. Soyinka also read from one of his books of poetry. In particular he read “Your logic frightens me, Mandela” part of which is quoted below:

*“Your patience grows inhuman, Mandela.
Do you grow food? Do you make friends
Of mice and lizards? Measure the growth of grass
For time’s unhurried pace?
Are you now the crossword puzzle expert?
Chess? Ah, no! Subversion lurks among
Chess pieces. Structured clash of black and white,
Equal ranged and paced? An equal board? No!
Not on Robben Island. Checkers? Bad to worse.
That game has no respect for class or king-serf
Ordered universe. So, scrabble?”*

For many in attendance, seeing the great literary giant was the highlight for the festival and it is because of him and others like him why so many persons trek down to the sleepy town of Treasure Beach for this festival. However, all this has ended as, according to the visionaries behind the festival, the “Calabash” has been broken. The idea for the festival was that it would provide a voice for artistes over a ten year period. Now that it has seen ten years, it is time for the festival to be laid to rest. This is of grave concern for the residents of Jamaica and Treasure Beach in particular as the festival was a major contributor to the economic, environmental and business aspect of the country and community.

The pronouncement has not really come much of a surprise as in 2008, an announcement was made in the media that the festival had been cancelled. Then, JTB increased its support and sighs of relief washed the country. However, after last year's performance, the dreaded announcement was again made, this time with an air as finality with the words, the Festival, as the people know it, the literary festival, is over". The funding for the Festival was cited as the main reason for its ending. Dawes notes that \it is ironic to end something that is growing but there has always been a struggle to find funding and whereas he appreciates the sponsors who have always helped, it was increasingly difficult to find the US\$110,000.00 annually to pay airfare for overseas writers, tent rental, and publicity bringing in local writers and maintaining the festival's website. He is sympathetic to the attendees but notes that despite the free entrance and the quality of the Festival, appeals for voluntary contributions from the patrons went unanswered.

The impact of the loss will have a tsunami like effect because of the direct and indirect benefits that it contributed to the development. In an interview with residents and business owners in the Treasure Beach area, the students of Munro College found that the festival was a vital aspect of the community and they would suffer significantly if it were to go. The discussion below spells out the extent of the loss. Dawes also recognizes that the closure of the festival would have a severe impact on the community as he says in an interview with the Jamaican Gleaner, it brought a deluge of visitors to Treasure Beach and this aspect of the decision is the hardest part.

Following an article entitled :”No More Calabash” written by Mel Cooke and carried in the Jamaica Gleaner the following comments were left on the paper's site:

Pat: “What! That's more than sad news!

Marciamayn *I read this in disbelief and with deep disappointment. I've attended 4 or 5 Calabashes and was looking forward to another year vibing to literature while the balmy breezes from the Caribbean Sea tickle my ears and soothe my senses.*

I'm sure the organizers have thought about this long and hard, but I hope they'll reconsider. If funding is the major issue, and it sounds like it is, I wonder if they would consider a biennial event and ramp up their fundraising efforts in the interim. Because of the openness of the space, it might be difficult but not impossible to obtain snail mail/email addresses of attendees and solicit donations. It can still continue to be a free event, if attendees and stakeholders can contribute and are provided a clear way for them to do so.

Tia: i agree with that, i have attended this festival every year for the past 10 years, if i knew they needed volunteers i could get loads for free from the UK. we look forward to this events it actually keeps us going , we have book our holiday for May as it has become tradition, this event will be missed
Tia

Loiusa Callio As many writers said they felt they died and went to heaven when they were invited to the beauty of Jake's to share the beauty of the written word. I have only seen this done once before at Asilomar in Pacific Grove Ca. I am hoping beyond any rational hope it will return and funds will be there ...a miracle sponsorship...I can't help it...I 'm a dreamer. Thank you for all your wonderful work and the Gift of Calabash

There is some hope however that there may be a rebirth. In 2012, Jamaica will be celebrating its 50th year as an independent nation and there are plans to give rebirth to the festival to help commemorate this milestone. Jake Henzel, operator of Jake's Restaurant and chairperson for The St. Elizabeth Parish Development Committee is quoted on the Gleaner's website at www.jamaicagleaner.com, is quoted as saying " We don't know what the future plans are going to be but next year there will be calabash to celebrate Jamaica's achievements for sure".



