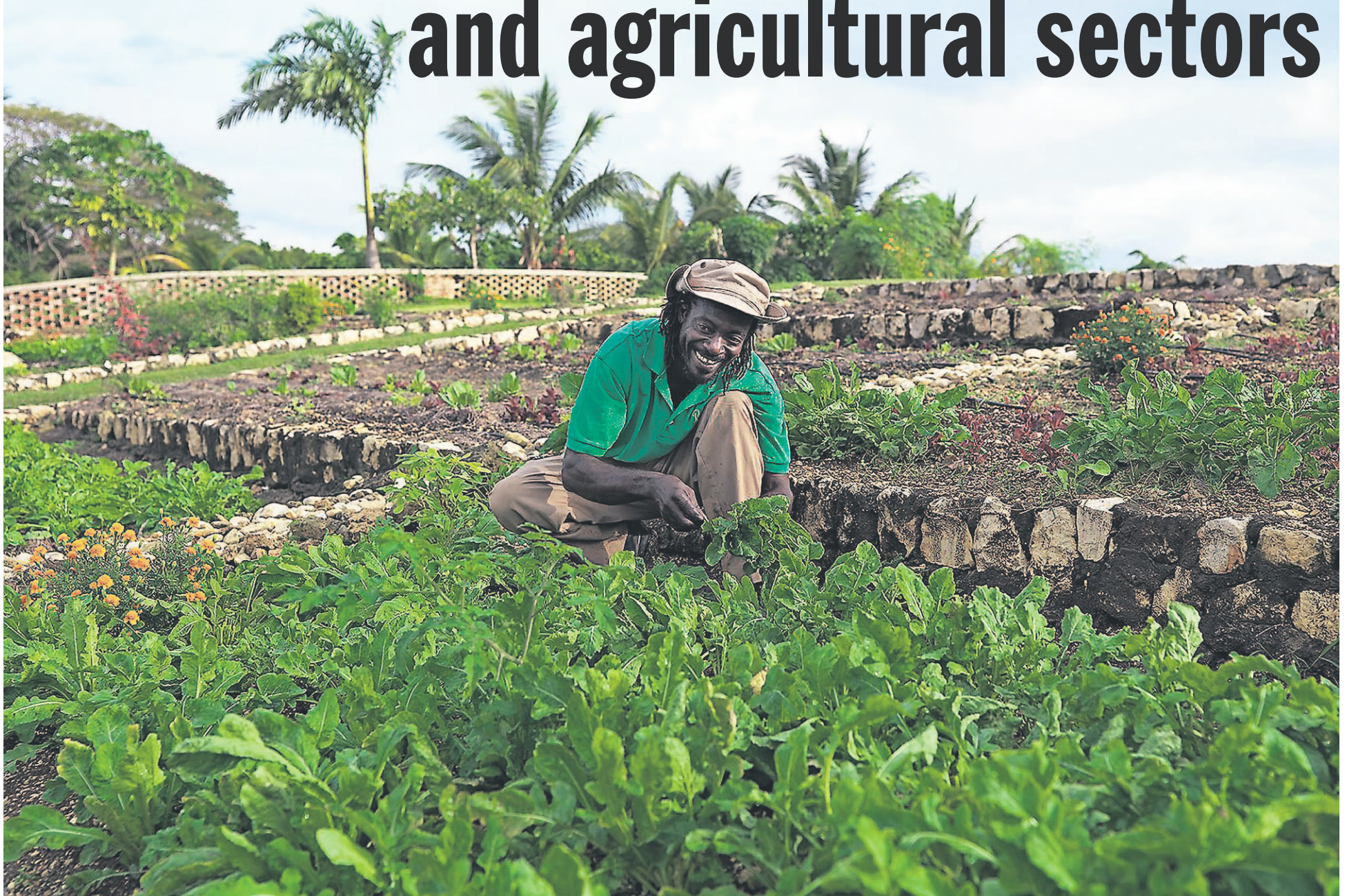


The Gleaner
HospitalityJamaica

KEEPING YOU CONNECTED TO THE BUSINESS OF TOURISM

WEDNESDAY, FEBRUARY 24, 2016

\$70b leakage in manufacturing and agricultural sectors



An end
to the
tourism dollar

The Art
of a
Lioness

Calabash
Bay
sunset

UNEQUALLED PROTECTION

KEEPING ISLAND, BUSINESS & PEOPLE SAFE



GUARDSMAN



928-2246

\$70-billion leakage in manufacturing, agri sectors



Janet Silvera
Hospitality Jamaica Coordinator

A TOURISM Demand Study, commissioned by the Ministry of Tourism and Entertainment, has revealed that the annual leakages in the manufacturing and agricultural sectors amount to a hefty \$70 billion.

Conducted by the Centre for Leadership and Governance and funded by the Jamaica Social Investment Fund (JSIF), the study, which was released two weeks ago, shows imports amounting to \$65.4 billion in the manufacturing sector and between \$1.6 billion and \$5 billion in the agricultural sector each year.

“Though the sector is primarily satisfied by local suppliers, many products are still being imported in large quantities,” Tourism and Entertainment Minister Dr Wykeham McNeill admitted during a recent press briefing hosted by Donovan Perkins, the Tourism Linkages Council chairman.

The Tourism Linkages Council has been aggressively assisting local suppliers with access to the tourism sector, via a series of opportunity forums and speed-networking seminars, put-



A coffee farmer looks at some of the seedlings distributed in the Mavis Bank area of St Andrew as part of efforts to more than double the production of coffee beans in the community.

ting them in touch with buyers.

From all indications, the opportunities that exist in manufacturing includes alcoholic beverages, sanitisers, bed frames, headboards, chairs, pillows, towels, standing lamps and toothpaste. In the agricultural sector, some of the items include apples, cantaloupes, iceberg lettuce, Irish potatoes, red jumbo onions, rice and sweet corn.

