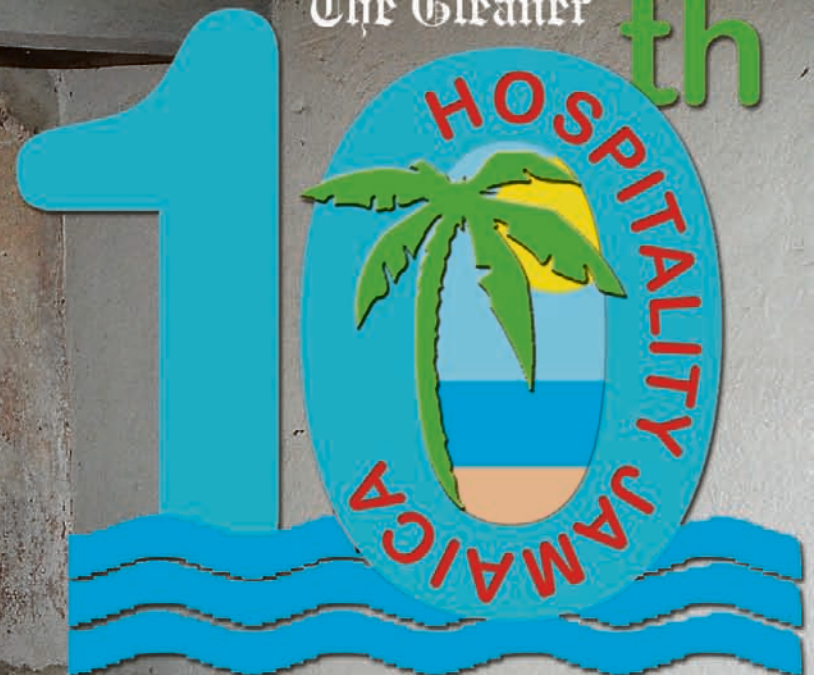


The Gleaner <sup>th</sup>



ANNIVERSARY

WEDNESDAY, AUGUST 20, 2014

The Wailers



ICONIC COMMUNITY SET TO BECOME CULTURAL LANDMARK



## THE BUSINESS OF TOURISM

# Beyond sun, sea and sand

**David Jessop**  
Contributor

CARIBBEAN POLITICS is a sometimes brutal, sometimes amusing art form. It is practised by ministers, elected officials and activists in ways that often seem tribal in intensity, and in ways that sometimes shock outsiders.

In considering why Jamaica has been so successful in developing tourism, it ought to be better recognised that while no politician ever sets aside party allegiance or philosophy, tourism has benefitted from a true sense of national interest, continuity and commitment from successive tourism ministers who have largely put the industry and its development above party for the common good.

Neither Minister Wykeham McNeill nor former minister, Edmund Bartlett, as astute politicians, may feel wholly comfortable with this description. However, nothing says more about why Jamaica is succeeding in an industry that requires confidence, continuity and long-term national commitment than a photograph that appeared recently in **The Gleaner**.

It was taken in July at the symbolic ground-breaking of the new Courtyard Marriott Hotel in New Kingston. Not only did it show Dr McNeill, the tourism and entertainment minister, performing the ceremony, but there, beaming in the centre of the picture, were Edmund Bartlett and Leader of the Opposition Andrew Holness.

What is perhaps remarkable, by Caribbean standards, is that over the last few years, before and after the last election, Jamaica, despite its once dire economic situation, has been able to transcend its image and has developed a now hugely positive brand that has enabled it to attract new investment and reach the landmark figure of two million visitors in 2013.

The extent to which this has happened also says much about the continuity provided by key figures in the Tourist Board and the industry, which, despite sometimes different political affiliations, have continued in post.

With the island's IMF programme succeeding beyond what many thought possible, and a sense

that Jamaica is now a hot destination, particularly for young professionals, the new challenge will be to develop programmes that diversify the industry's offering.

A few weeks back, Nicola Madden Greig, president of the Jamaica Hotel and Tourist Association, made an interesting speech to the Jamaica's Employers' Federation in which she pointed out that tourism was essential to Jamaica's economy as a catalyst for growth.

In a speech that warrants a full reading, she made clear that Jamaica is now at the point where it needs to go beyond sun, sea and sand, and embrace the fact that there is a new generation of potential visitor interest in sports, educational tourism, nature and culture, travelling for both work and pleasure, and seeking new experiences.

These are the so-called 'millennials', born between the 1980s and 2000s, who, for the most part, have knowledge-based or creative occupations, are professionally established and are predicted to surpass the spending power of the post-Second World War baby boomers. To attract them would require new approaches.

What made her presentation particularly interesting in this respect was its focus on two aspects of Jamaica's tourism potential that are either overlooked or might be seen as counter-intuitive, based on sometimes negative images of Jamaica.

She suggested that much more should be done to relate tourism to Jamaica's rural areas. Tourism there, she argued, can bring a real sense of pride and identity, showcase traditions and distinct ways of life, history and culture.

Madden Greig also spoke about city tourism, a category experiencing major growth worldwide in relation to nightlife, culture, music, art and sports. Such visitors to Kingston, she suggested, might open up the city as the gateway to the different experience of being in Port Antonio, St Thomas and the south coast.

Her broader point is clear. All involved in tourism's future success must begin to plan in a non-partisan way for tourism's benefits to be able to reach all of the people.



JESSOP



SILVERA

## COORDINATOR'S NOTE Jamaica's best

**Janet Silvera**

*Hospitality Jamaica Coordinator*

FOR THE first time since its inception, the country's sole tourism trade publication, **Hospitality Jamaica**, will recognise Jamaica's best at a red carpet gala at the fabulous Montego Bay Convention Centre on Saturday, October 25.

Tagged, the Hospitality Jamaica 10th Anniversary Awards, we will reward the organisations and individuals who have made significant contribution to improving the quality and experience of the hospitality industry.

We are looking for Jamaica's best in service excellence, best European Plan, all-inclusive and small/boutique-type hotels, as well as the best entertainment, cuisine, purveyor and transportation operators.

Completing the awards will be best convention facility, attraction and eco/sustainable tourism entity.

By now, you may have sensed the excitement in my note, because so many of our hotels, restaurants, suppliers of goods and services and destination management companies (DMCs) are well deserving.

This hasn't been done before locally, however, we are accustomed to seeing our international partners taking the lead in recognising our stakeholders.

Finally, you, our readers have all of 10 categories from which to choose the organisation or person you consider Jamaica's tourism best. We invite you to commence the process now.

Send us your nominations at either 876-952-3828, or send email us at [hospitalityjamaica@gleanerjm.com](mailto:hospitalityjamaica@gleanerjm.com).