Figure 24The dying embers of the setting sun..quite like the dying voices of the Calabash writers. Alcia Bromfield
Photo

CHAPTER 6

A CONTRASTIVE ANALYSIS OF CALABASH INTERNATIONAL LITERARY

FESTIVAL WITH OTHERS OF ITS KIND AROUND THE WORLD

FEATURE	CALABASH	BROOKLYN	LONDON	PARIS	
Advertise on Facebook	no	√	√		
Advertise on Twitter	no	√	√		
Children's Theatre	no	√	no		
Writing Competition	no	√	no		

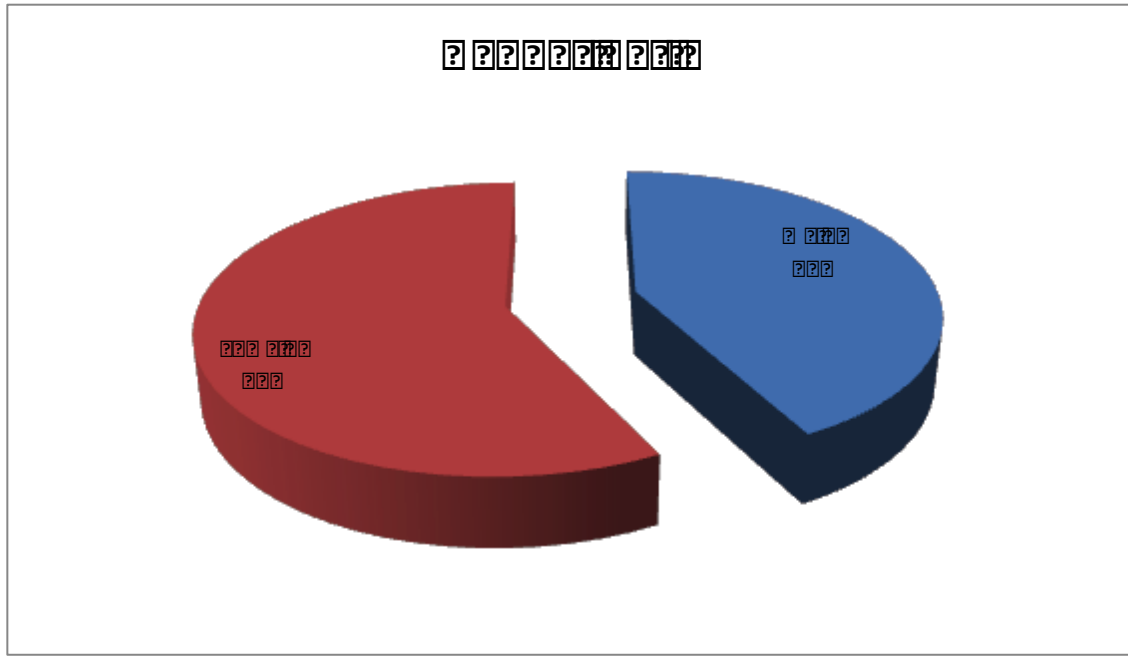
RESEARCH AND DATA ANALYSIS FOR QUESTIONNAIRE CONDUCTED WITH THE RESIDENTS OF TREASURE BEACH.

RESEARCH DESIGN

The research followed a Quan/qual research design using the descriptive analysis. This research project was extended over a two month period. This time span was used in order to give the researchers sufficient time to collect primary data through interviews and the questionnaire. The researchers issued one hundred instruments to the residents and business operators of Treasure Beach but had a response rate of 85%. The interview was seen as the most appropriate data collection design because size of the community. In addition, due to school restrictions, the researchers could not travel to see each respondent on an individual basis. The respondents were selected randomly to eliminate aspects of bias from the research. Interviews were also done with Colin Channer – Founder, Kwame Dawes – Co Founder, Jake Henzell – Operator of Jake’s Restaurant, Dr. Carolyn Cooper – Lecturer at the University of the West Indies and ardent patron and Janet Silvera – Journalist for the magazine Hospitality Jamaica

DEMOGRAPHIC DATA OF THE RESPONDENTS

Table 8.1 shows the gender ratio of the respondents.