“If this can be supplied locally, it would potentially meet the projected demand for agricultural and manufactured goods,” says Dr McNeill, who also shared that the research also pinpointed the constraints which currently prevent local manufactures and farmers from meeting the growing demands of the tourist industry.

According to the tourism minis-



Opportunities exist in the manufacturing of bed frames.

ter, his ministry will be working closely with various agencies, ministries and local suppliers to address the constraints and limitations.

“We will be taking into consideration some of the recommendations of the study to assist suppliers in meeting the needs of the sector,” he said.

In the meantime, project manager of the Linkages Hub, Carolyn McDonald-Riley, has stated that there is a Linkages Opportunities

Forum planned for the second quarter of the year to provide further details on these opportunities.

Full findings of the Tourism Demand Study can be accessed for free on the ‘Tourism Linkages’ section of the ministry’s website: <http://www.mot.gov.jm/sites/default/files/Tourism%20Demand%20Study.pdf>.

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Treasure Beach gets \$48m to support community tourism projects

TREASURE BEACH, St Elizabeth, has been earmarked as a pilot project in the drive to further develop community tourism across the island. In support of this programme, the community has received an injection of \$48 million from the Tourism Enhancement Fund (TEF) to help fund its development projects.

Stakeholders in Treasure Beach recently welcomed the announcement by Tourism and Entertainment Minister Dr Wykeham McNeill that the area, which is renowned for community tourism, would be the first to benefit under a new initiative to assist community tourism enterprises. The programme forms part of efforts to implement the Community Tourism Policy recently tabled in Parliament.

The minister stated that \$20 million of the total amount allocated is to be used as a revolving loan fund to assist smaller properties that are facing challenges to equip themselves in order to acquire operating licenses from the Jamaica Tourist Board, which has specific standards for approved tourism entities.

McNeill informed the Treasure Beach stakeholders that they would become eligible for various benefits as long as they were undertaking steps to become compliant with the revised Tourist Board Act.

ADDITIONAL FUNDS

He also disclosed that an additional \$28 million had been granted by the TEF to improve road infrastructure in the community “because under the Tourism Linkages Initiative, we want the farmers to also benefit from the growth in tourism. So by improving the roads, they will be able to get their produce to purchasers in a timelier manner, and the improved roads will benefit persons living in the area as well.”

Even with arrivals reaching a record 3.65 million in 2015, McNeill declared: “To get the real benefit of tourism, I want to see a thrust in community tourism because that opens up areas like this. Once we get the model right, it will open up a wide cross section of Jamaica to community tourism.”

Charging the ministry team to implement the policy, McNeill announced to stakeholders: “We determined that given the nature of



Already playing a major role in the development of Treasure Beach is Jason Henzell (right) of Jakes, who accompanied Minister McNeill (third left) and a party from the ministry on a tour of tourism entities in the community. Henzell is seen here at Seaweed Villa outlining the vast potential of Treasure Beach for community tourism. Also listening in are incumbent candidate for South West St Elizabeth Hugh Buchanan (left) and executive director of the Tourism Product Development Company Dennis Hickey.



Minister of Tourism and Entertainment Dr Wykeham McNeill happily accepts from Denise Wedderburn, project coordinator of the Treasure Beach Women's Group Benevolent Society, a specially designed candle holder, which is the signature creation of the 80-strong group of artistes whose works are on sale at the group's craft shop.

Treasure Beach and the fact that the people here have started a lot of work in community tourism and community development among yourselves, this was an ideal place to start.”

To get this going, attention is being given to formulating a development order to ensure that the character of the south coast is protected.

McNeill emphasised that “we want the benefits of tourism to spread across the length and breadth of Jamaica. We

want to ensure that it's not just those with big pockets, but that Jamaicans at all levels can benefit”.

To this end, community tourism is seen as one of the avenues for making the industry more inclusive. Since last year, the Tourism Product Development Company has been working with the policy division of the ministry to address the issues that arise. These include marketing and compliance with licensing regulations.



Aedes aegypti mosquito

Sint Maarten declares war against mosquitoes

MINISTER OF Tourism, Economic Affairs, Traffic and Telecommunications I. Ingrid Arrindell, and the Minister of Public Health, Social Development and Labour, Emil Lee, and respective stakeholders are being proactive in terms of initiating both short-term and long-term preventative measures to protect both the residents and visitors to Sint Maarten.

The Department of Collective Services has increased its alert level based on current developments in the Americas and will increase its activities as necessary in the coming days and weeks. These activities include meeting with all stakeholders to share information about current developments in the Americas and to plan additional measures; meeting with French St Martin and Anguilla public health officials; increasing public awareness activities (via social media, government website, radio and TV talk shows, press releases, government information page, distribution of information to schools, etc); and increasing vector control.

Preventative actions taken by Sint Maarten include:

- Advising members of the community to begin reporting any potential breeding areas.

- Recommending the use of onsite fogging with hand-held foggers, which will be used in high-priority areas where the Zika, chikungunya, and dengue cases are suspected. (Fogging is known to be the least effective tool to combat the war against mosquitoes as it is highly costly and mosquitoes become immune to the chemicals that are being used; however, under present circumstances, all possible means of combatting these mosquitoes must be used. In order to have an impact, chemicals must be switched on a continuous basis. The most important tools are awareness, protection, support from the community, and compliance.)

- Collective Protection Services has launched a communication awareness campaign on how to safeguard our surroundings in order to ensure that we have eliminated potential breeding places. The campaign also provides awareness of the symptoms associated with the Zika virus. The best methods of personal protection are to apply insect repellent and to wear long sleeves and long pants.

Additional prevention measures that are being reviewed for islandwide deployment include the distribution of lethal ovitraps designed specifically to target the *Aedes aegypti* mosquito. These traps are claimed to have eliminated dengue in certain regions. This prevention measure has proven to be more effective than fogging.



Teddy at the bar named in his honour.