The deadline for selections is September 18.

For further information, see the back page of this publication for details relating to the criteria.

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# Sleepover in Kingston

**Barbara Blake Hannah**  
*Contributor*

## The Terra Nova All Suite Hotel – boutique luxury in a historic setting

*“If you’re leaving home to sleepover, you should be staying somewhere better than home,” – Michele Hussey, grand dame of the Terra Nova All Suite Hotel.*

BUILT IN 1924 as the home of a wealthy Jamaican and converted into a hotel in 1959, the historic Terra Nova is now owned and managed by the Hussey family, who takes pride in the fact that the property’s 47 suites offer the luxurious standard of grand hotels around the world.

Terra Nova’s guests live in palaces, if the hotel’s ‘better than home’ accommodations are a yardstick. Suites have elaborate bed decor and gold-trimmed furnishings, Egyptian cotton linens, smart TVs that enable internet connection, rain showers, cedar-lined closets and over-the-bed light switches, among the many special features.

Guests will notice small touches such as Moulton Brown bathroom toiletries, TV remotes sanitised and plastic-wrapped, safety boxes that can hold laptops, computer desk and Wi-Fi connection, terry-cloth robes and shower slippers, that make it easy to understand why the guestbooks contain signatures of titled persons and athletics superstars who prefer privacy. “These details are what make us stand out from the others,” said Michele Hussey, who keeps up to date on the special features luxury hotels around the world offer guests so as to interpret them in the Terra Nova.

Decor and food designer Ardela della Costa, responsible for the hotel’s look and updates, said, “The Terra Nova is interpreting the old features to make them more contemporary for the younger generation.” These features include maintaining the opulent Old World decor of the gilded and award-winning Regency Restaurant, under whose crystal chandeliers many marriage proposals have been made, yet transforming a lobby space into the Regency Bar, a popular nightly oasis for in-house guests and locals enjoying a night out.

Food has always played a major part in the high reputation of the Terra Nova, winning annual food awards for cuisine and ambience. Presentation always wins high marks, and service is white glove at times. Terra Nova prides itself on offering the finest wines to accompany fine dining, with a large wine bar taking pride of place in the Regency Bar, where one can also dine on a light or full meal, day or night.

There are beautiful exterior features of the Terra Nova, such as the small gallery of Kapo sculptures and photo art featuring plants from the hotel’s flowering gardens, the lobby’s antique furniture, swimming pool and adjoining gym, and especially the Terra Nova grand piano tinkling through the evening’s dinner hours.

Add to these a patisserie offering pastries and chocolates made in-house and the now-famous Sunday Brunch, where a long buffet of a variety of salads, pasta, meats, seafood, vegetables and pastries attracts a full house each week of Jamaican families, it is clear why the Terra Nova earns its reputation as a hotel with a regal Jamaican difference.

As charming and as inviting as the Terra Nova is, a hotel may be preferred where a lot is happening. If so, The Jamaica Pegasus is minutes away.



Food prepared by Terra Nova.



PHOTO BY  
MAKONNEN HANNA

Kurt Williams, pastry supervisor at Terra Nova, shows off a dish is of fruit parfait.



PHOTO BY MAKONNEN HANNA  
The Terra Nova lobby.



PHOTO BY MAKONNEN HANNA  
The Gold Suite at the Terra Nova.



## The Jamaica Pegasus – Kingston’s landmark

Sit in the lobby of The Jamaica Pegasus for just 10 minutes, and one is certain to see either a famous celebrity, just arrived in town, or someone you know other than the person you came there to meet. Ever since its opening, The Pegasus has been a home for royalty and heads of state, political leaders, from Castro to Mandela, and entertainment superstars – Jamaican and international, but especially as a home for ‘just-us’ Jamaican people. The meeting rooms have hosted thousands of important state functions, entertainment events, weddings and information seminars.

Two years ago, the Hendrickson family, led by patriarch Karl Hendrickson, added The Pegasus to its portfolio of seven Jamaican hotels. Since then, the familiar landmark has undergone a beautiful update in decor and space use that is still not complete, but ready to meet guests.

The famous lobby has been enlarged by addition of a bright cafe, open 24/7, offering a wide selection of pastries and light meals, an open terrace overlooking the pool for relaxed dining, and a cozy blue-lit bar that is popular at nights, all of which provide more space for the constant flow of people in, out and through the hotel. Everywhere, the Hendrickson hotels’ signature touch of blooming orchids can be seen decorating corners and meeting places.

### UPGRADED ROOMS

With all but one floor of room refurbishing complete, the 16th-floor luxury suites have undergone special attention by The Pegasus’ new management. The two-bedroom Trelawny Suite features tones of sand and brown upholstery with gold highlights, lamps and ornaments, while pale-green florals complement bedroom linens of a huge, comfortable bed set high off the ground. With floor-to-ceiling living room windows overlooking the breadth of Kingston and Port Royal, one can see why an English royal spent a month here incognito years ago and, more recently, a reggae royal made the Trelawny her home for a special visit.

Accustomed to catering for 315 rooms as well as many large functions, food at The Jamaica Pegasus is always top class, specialising in buffets that offer traditional Jamaican favourites while not forgetting the international tastes of guests.

Breakfast, offering a wide variety of Jamaican dishes such as ackee & salt fish, steamed and brown stew fish, callaloo and hash brown potatoes, is served ’til 10 a.m., followed at midday by buffet lunches offering jerk chicken, oxtail and rice and peas, as well as a pasta bar and a Friday Seafood Special, are always special moments of a Pegasus stay.

Peter Hilary, general manager since the Hendrickson takeover, first came to the Pegasus when it was part of the Trust House Forte chain. Though working thereafter in other countries, he has maintained his Jamaican connections throughout the years.

Sales manager Prudence Simpson has been a foundation of the hotel’s sales team, retained when the new owners took over, a sign of what a valuable team member she is. The team leads a top-class staff whose pleasant personalised service shows the difference new management can make. Though The Jamaica Pegasus is under new ownership and management, the warm family feeling of this national landmark hasn’t changed a bit.

For another option, why not try the contemporary and artsy Spanish Court, which has its own uniqueness?



The Trelawny Suite.



The Pegasus Trelawny Suite.



Prudence Simpson,  
director of sales.



Brown stew fish.

Dessert.



## Small and modern – Spanish Court Hotel

Some hotels are too big for discriminating guests, lobbies overflowing with event traffic. Others are small with few diversions for singles. In search of a small but active hotel, the Spanish Court is one such option – an oasis of beauty and comfort in the middle of bustling New Kingston, small enough to avoid that ‘lost’ feeling, while being a preferred overnight rest for those who value being surrounded by design beauty. For, indeed, everything within the Spanish Court Hotel is quite simply beautiful, with a capital ‘B’.