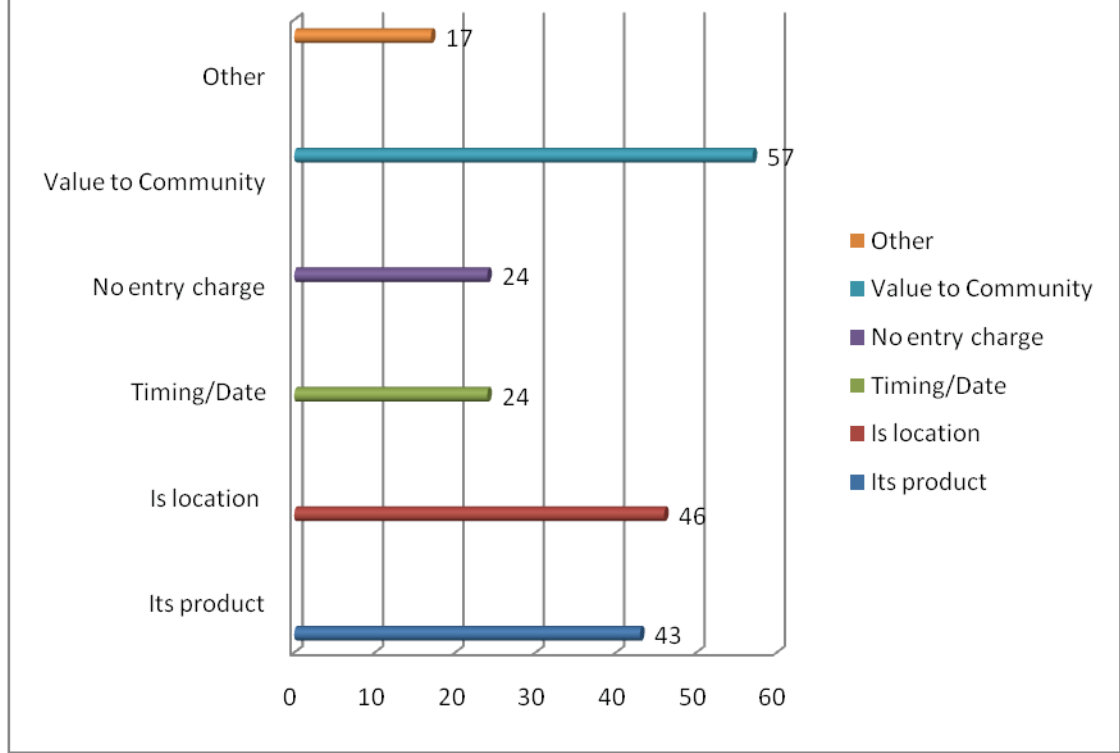
The researchers used random sampling to gather information, so as not to discriminate between respondents, and allow the sampling to be as accurate as possible therefore no age, ethnic group or gender was selected intentionally.

Methodology

The researchers used random sampling to gather information, so as not to discriminate between respondents, and allow the sampling to be as accurate as possible therefore no age, ethnic group or gender was selected intentionally.

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What attracts you/them to the festival?

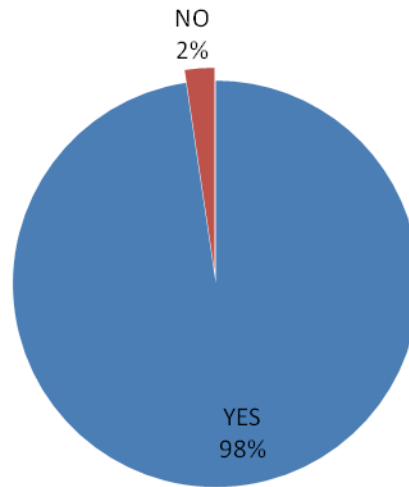


What attracts you/them to the festival?

What attracts you/them to the festival?

What attracts you/them to the festival? The chart shows that 'Value to Community' is the most significant factor, attracting 57 respondents. Other factors include 'Is location' (46), 'Its product' (43), 'No entry charge' (24), 'Timing/Date' (24), and 'Other' (17).

Do you believe that Calabash has influenced South St. Elizabeth's becoming an ideal tourist spot?



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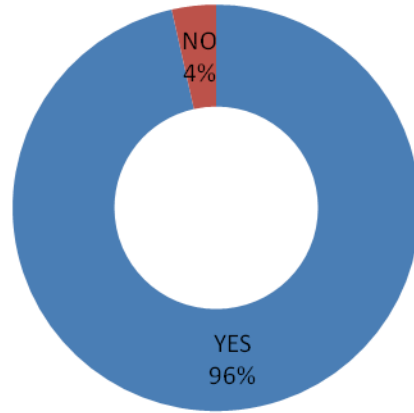
Report of the study on the impact of Calabash on the tourism industry in South St. Elizabeth. The study was conducted by the Ministry of Tourism and the local government. The results show that 98% of respondents believe that Calabash has influenced South St. Elizabeth's becoming an ideal tourist spot, while only 2% do not believe so.

Conclusion

The study has shown that Calabash has a significant impact on the tourism industry in South St. Elizabeth. The majority of respondents believe that Calabash has influenced South St. Elizabeth's becoming an ideal tourist spot. This is due to the unique cultural and historical significance of Calabash, which has attracted many tourists from both local and international markets. The study also found that the tourism industry in South St. Elizabeth has grown significantly in recent years, and this is largely due to the influence of Calabash. The local government and the Ministry of Tourism should continue to support and promote Calabash as a key attraction for tourists, and should also focus on improving the infrastructure and services in the area to further enhance the tourism experience.

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Do you believe that a literary festival is a viable tourist attraction in Jamaica?