‘Teddy’ Tucker hailed for 57 years at Jamaica Inn

Ocho Rios hotel names bar in his honour

Carl Gilchrist
Hospitality Jamaica Writer

HERBERT ‘TEDDY’ Tucker, who has been employed to the prestigious Jamaica Inn, Ocho Rios, for 57 years, was recognised on February 14 for his years of work and dedication – the hotel has renamed its popular beach bar, ‘Teddy’s Bar’, in his honour.

The resort’s owner, Peter Morrow, described Tucker as “simply the best”, having met him when he first started working at the hotel in 1959 as a 16-year-old. Morrow was 12 years old then, vacationing with his parents who had recently bought the hotel.

“I really don’t have much to say about Teddy except one thing, that he’s simply the best. One of the reasons I think he’s just the best is that he is probably the happiest, most positive, full-of-life person that I’ve ever met. I mean, he really is and I think that’s why everybody loves him,” Morrow said to the audience of guests and specially invited persons at the brief ceremony.

“We are very proud to officially dedicate this bar and make it your bar. Call it Teddy’s Bar,” Morrow confirmed.

The hotel’s general manager, Kyle Mais, said loyalty comes to mind when he talks or thinks about Teddy.



Herbert ‘Teddy’ Tucker (left) and Jamaica Inn owner Peter Morrow.

“He’s a professional and, don’t forget, he is an amazing bartender! He is a stalwart of our hospitality industry here in Jamaica, and we thought it would only be fitting to really recognise him and what he does represent, not only for the Inn, but for the entire Jamaica tourism product,” Mais stated.

According to Marjorie Cunningham, district sales manager, Jamaica Tourist Board (JTB), “This says a lot for tourism in Jamaica,

we’ve always been known for having very hospitable staff members.”

She said 57 years in any one organisation is tremendous. “It speaks volume to both Jamaica Inn and for Teddy Tucker himself, and JTB is extremely delighted to be a part of this celebration. Teddy has been a fantastic ambassador not only for Jamaica Inn, but a great brand ambassador for Jamaica and we certainly wish him all the very best.”

Commendation also came from



Teddy’s Bar.

Vana Taylor on behalf of the Jamaica Hotel and Tourist Association (JHTA).

“It’s awesome that somebody can stay so long at this wonderful hotel, which has won so many awards and is one of Jamaica’s most prestigious hotels. And look at him, he’s fantastic! The turnout of the guests here today speaks volume and all the emails and letters that were sent. Obviously, he’s an awesome, awesome worker and bartender and a real value to tourism and to Jamaica Inn. We’re proud of him.”

Teddy later told **Hospitality Jamaica** what has kept him going

for so long.

“The repeat guests we get. That’s what makes it so nice; you feel at home. You know how long they stay when they come? Three weeks, three weeks; and it’s the same guests keep coming back that makes it so good.”

His journey started as a bar bus boy, bringing the stocks from the stores, washing glasses and so forth, before moving up to be a bartender in 1970.

Now he has the bar named after him, and he was a proud bartender as he served the first drink in Teddy’s Bar.

“That is really nice,” he laughed.

An end to the tourism dollar

David Jessop
Contributor

IF YOU read the *Financial Times*, the *Wall Street Journal*, the *Washington Post* or some of the world's heavyweight newspapers, you may have seen in the past months, articles discussing the abolition of currency.

This startling idea, which may sound like a joke, is far from that and could, in a Caribbean context and particularly in a tourism environment, have devastating consequences for the myriad of small enterprises and service providers who work in or alongside the sector.

A cashless society is an idea that has increasing support among senior figures in international financial institutions, central bankers, security agencies, and many of the governments in the world's wealthiest nations.

They suggest that the process should begin first by phasing out paper currency, starting with large-denomination notes such as the €500 banknote and the US\$100 bill.

The thinking behind this is that major economies should eventually



David Jessop

replace actual currency with electronic money in the form of card payments, electronic wallets on mobile phones, and online transactions.

Those who believe that the future is cashless do so for a number of reasons.

Firstly, they believe that it will address criminality. According to the Financial Action Task Force, the Paris-based group, which is deeply engaged in anti-money laundering issues in the Caribbean, criminals like high-value notes

because they are easier to transport across borders without detection.

Secondly, supporters of the idea believe that it will increase the ability of governments to halt tax evasion and will optimise their tax take and ability to provide social services, the idea being that electronic transfers will enable end-to-end traceability and information on where individual or business income originates, goes to and how it is spent or utilised.

EMPOWERING THE STATE

Thirdly, it is said that it would enable states to track and even destroy money being moved or used for the purposes of terrorism or by organised crime. And, fourthly, it is suggested that a cashless society would address a number of technical financial management issues such as the introduction of negative interest rates for deposits in countries like Switzerland and Sweden, and the consequent flight into cash.

There are, of course, many arguments against the idea, the most important of which is that such an approach would profoundly challenge the liberty of the individual by

enabling a state to know exactly where and how he or she is obtaining their income and disposing of it. But there are also other more practical arguments about how individuals would react, let alone the political and psychological implications of a government or central bank telling voters they no longer have physical control of their own money.

Although these are at present just ideas, the fact that they have the backing of figures like the deputy governor of the Bank of England suggest that it is an issue that over the next decade we are likely to hear much more about.

When it comes to a region like the Caribbean, and tourism in particular, the issue could potentially become acute.

Although any such measures are unlikely to affect directly hotels or the formal tourism sector, which tend to rely on electronic transactions, it could, if it became the norm in feeder markets, rapidly touch those who drive taxis, waiting staff, attraction and water-sports providers.

If the citizens of the Caribbean's

main feeder markets were to be weaned off physical cash transactions, it is clear that in countries such as those in the region, where many are unbanked and depend on cash through tips, fares, purchases of food or other items, would begin to suffer. Moreover, any diminution in the use of cash in the less formal tourism sector would most likely be anti-developmental as it would reduce the sums of money informally entering the economy from visitors.