Hotelier Chris Issa made bold decisions that the beauty of modern design and decor would compensate for the hotel’s compact size. So, at every turn and level, the Spanish Court Hotel presents eye candy, whether in the welcoming red walls surrounding the burnished gold reception desk, or the startling turquoise and black silk shag carpet that complements the clear blue glass vases and bottles decorating the shelves of the library/sitting room.

The glass-windowed ground-floor public areas are divided only by floor-to-ceiling angled wooden louvres that separate the spaces psychologically, while allowing free access to fresh air and views of the beautiful interiors. Bold colours, dark brown wood, lounge chairs in Zebra patterns or bright blues, and lucite-backed chairs of modern design blend harmoniously against the muted lighting from gauze-draped windows.

Rooms welcome with smart cards that turn off power when guests exit. Beds and pillows are covered in delightful Egyptian cotton decorated in green linen, red silk pillowcases and duvet. Big wooden drawers match wooden wastebaskets. Kohler bathroom fixtures feed an oval bath with arm rests that welcome water therapy with sweet-smelling and creamy Rusk Sensories soaps and shampoos.

Enjoy a cool drink on the upstairs deck, around the sides of the turquoise-tiled lap pool, while surveying the unique beauty of water flowing over the edges and view over New Kingston’s towers. Dine seated on uniquely designed lucite plastic chairs on ‘clean cuisine’ that offers weight-watching options designed to satisfy and impress. Often the venue of a trendy launch or party, the Spanish Court is ‘little but tallawah’, a nice surprise in the heart of New Kingston.

### ENJOY THEM ALL

A big hotel, a grand hotel and a boutique hotel, three choices, each catering to different tastes in overnight stays. Why not try them all, a night each? Then choose a favourite.



PHOTO BY MAKONNEN HANNA  
A bedroom at the Spanish Court.



PHOTO BY MAKONNEN HANNA  
The lounge at the Spanish Court.



The pool at the Spanish Court Hotel.



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# Back on track with Paul Pennicook



**P**AUL PENNICOOK is a picture of confidence as he enters the Office of the Director of Tourism. It's a confidence, born of familiarity with the space. He has occupied it before, having been the holder of the position from 2003 to 2006. He succeeded John Lynch as Jamaica's 13th director of tourism.

**Hospitality Jamaica (HJ)** interviewed Pennicook at his Knutsford Boulevard, New Kingston, office. He had been on the job for four weeks, but it was clear that he had already had identified a way forward in selling Jamaica to an increasingly competitive tourism market.

**HJ:** "What were you doing during the years since you last occupied this office?"

**Paul Pennicook:** "I spent a couple of years at

Air Jamaica, in charge of sales, marketing and Air Jamaica Vacations, the airline's tour arm. After that, I emigrated to Florida, where I served as president of International Lifestyles, the marketing arm of the SuperClubs Group, handling properties in Jamaica, Curaçao, the Bahamas and Brazil.

"At the end of 2012, I opened my own consultancy, specialising in advising investors in hotel properties, finding suitable management for them and advising governments around the region on the structure and operations of their tourism marketing agencies. I also provided advice for hotel operators, and I also provided consultancy to the Jamaican Government, through JamVac."

**HJ:** "How do you feel about the challenge ahead?"

**Pennicook:** "I do see challenges, but I also see opportunities. The region's tourism sector has become much more competitive. Some of our competitors have added lots of new rooms, and more destinations have entered the field, and there is the perennial problem of scarcity of resources with which to promote the destination."

"I see opportunities that are created by the number and quality of the rooms that comprise our hotel inventory today, an upgraded road network, the two upgraded airports, and relaxed visa requirements for a number of Latin American, Eastern European countries and China."

"China's outbound travel continues to grow steadily. A few years ago, the equipment didn't exist that could provide airlift direct to Jamaica from China, but

today, there is the Dreamliner, for example, which can achieve that. Also, Chinese citizens can now acquire US visas much more readily, making the prospect of marketing travel to the Caribbean, via the US, much more realistic."

**HJ:** "What is your assessment of our position in the North American markets?"

**Pennicook:** "A number of adverse factors have impacted the US market in recent years and our rate of growth has slowed somewhat. It is imperative that we rectify this, as the US will always be our prime market. It is very difficult to compensate for significant shortfall from such an important market."

"We were fortunate to have achieved two

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million arrivals last year and we would like to achieve the additional million fairly quickly. In order to do that, we will have to get back to achieving five to six per cent growth per year out of the US.

“In Canada, while we encountered a bit of a bump in the road a few years ago, arrivals have resumed momentum, and last year, we were a hair’s breadth away from matching our 2012 arrivals, our best year ever from that market. This year, if we maintain current momentum, our performance in Canada will exceed 2012.”

**HJ: “We recently were in a celebratory mood about recent growth out of Latin America and Russia. Are we able to sustain this?”**

**Pennicook:** “Latin America started out well for us and has achieved as much as 50 per cent year-over-year growth in some instances, but there have been difficulties in some of these economies, for example, in Argentina, and the recent staging of the World Cup in Brazil also seemed to have affected our Latin American arrivals.”

“The situation in Russia is very tentative at present, due to the political issues and their economic impact. However, our information is that some flights have resumed to the region and we are in close contact with the industry there. In our effort to retain the ground we had gained in that market, our European regional director intends to attend their big travel trade show in September.”

**Hospitality: “What of the rest of Europe? How does the picture look to you in those markets?”**

**Pennicook:** “The star performer out of Europe has been the UK, with Northern Europe not far behind. We have been enjoying double-digit growth out of those markets and we will be doing what is necessary to sustain that and encourage even further growth.”

**Hospitality: “What new can we expect to happen within the Jamaica Tourist Board? Will there be any major changes?”**

**Pennicook:** “There will be some rationalisation. I am not proposing any wholesale displacement of personnel. However, I do intend to rationalise the use of personnel and resources, seeking to avoid duplication of effort and to maximise the efficiencies through the use of technology.

**HJ: “The Jamaican public, how can we become more supportive of the industry?”**

**Pennicook:** “In my travels, I have been struck by the extent to which citizens of some countries have been made conversant with the workings of the industry and appreciative of the benefits it provides. I think we have some work to do in this regard, so that every single man and woman can serve as a good ambassador and host in their encounters with our visitors.”