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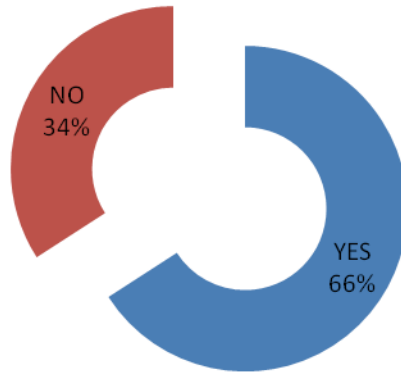
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Are you aware that Calabash has come to an end?

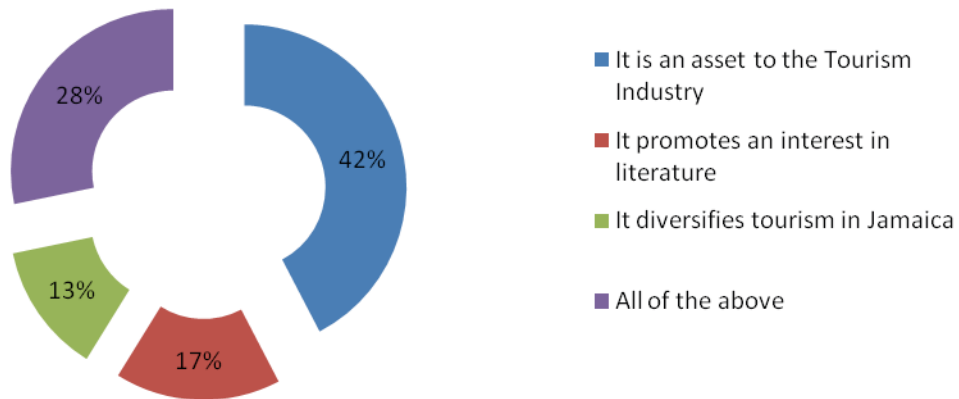


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Why do you believe Calabash should continue?

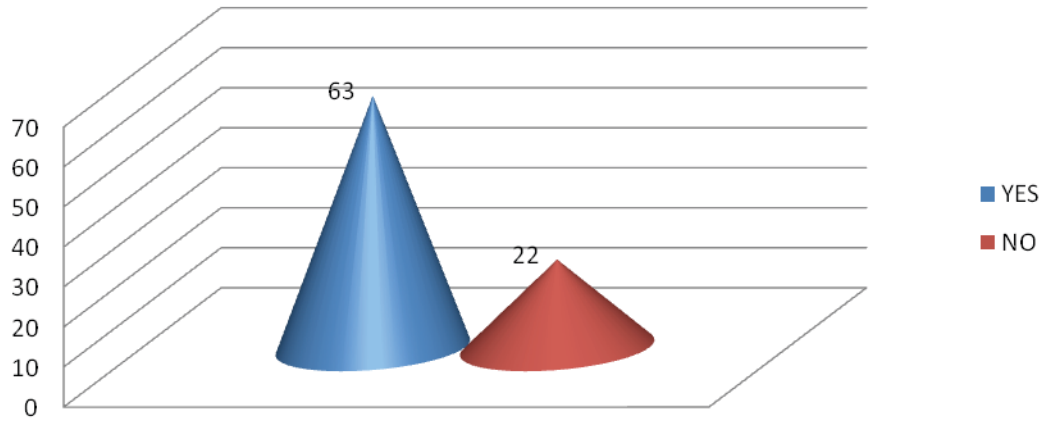


Why do you believe Calabash should continue?

1B. Why do you believe Calabash should continue?

1B, a survey was conducted to determine why respondents believe Calabash should continue. The results are as follows: 42% of respondents believe it is an asset to the tourism industry, 17% believe it promotes an interest in literature, 13% believe it diversifies tourism in Jamaica, and 28% believe all of the above.

Do you think that Calabash should remain primarily a literary festival, or incorporate other forms of tourist attraction?

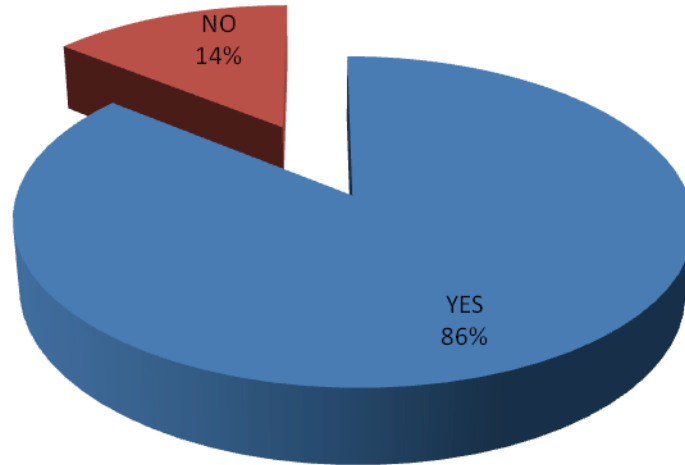


Do you think that Calabash should remain primarily a literary festival, or incorporate other forms of tourist attraction?