There are already moves by the big international banks to cease all correspondent banking operations with Caribbean financial institutions, which, anyway, are under commercial pressure in their domestic and international markets to increasingly digitise their operations.

Bringing the use of currency to an end is so far no more than an idea. But the fact that governments, government-related agencies and financial institutions are now putting considerable thought into how a cashless society might operate, suggests that the implications requires consideration as do the possible practical effects.

Sandals Grand Pineapple sold to Elite Island Resorts

SANDALS RESORTS International (SRI), parent company of Sandals Resorts, Beaches Resorts and Grand Pineapple Beach Resorts, has announced the sale of Grand Pineapple Antigua to Elite Island Resorts effective May 30, 2016.

The 180-room resort located at Long Bay, Antigua, will continue accepting bookings and will remain open as it seamlessly transitions to a new name and brand, Pineapple Beach Club, on June 1, under Elite Island Resorts' ownership.

According to the agreement with Elite Island Resorts, all resort staff members will remain in place under the new management team, continuing the resort's tradition of Caribbean hospitality.

"We are very satisfied that our staff and loyal customers will be properly taken care of under the

stewardship of Elite's chairman, Rob Barrett," stated Gordon 'Butch' Stewart, chairman of Sandals Resorts International.

Guests with bookings made for arrivals to Grand Pineapple Antigua after May 30, 2016 will be fully protected at the agreed upon rates by Elite Island Resorts and its sales team. Grand Pineapple Negril remains a part of the SRI collection of resorts and will not be impacted by the sale.

SRI continues its longstanding legacy in Antigua with Sandals Grande Antigua, an award-winning resort which debuted in 1991 as the first Sandals Resorts outside of Jamaica and remains in high-level discussions to introduce the first Beaches Resorts to the island.

BroadSpan Capital LLC acted as exclusive financial advisor to Sandals for this transaction.



Grand Pineapple

PERFECTION RUNS IN THE FAMILY



DISCOVER
PREMIUM
CHOOSE



RÉMY MARTIN

GREY GOOSE
World's Best Tasting Vodka

PATRÓN
XO CAFE

JACK DANIEL'S
COUNTRY COCKTAIL

Dewar's
— TRUE SCOTCH —

MUST BE 18 YEARS AND OLDER TO DRINK, ENJOY RESPONSIBLY

Cliff Hanger reviving tourism – facing the reality

Gareth Davis Sr
Hospitality Jamaica Writer

NEATLY PERCHED on a cliff at Ross Craig in Portland is a stellar attraction, Cliff Hanger, which adds another chapter to the tourist resort stops in a parish where tourism started.

Cliff Hanger has several facets, including a restaurant for fine dining, a celebrity bar and lounge, a log cabin, and 17 vacation rooms – its newest addition.

The picturesque facility overlooks the Caribbean Sea and is highly touted as a favourite spot for honeymooners, social gatherings, wedding receptions, and for those wanting to experience the splendour that nature offers.

“When I first visited this parish, I was captivated,” commented Errol Hanna owner-operator of the Cliff Hanger restaurant, bar, and resort.

“Today, my dream, which spans more than a decade, is nearing completion with this state-of-the-art facility. Portland is the cradle of tourism, and it is my intention to vigorously pursue a revival of that industry. I am well aware of the challenges. However, the many tourist-attraction sites that existed 30 years ago, including Rio Grande rafting, Reach Falls, Summerset Falls, and the Maroon village, still exist. I am now adding to the tourism product of this parish,” he said.

Admitting that his love for the north-eastern parish has not waned after more than 15 years, Hanna told **Hospitality Jamaica** that he is nearing the end of his dream, with the final chapter of providing sustainable employment to the local people about to happen.

UNIQUE ROOMS

The 17 vacation rooms, which Hanna believes will significantly add to the parish's low room count for stopover visitors and others, are uniquely designed, with most of the structure made out of wood – a deliberate move to reduce intense heat, especially during the summer period.

“Wood is naturally cooler than concrete and, therefore, the rooms, though retro fitted with fans and air



An overhead view of the Cliff Hanger property at Ross Craig in Portland.



Errol Hanna, owner of the Cliff Hanger facility in Portland.

conditioners, will be a lot cooler during the hot summer period. Wood when preserved is far more resistant to salt air than concrete and steel. I employ approximately 20 workers to assist with construction,

and they are all from the parish,” Hanna further stated.

According to him, his love for Portland has allowed him to invest heavily, and despite the nose-dive in tourists and cruise ship arrivals, it is



A look at 17 vacation rooms now nearing completion at Cliff Hanger.

arguably the most pristine parish islandwide, with its lush vegetation, natural beauty, and crime-free environment.

The four and a half acre property at Ross Craig stretches along the coastal town of Long Bay, which is internationally renowned for surfing

on its choppy sea is also complemented by fruit trees and other forms of vegetation looking more like a fairy tale setting.

Cliff Hanger is certified by the Tourism Product Development Company, the Jamaica Tourist Board, and the Resort Board.



Student-teacher awardees of Shortwood Teachers' College pose with Aracelis Anedu, chairperson Modern Languages Board of Studies, Teachers' Colleges of Jamaica (front seated left); Spanish-Jamaican Foundation general manager, Karen Donaldson (seated, centre); Nordia Antwine, president of the National Association of Spanish Teachers (right); as well as lecturer, Jorge Luis Mejias (centre back).



All 20 awardees display their certificates with lecturers and Ministry of Education and Spanish-Jamaican Foundation officials.

The SJF increases support for Spanish language learning

THE SPANISH-JAMAICAN Foundation (SJF) has remained steadfast in its support of Spanish language learning and has once again awarded scholarships to 20 pre-service teachers studying for their diplomas and degrees in the teaching of Spanish.

For the fourth consecutive year, student-teachers from Sam Sharpe, Shortwood, and Church Teacher's colleges gathered for a recognition ceremony in their honour. SJF general manager Karen Donaldson, who made the presentations, explained that the scholarships, totalling \$1 million, represented one of the many ways in which the organisation supported teachers of Spanish.