# Come to Ja and feel all right!

**Jai-Gairy Smith**  
*Contributor*

VISITORS TO Jamaica, and even locals, are yet to experience the real gems of the island. Visitors who only enjoy the offerings of their hotels, from the beginning to the end of their visits, are missing the most exciting aspect of vacationing in Jamaica.

Locals, caught up in the activities of daily life, forget to take a break in their own backyards for a few hours, or days, of real fun. Jamaica has so much to offer, whether looking for adventure, shopping, beaches, fishing, water sports, or a taste of the island's rich culture and history by being entertained by the island's talented people or go horseback riding along beautiful white-sand beaches.

Adventure is waiting around the corner for thrill-seekers and nature-lovers alike. Exciting, fun and safe adventures may be off the beaten track, but these hidden gems are certainly worth the trek.

Downhill bicycle rides through the lush tropical rainforests of the Blue Mountains,

while the birds, butterflies and indigenous trees wait to fascinate all who explore.

Zip lines, bungee-trampolines, dune buggies and all-terrain-vehicle safari rides, water slides and bobsleds complete adventure. Animal lovers can swim with dolphins, ride horses, camels and go sport fishing.

Underground has even more to see as caves and caverns hold the secrets to Jamaica's history and unique geography.

Jamaica's white-sand beaches are renowned the world over for picturesque beauty. Black-sand beaches, found mostly on the south coast, provide a unique experience for visitors. Water sports along the coast, fishing, or spending time on the catamaran, keep pleasure seekers in view of the beach, but wet and active.

To reach new heights, water parks are well equipped with pools and slides, as



Visitors enjoying a Jamaican attraction.



Waterfalls in the mountains.



At right: Jerk pork with sweet potatoes.





**Above:** Waterfall in The Blue Mountain.  
**At left:** Blue Mountain bicycle tour.  
**Below:** Roasted fish with okra.



well as a myriad of games to keep the entire family happy. Take to the air, even by sea, on a truly unforgettable adventure by parasailing over the Caribbean Sea.

There are many opportunities to explore and discover the real Jamaica. The island's rich history is a journey through Jamaica's plantation days when sugar was king and rum started to make its mark. An awe-inspiring tour of a fully operational rum distillery will have the spirits moving just right.

Artefacts in numerous museums, from the island's first citizens, the Tainos, to the Spanish and British, who both saw the beauty in Jamaica long before the Internet, tell a story of an island that has seen many challenges, but stands proud today.

The Georgian architecture which remains in many towns, like Falmouth, as well as magnificent great houses dotting the island, continue to record Jamaica's development as a diverse nation.

A colourful and flavourful culture is certainly a result of the many peoples who have become one in this island. Early citizens and visitors from India, China and the Middle East have also played their part

in making Jamaica 'Out of Many, One People'.

Food, language, fashion and warm people have created a melting pot of cultural exchange. Visit any of the local festivals dedicated to passion for foods such as yam, shrimp, curry, jerk, and even seafood, to taste the love of Jamaica

There is always an opportunity to take a piece of Jamaica back home. Shopping in the many craft markets across the island, local community markets and state-of-the-art malls in Kingston, Ocho Rios or Montego Bay will guarantee souvenirs for friends and family.

After all that shopping, watch a local play, visit the cinema, go out for a drink of Jamaican rum or dine in fine style. Whatever is chosen, the island has the perfect fit.

When looking for a piece of heaven, remember, Jamaica is just around the corner. Come to Jamaica and feel alright!







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Historic piano at Boys' Town, which many of the leading musicians from Trench Town, including Bob Marley, used to practise and develop their music.



Point standings.



Students at the Boys' Town Basic School.



# Trench Town's coming in from the cold

**Janet Silvera**  
*Hospitality Jamaica Coordinator*

**M**ADE FAMOUS by the lyrics of the legendary Bob Marley, western Kingston's Trench Town has rebounded from obscurity and is poised to take another incredible journey, this time, as an official cultural landmark.

Renowned as the birthplace of reggae music, the inner-city community, which was a growing squatter settlement for rural migrants in the late 1940s, is about to be transformed into a cultural village under the leadership of the Community Development Committee (CDC).

A number of entities in the area,

including the Agency for Inner-city Renewal (AIR), Boys' Town, Culture Yard (where Marley lived and loved), Trench Town Development Association (TTDA), the Jamaica Music Institute (JaMIN) and Joy Town Development, are in partnership with the CDC.

The team is riding on the rich cultural heritage left by the likes of singer/songwriter, Joe 'There Is a Reward for Me' Higgs, who tutored the Wailers, Peter 'Jah Is My Keeper' Tosh, Bunny 'Battering Down Sentence' Wailer, Alton 'I Am Still in Love with You' Ellis, Delroy 'You Never Will Conquer Me' Wilson, Jimmy Tucker, Hortense Ellis, Cynthia Schloss, Toots and

the Maytals, the Mighty Diamonds, Ken Boothe and saxophonist, Dean Fraser, who all honed their musical careers in Trench Town.

Already, one of Jamaica's largest hotel chains, Sandals Resorts International, and its destination management company, Island Routes, has committed to working with marketing and developing tours under the theme, 'Trench Town – the Birthplace of Reggae', said AIR's chairman, Dr Henley Morgan.

"Trench Town is a jewel in the rough. It is one of the few communities having a name that is more recognisable than the name of the city in which it is located," asserted Morgan, adding that the renaissance taking place in the communities that make up Trench Town will see buses lined up in front of Culture Yard, as is done at Graceland, home of the late Elvis Presley.

As impactful as Marley has been in popularising Trench Town, Morgan and his team said intense study of this fascinating community and the string of geniuses it has given birth to bring to realisation that Trench Town was what made Bob Marley, not the other way around.

Acknowledging that it is music more than anything for which Trench Town is renowned, Morgan said one could make the argument that there is no space of equal

size, between First and Seventh streets, that has produced a genre of music which, in the short time of less than a generation, has gone mainstream, attracting recognition at the level of the Grammy Awards.

At the same time, he lamented that Jamaica has not capitalised on this unique heritage and is at risk of losing its status as the reggae Mecca to developed countries such as Japan, making the birth of the Trench Town Cultural Village even more relevant.

The cultural village, he said, will directly



Culture Yard



The bedroom in which Marley lived and loved.



Trench Town Culture Yard where Bob Marley lived and sang many hits.

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# TRENCH

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influence tourism, Jamaica's main foreign exchange earner and biggest employer.

Junior Lincoln has first-hand knowledge of Trench Town, having been born and raised in the community.

"There is nowhere else in the world like Trench Town," he boasted.