Do you think that Calabash should remain primarily a literary festival, or incorporate other forms of tourist attraction?

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Do you believe that the installation of an admission fee would provide capital to help the stage event?

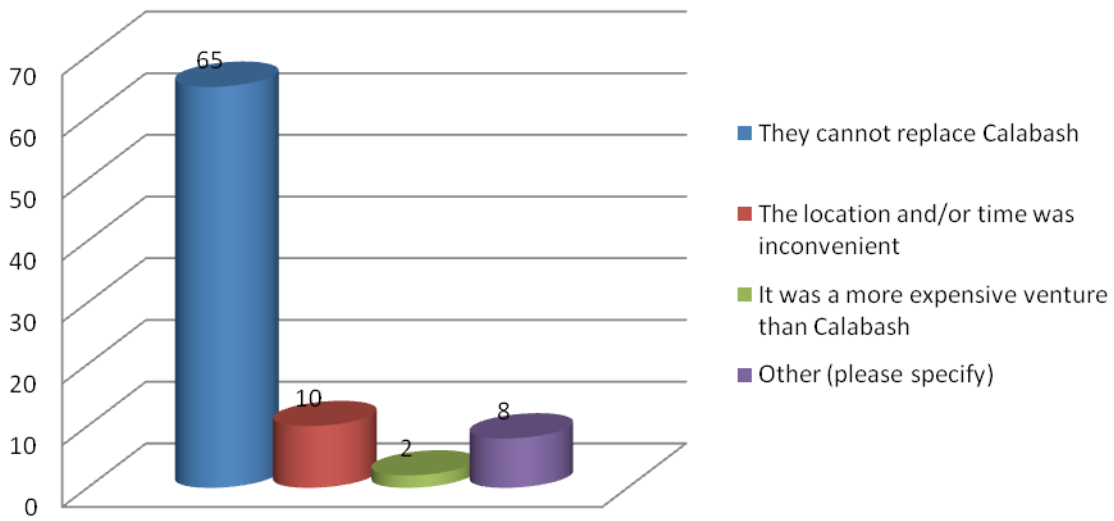


Do you believe that the installation of an admission fee would provide capital to help the stage event?

Do you believe that the installation of an admission fee would provide capital to help the stage event?

Do you believe that the installation of an admission fee would provide capital to help the stage event?

If yes, did you attend any? Why, why not?



Not all of the respondents attended any of the events. The reasons for not attending are as follows:

Not all of the respondents attended any of the events.

The reasons for not attending are as follows:

- They cannot replace Calabash (65)
- The location and/or time was inconvenient (10)
- It was a more expensive venture than Calabash (2)
- Other (please specify) (8)