“We are confident that these awardees are being well prepared the teachers' colleges to positively contribute to the broader demands of society on a global level by increasing the number of Spanish speakers in the Jamaican workforce.”

Chairperson of the Modern Languages Board of Studies Aracelis Anedu expressed gratitude to the SJF for easing the financial challenges of



Student-teacher awardees of Church Teachers' College pose with their Spanish lecturers Monique Castle (left), Sirelda Garcia (centre), and Osmany Rodriguez (second right), as well as SJF general manager Karen Donaldson (right) and Monica Dempster (second left), vice-principal, Church Teachers' College.

the student-teachers, while congratulating the awardees on their dedication and accomplishments to date. She encouraged them to inspire others with their passion and gave kudos to

their lecturers whose expertise and devotion had helped to positively influence their educational journeys.

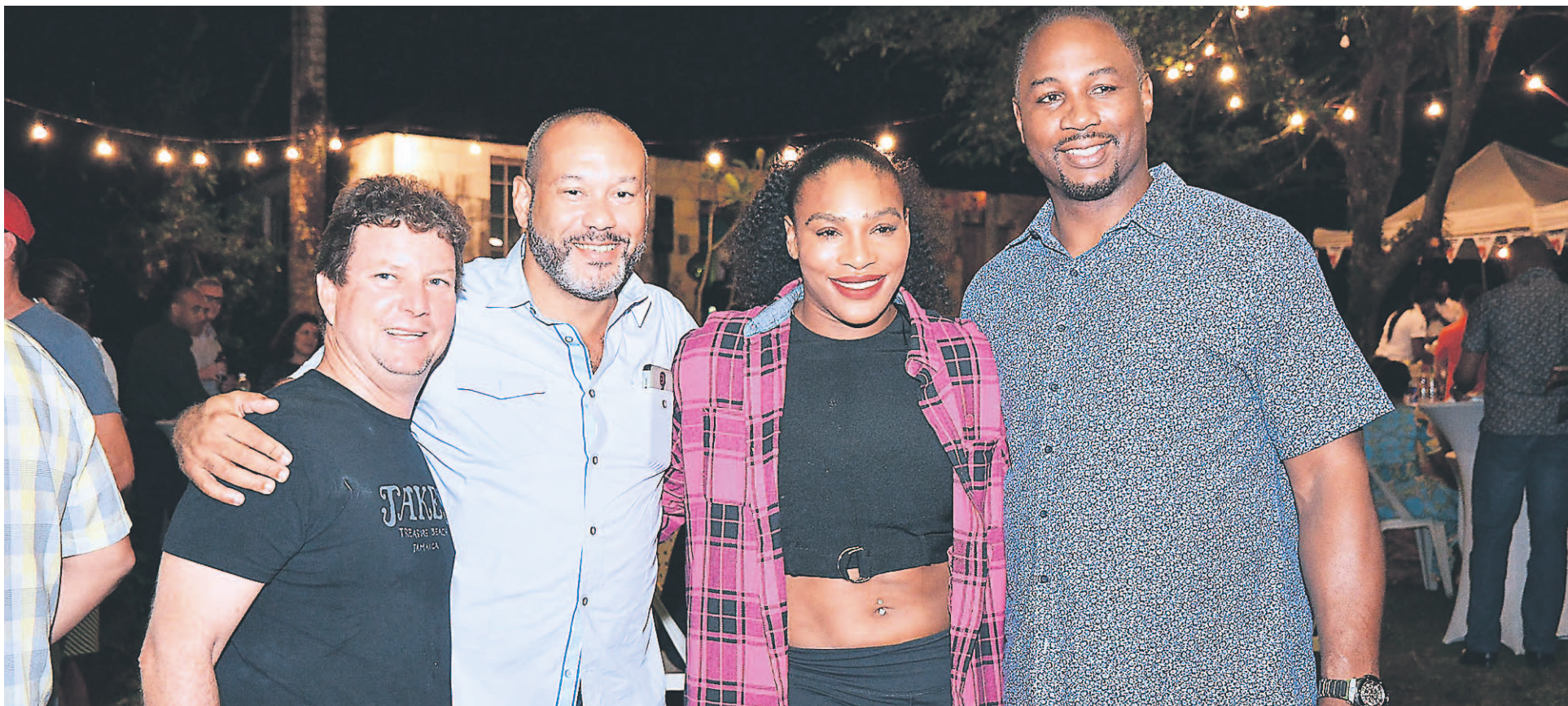
Selected based on their academic achievements, leadership attributes

and community involvement, the pre-service teachers will all automatically become 'SJF Youth Ambassadors' who are invited to volunteer in community-outreach

activities across the island.

This SJF scholarship initiative began in 2012 as a 'Jamaica 50' project and has continued each year since, awarding scholarships valued at \$50,000 each. This year, the SJF also sponsored the CSEC oral exam fees, valued at \$1,165,600, for all students sitting Spanish in the parishes of St Ann, Trelawny, Westmoreland, St James, and Hanover. Additional scholarships, amounting to over \$1million more, were recently awarded to students of the HEART College of Hospitality Services, the Montego Bay Community College, and later this year, students of the UWI Development and Endowment Fund, will again benefit. This brings the total sponsorship support to those studying Spanish this year to more than \$3 million.

The SJF, whose motto is 'Cuidar, Apoyar, Educar' (Care, Support, Educate), fosters partnerships between Spain and Jamaica through educational, cultural, environmental, and community-development initiatives. It was founded in 2006 by Spanish investors in Jamaica.



Tennis superstar Serena Williams (second right) at a reception during her recent visit to Jamaica. She is surrounded by Jason Henzell (left) of BREDS Foundation; Jason Hall (second left), deputy director of tourism, cruise, attractions and events, Jamaica Tourist Board (JTB); and Lennox Lewis, former world heavyweight boxing champion. The reception was hosted by JTB at Henzell's north coast residence.