"Such a small community, hosting so many cultural icons, that has had such a great impact on the world's music/culture," Lincoln told **Hospitality Jamaica** during a recent tour of the community.

His response to how it was possible for one small community to produce so many cultural icons was met with a simple, "only a Supreme Force could have done this."

For Lincoln, another inspiration who shaped the uniqueness of the area was the late Father Hugh Sherlock, who penned the words of the country's National Anthem.

Father Sherlock, brother of Sir Philip Sherlock, co-founder of the University of the West Indies, Mona, was the founder of Boys' Town and a dominant figure in Trench Town's culture, history and legacy.

"It was Father Sherlock who exposed the Trench Town community to all types of music – classical, pop – he could be described as one of the founders of Jamaica's modern history," said Lincoln.

Father Sherlock, he said, created deep value systems along with a diverse sports and music culture at Boys' Town. Today, there remains a historic piano at Boys' Town, which many of the leading musicians from Trench Town, including Bob Marley, used to practise and develop their music.

Father Sherlock and his work at Boys' Town were pivotal parts of what formed the culture of Trench Town, which would later "make Bob Marley into the icon he became", argued Lincoln.

Charting a historical scene for the **Hospitality Jamaica** team, Lincoln said class and colour prejudice influenced those who played cricket in Jamaica at the time.

"Not so at Boys' Town. Any boy could just come and play cricket and football, regardless of social class," he said.

Boys' Town was able to start the breakdown of these challenges when Oneal Gordon Smith (Collie Smith), Boys' Town's head boy, was selected for the Jamaica and West Indies cricket team and became such a mentor *par excellence* that after his tragic death, the main road through the Trench Town Community was renamed Collie Smith Drive.

Trench Town laid the foundation, he said, for classical child prodigy Jimmy Tucker, who started singing at age eight.

Landmarks such as the Ambassador Theatre, which will be part of the cultural village tour, became the cradle to the world of reggae music in the 1950s, said CDC members.

According to the team, the Vere Johns Opportunity Hour of the 1950s had talent



RUDOLPH BROWN/PHOTOGRAPHER

Dr Henley Morgan.



PHOTO BY JANET SILVERA

Junior Lincoln (left) and Beverly Stewart of Jamaica Soul Vacations checking out the digital studio at the Jamaica Music Institute in Trench Town.



The bus that Marley drove in those days.

competitions to discover new talent. Many of today's reggae icons had their careers launched there. The winner would receive two pounds. Second place got one pound. This event was the precursor to other shows of the time which unearthed talents such as Dennis Brown.

During that period, dances, using sound systems, was the most popular form of entertainment for the majority of the people.

The music genre that was popular at the time was rhythm & blues from the United States of America. "In the late 1950s, rock and roll started to become popular. That form of music was a little bit light for us in Jamaica, so we started our own rhythm & blues," said Lincoln.

This gave birth to Jamaica's recording industry. The records at that time were primarily made by sound system operators for use against each other.

The commercial aspect of the recordings

developed from Jukebox operators requesting records from sound system operators/producers.

Trench Town became the cradle of Jamaican music, Lincoln explained.

"Lyrically, singers came from the greater Trench Town area. Musicians came from East Kingston and horn players from Wareika Hills, Rockfort, East Kingston, generally," he said.

Jamaica's lyrical content and consciousness developed during the time of Mortimer Planno's mentorship of most of the artistes in Trench Town. Planno, who embraced Rastafarianism, was a mentor to young artistes, including Marley and Tosh.

## HISTORY OF TRENCH TOWN

Trench Town was designed in the 1930s by the Central Housing Authority, whose mandate was to design, build and manage

housing for the urban and rural poor, which included ex-servicemen.

According to Chris Stones of Trench Town Culture Yard, Trench Town was to be a model township. Government, he said, used 200 acres from the large Trench Pen property to create the community.

Trench Town has First to Fourteenth streets, running parallel to each other. First to Seventh street in Bob Marley's song, **Natty Dread** and **No Woman No Cry**, were the famous government yards.

The area had all the right social, civic and institutional buildings and programmes to make a successful community/township.

After Bob Marley's death, the community, through the Trench Town Development Association, planned to create a village/tourist destination, and tourists started visiting. (This plan was presented to Prince Charles in 2000.) Culture Yard was the first project aimed at harnessing and establishing formal tourism in Trench Town.

Today, Culture Yard gets 'walk-in' tourists everyday and four to five regular tour operators who bring visitors bi-monthly.

Tour operators that include Culture Yard in their tours include Kiuki Tours, which specialises in European and North American tourists; Jamaica Cultural Enterprises, which is Kingston based; Music Buzz, Negril based; and Reggae and Japan Hostel, also based in Kingston.

Jamaica Soul Vacations is the official tour operator responsible for developing and marketing the product.

"Our objective is to bring in the tour operators, members of the diaspora and key influencers, along with media, to expose them to the product," said Beverly Stewart, managing director of Jamaica Soul Vacations.