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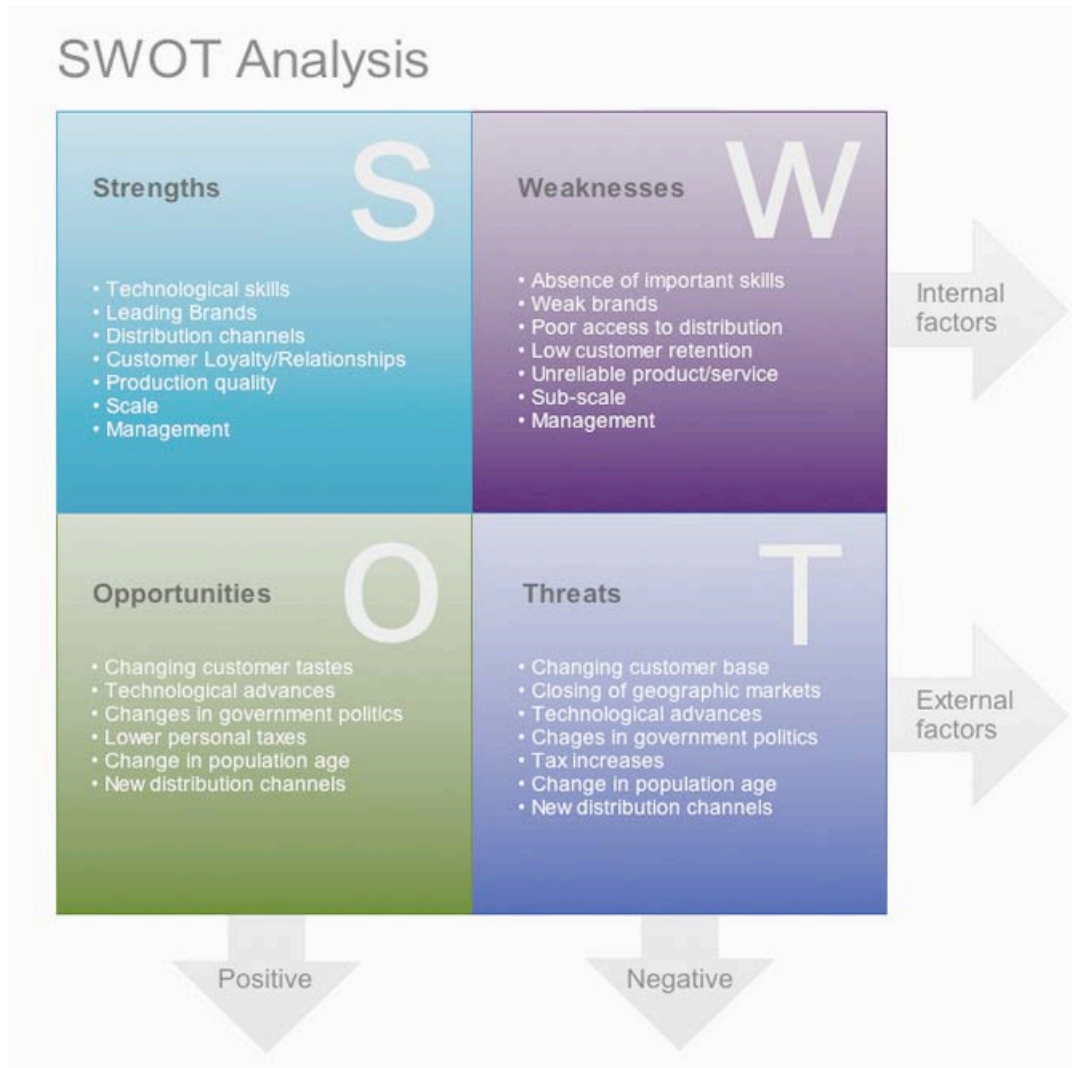
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A SWOT Analysis of The Calabash Literary Festival and its Impact of Tourism Development



S.W.O.T. is an acronym used to examine the four major aspects of any business venture 1960's. It has gained favour worldwide because of its simple, yet effective analysis method. As one can derive from the picture above, the SWOT analysis highlights the **S**trengths, **W**eaknesses, **O**pportunities and **T**hreats of any venture while highlighting the source of each of these factors, be it negative, positive, external or internal.

STRENGTHS OF THE CALABASH INTERNATIONAL LITERARY FESTIVAL

1. NATIONAL TOURISM DEVELOPMENT

In its ten years of running, Calabash has significantly grown in numbers and support. It has touched bases with artists from Europe, Africa, America and locally in the Caribbean. It has placed a new Jamaican product on the tourism shelf with a brand new label- no longer just ‘sun, sand and sea’, but rather, ‘sound, soliloquy and sonnet’.

2. COMMUNITY DEVELOPMENT

The community of Treasure Beach and surrounding areas have benefitted largely from the Calabash International Literary Festival. It has created a market for them as tourists travel to their community to use their Bed and Breakfasts, hotels, transport services and restaurants. This revenue has helped to develop the area, and has garnered the support of community members as a result.

3. LITERARY PLATFORM

Jamaica is famous internationally for its unique, flavourful dancing and accompanying music and our exceptional, home-grown athletes; but how many foreigners know of the inimitable Miss Lou, or the notorious Anancy stories, poet Mervyn Morris, Claude McKay, Edward Baugh, playwright Trevor Rhone? Calabash allows for a renewal of Jamaican literature in the minds of the young, old, and in between, in ways unlike any other! The pieces performed are not limited to any locality or literary form of expression, but are rather as diverse as our culture is today.



Ms. Lou performing a poem

4. PROMOTION OF LITERACY AMONG JAMAICANS

Jamaica's Literacy rate as of 2009 is 86%, and slowly on the decline. The government's enthusiasm to increase Jamaica's literacy rate provides ample incentive for them to support such festivals. By boosting tourism and educating Jamaicans simultaneously, Calabash can help to achieve this.

5. DEVELOPMENT OF NASCENT LITERATURE

Jamaica's existing literature is one-of-a-kind and is deeply rooted in our hearts and minds. Emergent literature, however, brings a new 'flavour' to the pot. Through Calabash, generations after Miss Lou have been and will be able to display their literary prowess in forms never before seen, or reinterpreted (such as Dub poetry). There will also be an appreciation of the country's art form.