Serena Williams helps build basic school in Trelawny

WORLD NUMBER-ONE female tennis player, Serena Williams, was in Jamaica recently to help build the Salt Marsh Basic School in Trelawny. Through the initiative of Karl Hale and the Helping Hands Jamaica Foundation, Serena committed to covering part of the cost

of the US\$40,000 project. The Salt Marsh Basic School is expected to be open for the next school term, and will be a feeder school for the Salt Marsh Primary School.

Other celebrities joining in to support the project were Jamaican musicians Shaggy, Sean Paul, Toots Hibbert; former boxing champion

Lennox Lewis; Jamaican track stars Yohan Blake and Warren Weir; and Dwayne De Rosario, retired Canadian professional soccer player.

The Helping Hands Foundation is a philanthropic organisation that leverages the influence of celebrated sportsmen and women to benefit the lives of Jamaicans.

Jamaica receives record number of visitors from the UK

THE JAMAICA Tourist Board is delighted to announce an increase in the number of visitors from the United Kingdom (UK) and Ireland for 2015. For the first time, the island has surpassed the 200,000 mark with 201,364 stopover visitors from that region. This represents an increase of 12.2 per cent over 2014, which saw 179,433 visitors.

Jamaica is popular among travellers, generally, and is one of the leading Caribbean destinations among UK and Irish holidaymakers. Travellers from that region are captivated by the island's music, warm weather, cuisine, sports offerings and attractions. With the launch of a new direct flight route from Dublin to Montego Bay with Thomson Boeing 787 Dreamliner later this summer, visitor numbers from the region look

set to increase even further for 2016.

"There are several factors that contribute to travellers increased interest in Destination Jamaica," said Paul Pennicook, director of tourism.

He asserted that, "they love the culture and the vibe on the island. Additionally, the continued strength of the British pound against the United States dollar; the reduction in fuel surcharges, the economic growth being experienced in United Kingdom and Ireland, and their desire for eco-friendly options, make Jamaica a preferred destination for British and Irish holidaymakers in the Caribbean."

British Airways, Virgin Airways, Thomson Airways and Thomas Cook Airlines provide air service to Jamaica from the UK and Ireland.

JAMAICA TOURIST BOARD

Ja goes Underground to spread warmth

ON FEBRUARY 18, the Jamaica Tourist Board, through its Home of All Right commuter advertising campaign, announced two all-inclusive trip giveaways to the Moon Palace Jamaica Grande in Jamaica.

Starting February 25, commuters on the Port Authority Trans-Hudson (PATH) trains in New Jersey and New York can enter to win a trip to Jamaica in two ways.

The first is through participation in the Jamaica Underground event taking place in the 33rd Street PATH station on February 25, and the second is via a Twitter contest hosted by @VisitJamaicaNow, until March 7, 2016.

Commuters are encouraged to stop by the Jamaica Underground event to listen to Jamaican reggae music, learn about ways to vaca-

tion on the island this spring and grab a few goodies along the way.

Those who choose to take their photo at the event, against one of Jamaica's beautiful beach or waterfall scenes, will be entered to win an all-inclusive trip to Jamaica, courtesy of Moon Palace Jamaica Grande and the Jamaica Tourist Board.

Those who miss the Underground event can still get in on the action by taking a photo of themselves with a Jamaica Home of All Right advertisement on the PATH train, February 25 to March 7, uploading the selfie to Twitter with #homeofallright and tagging @VisitJamaicaNow.

Participants will be entered to win the trip. To participate in the conversation, follow @VisitJamaicaNow on Twitter.

ARTISAN CORNER

The Art of a Lioness

THIS LIONESS immediately comes across as a gutsy, no-nonsense, and confident woman. Despite the challenges, she is determined to beat the odds.

Meet Marcia Henry, a multi-talented and strong Jamaican woman. All the works in her shop, The Art of a Lioness, are supplied with a variety of artwork created by her and her husband, Phillip.

"It's a joint effort," she says.

Henry's interest in art started when she was very young. Her mother identified her passion and started to sell her artwork from the age of 12. Throughout her school life, art was at the top of her list, followed closely by the sciences. Initially, she wanted to become a vet because of her love for animals, but when she got to sixth form, she learnt that it would take another eight years. She chuckles as she says, "Mi say, 'Lawd have mercy! Me nuh think me cyan go school fi so much more years'."

Henry recounts how she went to sixth form at Excelsior and how founder Wesley Powell recognised her roundness as a student – she was good in both the arts and sciences. She did teacher-training while in sixth form, left with her teacher-training certificate, and went straight to Wolmer's Boys to teach art. Later, she heeded the call of her *alma mater*, Excelsior, and at a tender age, she was given senior-teacher status.

Henry credits Ralph Campbell and Cecil Baugh with her attending the Jamaica School of Art. Her dream was to go to the Royal School of Art, London, but these renowned gentlemen recommended our own school, and she took their advice. She had a shoo-in based on their glowing recommendations.

With a twinkle in her eye, she says, "That's where I met my husband, Phillip."

At art school, Henry specialised in graphics and worked with CGR Communications for about nine years. She later got married and started a family. She found that she couldn't leave her children to be grown by her helper and spent those years raising her children and freelancing, doing citations for the bar and hotel associations.

Henry's husband decided that having spent 20 years with her in her birthplace, Kingston, it was time for her to move with him to his parish. They packed lock, stock, and barrel – children, puss, dog, snake, and budgie – and went to live in Portland, where they opened Gallery Art Ambokele (an African name that means God's Redemption). This didn't work out because as Henry puts it, "The palate of the locals wasn't there. People appreciated, but didn't have enough money to support it."

TEACHING ART

They later opened the Art Bus. That, too, fell by the wayside. Henry, at that point, was invited to teach art at three institutions in the parish. She chose the College of Arts Science and Education, where she took on art education at the tertiary level and spent five years.