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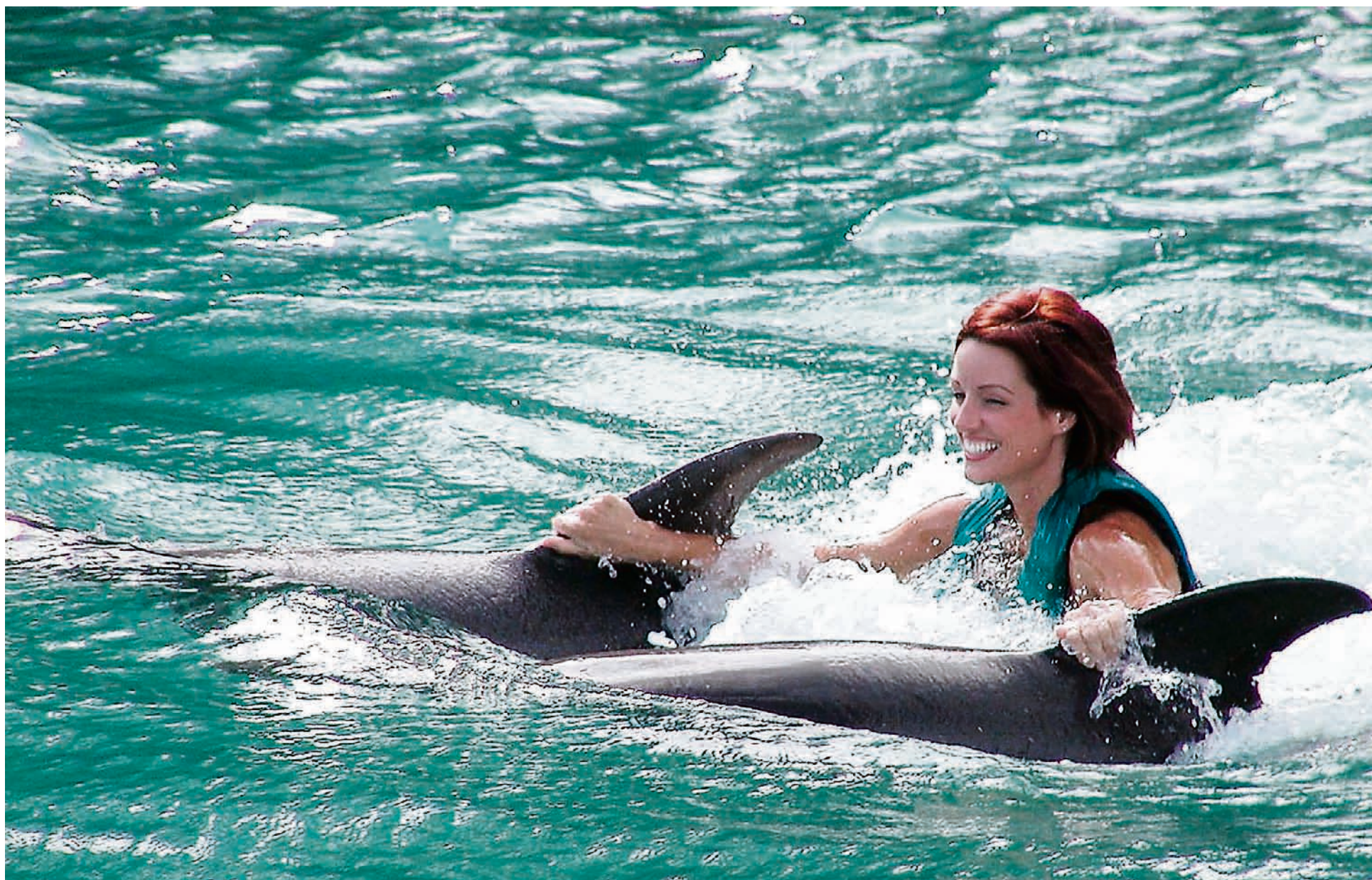
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## DOLPHIN COVE



# The Caribbean's No. 1

**D**OLPHIN COVE, the Caribbean's number-one attraction, with three locations in Jamaica, is home to beautiful bottlenose dolphins which frolic happily in their natural lagoon in the Caribbean Sea.

Visitors to the parks are given the experience of a lifetime by participating in thrilling and emotional programmes with the wonderful mammals.

In 2012, Dolphin Cove introduced its newest attraction, the Dolphin Trek experience. Participants can walk underwater, surrounded by dolphins, in a

unique interaction.

Additionally, guests are afforded the opportunity to get up-close and personal with a variety of other creatures from the deep such as stingrays and sharks.

The magnificent Ocho Rios property has a natural cove surrounded by five acres of lush tropical rainforest. Visitors have the opportunity to interact with exotic land animals. Guests can feed lovebirds from the palm of their hands, as well as hold a variety of macaws and parrots.

A visit to Charles the Iguana and Lexie the Snake completes the tour of the Jungle

Trail. Mini boat rides and glass-bottom kayaking are also included in the admission to the park, adding to a day of adventure and excitement.

At Dolphin Cove Negril, located in Lucea, Hanover, guests can also enjoy amazing interactive sessions with dolphins. Furthermore, guests are able to pet and interact with stingrays and watch the hilarious Shark Show. The surprise for many will undoubtedly be the camels. Petting these wonderful animals is a part of the package and riding is available at an additional cost.

Dolphin Cove's sister property, Prospect

Outback Adventures, located in St Mary, is also home to camels. Visitors to this 18th Century estate will have the opportunity to ride these animals across the former plantation.

The historic estate, which also includes a great house, can also be toured via horseback, Segway or jitney. The experience is adventurous, educational and should definitely be added to one's bucket list.

Together, Dolphin Cove and Prospect Outback Adventures provide an awesome experience which will definitely make memories lasting a lifetime.



# PEOPLE BEHIND THE INDUSTRY



Damion Thompson of Half Moon Resort shares a drink with the resort's public relations manager, Diandra Shand, at the JHTA Montego Bay Chapter Celebration of Jamaican Cuisine, Food and Wine Pairing Social.



Juliet Bailey and Akea Wallace from Café Blue were in attendance at the JHTA Montego Bay Chapter Celebration of Jamaican Cuisine, Food and Wine Pairing Social.



Cook Renado Shields from Round Hill Resort was captured at the JHTA Montego Bay Chapter Celebration of Jamaican Cuisine, Food and Wine Pairing Social.



Chef Janesia Murray represented the Tryall Club at the JHTA Montego Bay Chapter Celebration of Jamaican Cuisine, Food and Wine Pairing Social.



Wesmore Allen from Riu Resorts smiles for the camera at the JHTA Montego Bay Chapter Celebration of Jamaican Cuisine, Food and Wine Pairing Social.



# PEOPLE BEHIND THE INDUSTRY



**FROM LEFT:** The Royalton White Sands team of Kerry Ann Quallo-Casserly (director of sales), Remo Greene (sous chef), Rayon Blagrove (pastry chef), Stayce Ingram (group and marketing manager) and Armando Pizzuti (general manager) all attended the JHTA Montego Bay Chapter Celebration of Jamaican Cuisine, Food and Wine Pairing Social.



Viviene McDonald-Calder from Grandiosa resort and Evatt Bloomfield, general manager at Sunset Beach Resort & Spa, strike a pose for the camera at the JHTA Montego Bay Chapter Celebration of Jamaican Cuisine, Food and Wine Pairing Social.



**FROM LEFT:** Sandals Resorts Montego Bay team of Tevin Watson (cook assistant), Alecia Baker-Wray (executive pastry chef) and Keith Ballysingh (senior sous chef) were in attendance at the JHTA Montego Bay Chapter Celebration of Jamaican Cuisine, Food and Wine Pairing Social.



Patrick Nolan, executive sous chef at Sunset Beach Resort and Spa, is all smiles at the JHTA Montego Bay Chapter Celebration of Jamaican Cuisine, Food and Wine Pairing Social.



Ainsley Lambie, executive chef at Coyaba Beach Resort, shows off his culinary skills at the JHTA Montego Bay Chapter Celebration of Jamaican Cuisine, Food and Wine Pairing Social.



Holiday Inn Sunspree Resort executive chef Omar Gordon (back row, second right), is joined by his team of assistant chefs and cooks at the JHTA Montego Bay Chapter Celebration of Jamaican Cuisine, Food and Wine Pairing Social.