Other Strengths

- ✓ Promotes JAMAICA as a tourism destination
- ✓ Increases tourism arrival in country
- ✓ Increased revenue for country
- ✓ GDP
- ✓ Improved standard of living for community members
- ✓ Improved infrastructure

WEAKNESSES

1. FUNDING

Calabash has always been a free event. It had private funding which allowed for the payment of the various fees incurred by the festival, Patrons only had to spend money on food and refreshments and literary items on sale. Now that the private funding is waning and threatening the life of Calabash, funding may now have to be garnered in different ways. For example, instituting an admission cost may help to bring in funding.

2. INVITED NOVELIST/ POETS

For the ordinary festival goer, many of the advertised names are virtual unknowns. The festival could have even more appeal if the authors of texts on the Caribbean Examination Council (CXC) syllabus were used and schools from all over the Caribbean invited to have discussions about the works of these writers.

3. NON-LITERARY ATTRACTIONS

Jamaica is critically acclaimed for its island beauty, escapism, music/dancing and not to mention its white sandy beaches. Many tourists visit Jamaica with the notion that that is all there is to our 'land of wood and water'. Therefore, it is no wonder that Calabash, being one of the few festivals of its kind, only appeals to a select crowd. The primary limitation of entertainment in the form of literature may unfortunately deter patrons from partaking in the festival.



A musical performance at Calabash, more of these might help revive Calabash

Other weaknesses

- ❖ Marketing, not aggressive enough?
- ❖ Limited activities?
- ❖ Lack of adequate sponsorship?
- ❖ Overused location?

- ❖ The audience it attracts
- ❖ Age group it attracts
- ❖ Wrong advertising media

OPPOURTUNITIES

1. NATIONAL EXPANSION

The adoption of the idea of literary festivals island wide, has facilitated the the success of the new ‘Pon Di River’ Literary

Festival which was held in Stony Hill, Kingston for the first time earlier this year. The idea of celebrating literature is not so farfetched; rather, it adds points of diversity to tourism. With



Justine Henzell, Calabash producer (right), and JHTA area chair Nicola Madden-Grieg at Pon Di River

Calabash at the forefront of literary festivals in the Caribbean region, It is now primed and ready to experience more success with its newfound support.

2. EXISTING SUPPORT

Just as there are die-hard fans of football, cricket (and even political movements!), there are die Hard fans of Calabash. Though it can be criticized for its lack of funding, it cannot be for quality or content. Those who remember Calabash, and the joy of revelling in the joy of literary art, will surely show support, whether it be monetary or otherwise, there are still a lot of persons who would attend a revived Calabash.

3. ST. ELIZABETH 'ESCAPISM'

St. Elizabeth escapism is not a new phenomenon to Jamaican tourism. 'St. Bess' has long been seen as the unchartered territory of Jamaica tourism, along with St. Thomas and Hanover. It provides a fresh kind of tourism which has received much attention from international, regional and domestic tourists. Calabash has made a significant impact on this scene. The Festival could be paired with the Homecoming events for the parish.

THREATS

1. OTHER FESTIVALS OF SIMILAR NATURE

The genesis of the Pon Di River Literary Festival has provided Calabash with competition and has made it less of a unique festival. Calabash is also threatened by competition outside of Jamaica. There are several prestigious literary festivals such as: the World Alive literary Festival in St. Lucia and prestigious literary festivals which take place in London, Brooklyn and all over the world. Consequently, contention for the support of patrons is inevitable

2. WANING SUPPORT

The discontinuation of Calabash has adversely affected its 'fan' base and once ardent supporters may now be having doubts about its viability. The longer Calabash remains down, the more likely it is to stay there.

Recommendations

The following recommendations have been put forward by the researchers in an effort to improve/enhance/retain the Festival.

1. Charge a minimal fee to enter the grounds where the festival is held. Call it a contribution of you must but it must be one figure for everyone. US 7.00 or Jamaican \$500.00 could be the recommended figure. Based on the last number said to have attended the Festival, the organizers could make \$750,000.00 toward defraying their cost.
2. Advertise the event on social networks such as Twitter and Facebook. The membership of the sites grow astronomically as the publicity would pay off.
3. Include features such as a children's clinic. Make this an important part of the Festival as the proud parent would love to see their children on show in such a positive way. A small fee could even be charged for this promotion.
4. Include a feature from the CXC English Literature syllabus.

Conclusion

The town of Treasure Beach epitomizes Jamaica's dynamic and rapidly growing tourism industry. The town and the Calabash International Literary Festival are inextricably intertwined and each party is indubitably proud to be associated with the other. Since the inception of the event, there has been a parallel relationship among the town, the festival and the concerned Tourism Industry of Jamaica. That is, over the past decade, as the festival grew, reaped more benefits and strengthened its name, so did the Treasure Beach community as well as the country's Tourism industry. Therefore, as masters of the tourism frontier, it is our obligation to make full use of this.