Henry heard about the Village Craft Market in Port Antonio and thought it was a great idea. She has been there since 2011. She opines that the craft industry has seen better days. She laments the open-market policy introduced some years ago and the negative impact it has had on genuine artists and craftsmen.

In answer to the question of where she would like to see art and craft go, Henry had this to say:

"They used to have people coming from other parts of the world to broaden the horizon of our craftsmen. We need to have that again. We need to have what



Marcia Henry, resident lioness, pauses for a photo op outside her shop at Shop #9 at the Village Craft Market in Port Antonio.

was Things Jamaica. It's sad what's happening."

To illustrate her point, Henry also recounted an incident in Ocho Rios and said that there was no one in the shops of the average Jamaican, even though there were buses and tourists everywhere. She alleges misconduct and asks the question, how can we get rid of extortion? I believe it to be rampant.

This multifaceted lioness believes that the regular person needs to come in and support those persons who make genuine Jamaican craft. They need to understand that they ought not to continually think that art and craft is just for tourists. "Why can't you have an 'I love Jamaica' shirt just like you go abroad and buy an 'I love New York' T-shirt? Let us bring back pride in what we as a people can do. Much of what is sold as Jamaican craft is not made here. Those of us who make what we sell are tired of the song and dance."

Henry believes that persons who are orienting visitors tell them that they must haggle, that the first price quoted is not the real price. She resists this as in her own words, "the value of art has nothing to do with the material per se. It is what you do with it".

A trained graphic designer, Henry also works in screenprinting, her new-found love, calabash, to which she was introduced by an old Rastafarian craftsman (Jah Priest), and fine arts – painting, drawing, sculpting, ceramics, graphite, and jewellery.

Henry can be contacted at 488-3306 or at mars5422001@yahoo.com.

Contributed by the Community Awareness Department, Tourism Product Development Company Ltd (TPDCO). Email: marlined@tpdco.org.



A range of beautiful paintings adorn the walls of 'Art of a Lioness', which features works of art by Marcia and Phillip Henry.



Clay on Hellshire marble by Marcia Henry, artisan.

Calabash Bay SUNSET

PHOTOS BY PAUL H. WILLIAMS
Calabash Bay sunset.

Paul H. Williams

Hospitality Jamaica Writer

WEDNESDAY, JANUARY 13. Calabash Bay, St Elizabeth, about 6 p.m.

The clouds are red, orange, bright yellow, golden. But the setting sun is invisible. Soon, a hazy ball of red descends into an opening. From the horizon to the shore, an orange streak shimmers across the ash-grey water.

In the glare, the skin of the dreadlocked fisherman glows. The sun is setting on him. He was not born in Treasure Beach, he said, but his father was. He lives on the beach, claiming citizenship, birthright by way of descent. He belongs there, he said. "Just look at mi skin." Treasure Beach orange brown, almost bronze.

His skin tells the story of how his father came to be born in Treasure Beach, about the tragic fate of some of his ancestors. On the sands of time he dwells, watching the ebb and flow of the tides.

The water is active; boats and blue buoys are bouncing, dancing to welcome the night, a shelter from the sweltering sun. 'No swimming, No lifeguard on duty, No littering', a sign reads. No swimmers and life-guards are in sight, and the sands were free of refuse. They mean it. But why were some triangular-shaped fish littering the place?



It's twilight time at Calabash Bay, St Elizabeth.



Youngsters trying to extricate an organism from a rock.



The boat has just come in with 'sea creatures'.

A canoe has just come in. Men rush towards it. It is anchored. White igloo full of fish is brought to rest on blackish sand. "Clang! Clang! Clang!" goes the sound of metal hitting metal. Something is wrong with a motor, and a robust man is fixing it. Orange-skin fisherman rises to help. The motor is heavy. Clang! Clang! Clang!

Two schoolboys are poking something stuck to a rock. They are unrelenting but unsuccessful. They find another. They poke until the creature falls off. They pitch the thing on to the sands and poke it some more. Water squirts from it. Then they dash off to help the men push the canoe ashore. It's twilight.

In one final burst, the sun illuminates Calabash Bay before sinking beyond the horizon. No fanfare, no goodbyes. It will be back tomorrow.



A strange-looking fish on the sands of Calabash Bay, St Elizabeth.



From left: Diane Ellis, Running Events; Jill Beardsley of the Dick Beardsley Foundation; Jason Hall, deputy director, Jamaica Tourist Board; and Dick Beardsley, celebrated USA distance runner whose course records are legendary. He is also an author and motivational speaker, who was inducted into the USA National Distance Running Hall of Fame in 2010.

Canadians top first Run for Fun Cruise Reggae Getaway 5K

Carl Gilchrist

Hospitality Jamaica Writer

CANADIANS FINISHED first and second in both the men's and women's categories as Runnings Events hosted its first 'Run For Fun Cruise Reggae Getaway 5K' last Tuesday in Ocho Rios.

Approximately 150 runners, who arrived in the port of Ocho Rios aboard the *Norwegian Getaway*, participated in the event, which took them from the pier along Main Street, Evelyn Street, DaCosta Drive and on to Mystic Mountain, where they spent time enjoying the attraction.

Forty-six-year-old Simon Taylor of Oakville, Ontario, emerged overall male winner in a time of 27:06, ahead of Bruce Lamb, 63, of Lucan, also in Ontario, 29:37. Third place went to Tom Trytek, 60, of Harpswell, Maine, USA, who clocked 30:24.

In the women's category, Shelly Boyer, 48, of London, SW Ontario, finished first in 29:10, ahead of Jenny Lamb, 62 of Lucan, who clocked 32:13. Third was Joann Andryshak, 45, of Florida, who finished in 32: 29

Meanwhile, race director of Runnings Events Alfred 'Frano' Francis said he was delighted that Running Events had been chosen to organise the 5K Cruise Run and expressed hope that this could be the start of many such events to come.