# De-stressing mind and body



## Claudia Gardner

*Hospitality Jamaica Writer:*

**W**HEN JESSICA Johnson Haughton migrated to Jamaica from the United States of America three years ago, becoming a yoga teacher the last thing on her mind.

Today, she is among a handful of yoga teachers in Negril, helping visitors and locals in their bid to de-stress body and mind.

The former US Marine has introduced Liquid Yoga, the first of its kind on the island, for which she conducts sessions in the mornings, Tuesdays to Saturdays, at the Negril Tree House resort in partnership with the hotel's owner, Gail Jackson.

Liquid Yoga is a term coined by Haughton and is a form of stand-up paddleboard (SUP) yoga done in water.

"I do a practice that is different from most yoga. I help people go within themselves and



PHOTOS BY CLAUDIA GARDNER

Jessica Johnson Haughton gets ready to conduct a session of Liquid Yoga.

**TOP:** Jessica Haughton and a client in deep meditation, during a Liquid Yoga session.

**CONTRIBUTED**  
Liquid Yoga participants meditate while facing the early-morning sun.

see themselves. I have a segment that teaches them to love themselves, to inspire them – a segment for giving thanks for what we already have.

"I think that's what makes the yoga that we do here at the Tree House different, because it is not about doing a big exercise regimen. It's more about connecting with Mother Nature, connecting with our inner being," Haughton explained.

"We give thanks, at the end of our practice, for Jamaica, for allowing us to be here in her land, so it's more about that. It can be a little physical on those boards because your balance is challenged on those boards, but you don't do a lot of standing, you do stretching. It's a mind, spirit and body exercise, not so much as a physical exercise," she added.

Haughton begins a typical Liquid Yoga

PLEASE SEE **MIND**, 20





# LIQUID YOGA

## MIND

CONTINUED FROM 19

session at 9 a.m. on the beach. Assisted by her husband, Nigel, she docks the paddleboards in thigh-high water, to prevent capsizing and to aid with clients' balance.

"The larger people sit on the board in shallow water, so they don't have to jump up, and thereafter, we begin a smooth, gentle practice. And persons do not have to know how to do yoga, all they have to know is how to breathe," Haughton said. "When we start, I let them know that pain is a warning, discomfort is a warning and pain means they've gone too far."

"As far as the exercise part of it goes, we do general stretches. We do one that is good for detoxing your kidneys, another which is good for your digestive tract, and one for the sciatic nerve. A lot of women of African ancestry have a lot of trouble with this nerve, because it is not getting a lot of exercise, as they may have a lot of weight on their buttocks, and a lot of times, in the front, so we really have to get that nerve stretched," she said.

Haughton, who also co-owns Nigel's Jamaican Almond Oil, which produces virgin almond oil, recounted to **Hospitality Jamaica** how she became involved in yoga.

"When I first came to Jamaica – to Negril – I wasn't doing a job. I had my multi-level marketing business already, but I saw a Facebook ad saying there was a yoga-teacher training class being offered, but I didn't have much experience in the art. But I emailed the teacher and I ended up joining the class," Haughton said.

"The class was a 200-hour month-long class and, after three days, I almost quit, because I was heavier in my weight than other women. There were five other women there and I didn't have all the right yoga clothes and I didn't know the yoga words, and I weighed about 40 pounds more than I weigh now.

"So I didn't think I could do any of the moves the way the other people were doing it. So I went to my teacher and told him I was going to quit, and he said, 'No you have something to offer, just learn what you can and go from there,'" she explained.

After 30 days of training, Haughton said she graduated from the class. She subsequently taught yoga at Jackie's on the Reef and volunteered teaching kids yoga at Mount Airy All-Age School.

She began conducting sessions in the conference room of the Negril Tree House in April 2013, and later, on the lawns of the property, before introducing Liquid Yoga eight months ago.

Yoga, Haughton said, is good for general health and anybody can participate, despite weight. She pointed out that, despite widely held views, yoga is not an elitist activity.



CONTRIBUTED PHOTO

Jessica Johnson Haughton assists one of her clients during a Liquid Yoga session.



Liquid Yoga instructor Jessica Johnson Haughton shows off her stand-up paddleboard yoga skills.

"Yoga is movement of the body and the mind with breathing and visualisation. You don't have to be skinny to do yoga. It connects us to our inner self, adding oxygen to our bodies through the gentle stretching. It balances the left and right hemisphere of the brain, [and] releases all the feel-good hormones, like serotonin," she said.

A many-time visitor to Negril, Michelle Tripoli of San Diego, California told **Hospitality Jamaica** that she participated in

the liquid yoga sessions for two consecutive days and was extremely pleased.

"I had no experience on a paddleboard, nor any experience with yoga, but it is such a gentle, just beautiful process once you are out there. You feel so calm and you feel so at one with the board. I highly recommend it so much that I am going to look for something similar at home, so I can continue," she said.

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Jessica Johnson Haughton takes clients through a Liquid Yoga session.



CONTRIBUTED

These ladies participate in the Liquid Yoga morning session.



PHOTO BY CLAUDIA GARDNER

Liquid Yoga on a calm day at the beach in front of the Negril Tree House.



# Free villages ripe for heritage tourism

**Paul H. Williams**  
*Gleaner Writer*

FREE VILLAGES, set up mainly by different Christian denominations prior to and after Emancipation in 1838, are the locales from which post-Emancipation Jamaican society evolved.

These agrarian communities were established on abandoned plantations or pieces of hitherto unused lands. It was the hope that former enslaved Africans and their offspring could improve their lot in these villages.

Setting up of the villages was part of the soul-saving agendas of these denominations, and so they built edifices in which they could gather their flocks. Schools were also established in some of these villages, and while many prominent persons and nation builders have come out of these communities, many festered, and in others, they have been stagnant for decades.

What has become of these villages – significant parts of our social history?

Recently, the **Hospitality Jamaica** team toured some of these villages in St Ann, Manchester, St Catherine and Trelawny, and found that though they have a plethora of social and economic challenges, they are replete with historical points of interest, parts of the material heritage of Jamaica.

Sligoville, Sturge Town, Alps, Albert Town, Stewart Town, Clarks Town, Duncans, Maidstone, and many others, in one way or the other, have sites that locals and

PLEASE SEE **FREE**, 22

**PAUL WILLIAMS PHOTO**

The St Thomas Anglican Church in Stewart Town, Trelawny, is located in a geographical basin at a place called 'Bottom'.







A section of the ruins of Highgate Park Estate at Sligoville, St Catherine.