Incidentally, the ten year run of the festival has allowed the event to reach its prime and the market is now bursting at the seams with prospect so Jamaica cannot afford not to capitalize on the potential of the Calabash Literary Festival. In addition to that, the festival is now a permanent part of the Treasure Beach community and ceasing its existence unnecessarily will evoke harsh, inevitable repercussions on the residents there. The awakening of this festival that was in a coma for the year 2011 is of utmost importance to Treasure Beach and Jamaica on a whole. We must acknowledge the significance of this unique and magnificent festival and protect it, so that we can raise the torch of Calabash higher and make the flame burn brighter.

TEACHER'S LESSON PLAN

Subject:	English Literature
Topic:	Poetry and Creative Writing
Sub Topic	Using The Calabash Literary Festival as an Intervention Programme to Boost Students' Interest in the Creative Arts
Class	4 th Form
Teacher:	Mrs. Alcía Morgan-Bromfield
Duration	2 Hours
Date:	
General Objective	Students will develop an awareness of the value of literature to their lives and as a method of promoting tourism development in their country
Specific Objectives:	At the end of the lesson, students should be able to do the following: <ol style="list-style-type: none">1. List at least five reasons Literature is important in their lives2. Explain the relationship between literary expressions through poetry and critical thinking3. State the role of the Calabash International Literary Festival in the development of community tourism4. Assess the economic, business and environmental pros and cons of the Calabash International Literary Festival5. Visit the site of the Festival and interview the residents on their views of the value of the festival.6. Compare and Contrast The Calabash Literary Festival with other Literary Festivals around the world7. Compose poetry expressing their feelings about the Festival8. Research websites of Jamaica Tourist Board(JTB) and The Calabash Festival to ascertain facts on visitor arrival and performers at the Festival9. Suggest ways that the Festival can be improved10. Construct a SWOT analysis of the Festival
Resources/Materials:	The following will be used as Resources: <ul style="list-style-type: none">✓ The JTB Website www.visitjamaica.com✓ The Calabash Website www.calabashjamaica.com

- ✓ Video of 2010 Calabash Festival
- ✓ Docu-Camera
- ✓ Smart phone for recording and pictures
- ✓ Lap Top Computer
- ✓ Multi Media Projector
- ✓ White Boards and white board markers
- ✓ Paper and pens for writing

Methodology:

The following methods will be used to assist in the lesson:

- ✚ Class Discussion
- ✚ Small group discussion
- ✚ Watching video clips
- ✚ Field trips
- ✚ Interviews
- ✚ Sustained silent reading
- ✚ Brainstorming
- ✚ writing

Lesson Overview:

Literature plays a very important role in our lives. It is a vehicle of expression that can allow persons to escape from the real world through vicarious experiences. Students can develop lifelong skills of reading and writing through literature. One avenue for Literature development is through the Calabash Literary Festival held in Treasure Beach Jamaica. This Festival is very important to the people of St. Elizabeth as well as Jamaica as, not only does it boost an interest in literary, it is a viable source of income and foreign exchange. The Festival was not held in 2011 despite its potential and this lesson will be used to examine reasons every effort should be made to have a re-start of this.

Introduction

Students will be asked to sit in a circle on their chairs. They will be given paper to write their views on literature as a vital part of their lives. Next they will be asked to write one sentence about the Calabash Literary Festival. These will be collected in a basket. Students will be asked to select slips of paper and read whatever is written on them by other students. This will generate a discussion on the value of Literature and an awareness of The Calabash.

Development

Teacher will show a video clip “So Much Things To Say” where poet’s of world repute are recorded saying some of the values and benefits of poetry.

The name of the Festival will be written on the whiteboard. A discussion will ensue on the pros and cons of the Festival. Another video will be

shown where Collin Channer, founder of the Festival talks about the idea behind the concept.

The students will be broken in groups and asked to brainstorm among them the following:

- benefits and disadvantages of the Festival to St. Elizabeth
- benefits and disadvantages of the Festival to Jamaica
- What can be done to improve the festival

They will be asked to select a group leader who will ensure the work is done, a recorder to write down their ideas and a reporter to share the group's findings.

Culmination

Following the group presentations, the students will be asked to write their ideas about the Festival in poetry form. These will be shared with the class. Students will be asked to incorporate the ideas generated from their group discussion.

Enrichment Activity

A field trip to Treasure Beach will be planned as a follow-up to get the residents' views on the value of the Festival. Since Justin Henzel, one of the founders also lives in Treasure Beach, the students will try to schedule an interview with her. These views will be discussed in the next lesson.