PHOTOS BY PAUL WILLIAMS

Houses like this one are not uncommon in Stewart Town, Trelawny.

# FREE

CONTINUED FROM 21

visitors alike can trek to daily to have a feel of what life was, and is like, in these places.

The idea of sustainable heritage tourism in villages has not been lost in these mostly hill-and-gully places. In fact, there are efforts to start the same in at least two of these communities. Maidstone in Manchester has been hosting a Fus A August celebrating since 1999, which includes a homecoming element at Nazareth All-Age School.

The village has a rich story and there are a few places of interest including a slave hospital. A must go-see is the museum at the school. It has many important artefacts including irons that were used to brand slaves.

Sligoville in St Catherine, formerly, Highgate, is central to the free village story as it was set up in 1835, three years before Emancipation. Not far from the urban area of Kingston and St Andrew, and Spanish Town it is easily accessible. It, too, has a movement to preserve and showcase its heritage in the form of the Sligoville Heritage Foundation.

Some years ago, some residents were trained as tour guides to take tourists to the various locations in Sligoville, where there are historical ruins and sites. Its annual Emancifest celebrations



The ruins of the slave hospital on Nazareth Hill, in Maidstone, Manchester.

take place on Emancipation Day, August 1. It is the dream of many citizens for Sligoville to earn from its rich history and heritage.

Stewart Town in Trelawny is ideal for heritage tourism. It's like an outdoor museum, with some well-preserved ruins. Of all the places visited, Stewart Town stands out in its entirety. It's like an entire village of old buildings, with some very modern ones 'spoiling' the look. A visit to Stewart Town really takes you back in time. Westwood High School, a part of Stewart Town's history, is itself a very inter-

esting place, perched on a hill. Without doubt, these villages, and others not mentioned, have much to offer, and since not much sustainable economic activities are going on within, heritage tourism should be a major income-earner for residents. Historic churches and schools, plantation and great house ruins, water tanks, ancient graves, monuments, ruins of government buildings, slave sites, etc, are all there to be preserved and beheld.

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PHOTO BY ERROL CROSBY

Principal of Nazareth Primary School, Ray Chambers, along with some students, beside a scroll with the names of the first set of ex-slave settlers at Maidstone.



# Small hotels holding their own

**Paul H. Williams**  
*Gleaner Writer*

**S**MALL HOTELS account for 30 per cent of the island's accommodation inventory and boast being the largest local-ownership base in the sector, creating income earning opportunities for other small and medium-sized enterprises.

Whereas larger hotels offer additional services, Jamaica's small hotels are the backbone of the industry, sustaining it through rough and good times. Year-round, they accommodate guests who venture from their rooms to stimulate local economies.

"In other words, visitors staying in small properties patronise local restaurants, local taxis and even pan chicken man. Many guests stay in these properties to fully immerse themselves in Jamaica. Operators in this sector generally buy 90 per cent of their supplies from local suppliers," Evelyn Smith, general manager of the Tensing Pen hotel in Negril, told **Hospitality Jamaica**.

Apart from affordability, most small hotels offer services that are personal and customised, elements that are unique to them, giving them the edge over larger ones. For instance, guests who want a quieter, hassle free experience turn to small hotels off the beaten track.

"Visitors who stay at smaller hotels prefer a more intimate experience. Jakes has become a model for community tourism since opening its doors 21 years ago. This is something the Jakes family are extremely proud of," Jason Henzell, owner and general manager of Jakes Hotel in Treasure Beach, St Elizabeth, said.

Portland's Great Huts Resort general manager, Lydney Gordon, concurs. Speaking from his eco-friendly, Afrocentric retreat, which has a jungle-seaside environment, Gordon said his guests sleep in huts made mostly of natural material.

No two units at Great Huts are alike and each is artistically designed and furnished.

Guests who like this combination of art and nature find Great Huts more appealing than the regular concrete structures of identical rooms at larger hotels.

Gordon said the resort is the number-one bed and breakfast hotel in Portland.

"Great Huts is different because on its own it is an attraction. That



**TOP:** Jakes Hotel.

**GLADSTONE TAYLOR/PHOTOGRAPHER**

**LEFT:** Tensing Pen hotel



is our main difference and our main selling point. And it does work because we have people who come from far and wide just to see what the place looks like and to experience it. It's holding its own because what we offer is in most cases are different from what the large hotels sell," Gordon told **Hospitality Jamaica**.

However, small hotels are not without their challenges in a competitive industry, struggling to stay afloat in harsh international economic climate. Should they crumble, the industry is bound to feel the ripple effect, hence the need to capitalise on initiatives by the Tourism Enhancement Fund (TEF).

"Initiatives such as the energy loans facilitated by TEF for small hotels, as well as the new Omnibus

Legislation, which allows for Productive input relief on a specified list of significant capital and operating items, will be of great assistance," Smith said.

She stated that the small-hotel concept precedes the all-inclusive model and continues to play a major role in shaping the industry.

"Small hotels have for many years been the foundation of the industry and remain so today. The majority of entities operating in the accommodation sector are actually small or micro in size, but together, they account for 30 per cent of our country's room inventory. They have significant impact on our economy," she pointed out.

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# ***Hospitality Jamaica's***

*10th Anniversary*

# ***Awards***

***Recognising organisations and individuals who have contributed significantly to improving the quality and experience of the hospitality industry.***

**SATURDAY 25  
OCTOBER**

## **CRITERIA**

1. Comply with all applicable tourism industry and other standards.
2. Provide exceptional customer service which enhances the visitor experience.
3. Engage in continuous upgrading of facilities and training of staff.
4. Contribute significantly to the improvement in quality of Jamaica's tourism industry.
5. Entity must be in operation for at least a year.

The awards will be made in the ten categories shown below. The Hospitality Personality of the Year will be selected from category winners.

## **JAMAICA'S BEST**

**EP Hotels//All Inclusive Hotels//Boutique/Small Hotels  
Entertainment//Purveyors//Transportation//Cuisine  
Convention//Attractions//Eco/Sustainable Tourism**

## **NOMINATION PROCEDURE**

1. Send a fax to 952-3828, a letter to Editor, The Gleaner P.O. box 40, Kingston or e-mail to [hospitalityjamaica@gleanerjm.com](mailto:hospitalityjamaica@gleanerjm.com) nominating an individual or organisation meeting the criteria. Nominations must be sent by September 18.

**Set out the: \*Nominee's full name \*Nominee's address and telephone number \*Brief description of the specific reasons for nominating the individual or organisation \*Category in which you are nominating your candidate \*Your name, address and telephone number**