"We have the perfect ports available in Ocho Rios



From left: Simon Taylor, who emerged overall male winner, Kristen Page and Fred Wagner.

and Falmouth for stopovers for these cruise runs, which are in keeping with plans to grow sports tourism in Jamaica," Francis said.

While here, the visitors also donated running shoes for distribution to students who will participate in other Running Events road races throughout the year.

Royalton staff lend a helping hand



The Royalton White Sands and Sunwing team were busy helping the Serena Williams Foundation to construct a school in Salt Marsh in Trelawny recently. From left: Andre Hudson, Debbie Bailey, Kerry Ann Quallo Casserly, tennis star Serena Williams, Stayce Ingram and Rosalind Jacks Pinnock.



In the back row (from left): Debbie Bailey, Kerry Ann Quallo Casserly, Samantha Mahfood (Food For The Poor), Stayce Ingram and Rosalind Jacks Pinnock pose with students of the Salt Marsh Primary School.

AROUND JA WITH PAUL H.

In search of the Jamaican Tainos

FROM I met two Jamaica Tainos, Olive Moxam-Dennis and her daughter, Dr Erica Neeganagwedgin, in June 2014 on 'Taino Day', I have been searching for the truth of what really happened to the Jamaican Tainos after the Europeans came.

The two women were attending the Charles Town Maroon Conference.

The history books say they had become extinct as a result of mass murder, overwork and the contraction of Colombian diseases. Yet, there is much doubt about their 'extinction', and my meeting with Dr Neeganagwedgin and her mother, and the Tainos from other Caribbean territories has intensified the doubt.

Since then, I have embarked on a quest to find the descendants of the Tainos who had survived and had interbred with the Africans who had run away from the brutal system of slavery and set up their own communities. This interbreeding is how the Tainos might have survived. They might not be full-blood Tainos, but they are alive and well, it seems.

I have been talking to many people, and the more questions I ask, the clearer things are becoming. The revelations are exciting and somewhat sad, because these people, the indigenous people of Jamaica, are living here in the shadows of history, afraid to make themselves known, to tell their stories, to expose themselves to ridicule.

TAINO RESIDENTS

My quest went into full speed when I went to Bull Savannah, St Elizabeth, recently to a funeral. It was a solemn occasion, but laughter thrust itself upon me, as I had written in a previous installation of this column. Yet, it wasn't laughter that took me over; it was wonder and amazement. I spent the entire weekend looking at the facial features of the residents.

It is like a new race of people is living in that neck of the woods. I have never seen such features anywhere else in the country, more so in one place. They have African features, eyes, nose, mouth, etc. However, the shades of their skin are not what I see every day.



Hospitality Jamaica writer, Paul H. Williams, with (from left) Tainos Brook Keiahani Rodriquez, Dr Erica Neeganagwedgin and her mother, Olive Moxam-Dennis on Taino Day at the 2014 Charles Town International Maroon Conference.



This man, who goes by the name of 'Ogo', in Bull Savannah, St Elizabeth, said he is of 'Indian' (Taino) descent.



Gary Gravesandy is a Jamaica-born Taino, and represents the group, Taino Nation of the Antilles, which encompasses the entire Caribbean region.

The shades range from very dark to very light, in between which there is a range of dark, dark brown, dirt brown, bronze brown, rust brown, cocoa brown, blackish bronze, etc. And they invariably have curly or straight shiny hair. I didn't take any pictures out of respect for their privacy.

However, I took one of a man called 'Ogo', with permission, of course. I told him of my quest to find Jamaican Tainos. I approached him because of the slope of his forehead and his dark-brown skin. His forehead reminded me of the Tainos I have seen from the other Caribbean countries over the past few years and Dr Neeganagwedgin and her mother, Olive Moxam-Dennis.

I asked him if he had Taino blood, but he said no. But he also said he has "Indians" in his family. It turned out that the Indians to which he referred were not East Indians, but Tainos. His description of his father was that he was a "big", "long-hair", "brown-skin" man. He was not white or black.

I spoke with another dark-brown man with a sloped forehead, and curly grey hair. He, too, said "Indian" is in his bloodline.

Bull Savannah then is one of the places in south Manchester and south St Elizabeth where I will go to seek the truth, to take the Jamaican Tainos out of the shadows of history.



Taino ritual at the 2014 Charles Town International Maroon Conference.



Taino, Brook Keiahani Rodriguez (left) of Brooklyn, New York, chills out with Valerie of Manchester on Taino Day at the 2014 Charles Town International Maroon Conference. Dixon is a community tourism and cultural activist.



Canoe Valley in south Manchester is said to have had the largest Taino settlement in Jamaica.

New developments to add over 700 rooms in St Lucia

S AINT LUCIA tourism officials are preparing to provide more than 700 new hotel rooms to the island's visitor accommodations in 2016, along with a new marketing campaign and push for new investments.

Rex Resorts has reopened the 110-room Papillon Hotel after completing extensive renovations as an all-inclusive four-star property in February 2016, with Air Canada Vacations as the exclusive tour operator out of Canada. The Papillon Hotel is located adjacent to the St Lucian and Royal by Rex Resorts on Reduit Beach near Rodney Bay.

Also set to open this year, the Harbor Club on the Rodney Bay Marina will feature 115 four-star accommodations, with a number of amenities that include two restaurants, lounges, a full-service spa, gym, pool recreational concept and 4,000 square feet of meeting and conference space. Adjacent to the Harbor Club is the recently completed Dive Saint Lucia, one of the premier scuba-diving centres in the Eastern Caribbean featuring state-of-the-art facilities at the complex just south of the Rodney Bay Marina.

ANOTHER ADDITION

In late 2016, Royalton Luxury Resorts will add to its rapidly expanding portfolio of vacation experiences with the upscale Royalton Saint Lucia near Cap Estate. The elegant resort features 361 luxurious rooms, eight restaurants and six bars, world-class spa, onsite splash park, conference space and an exclusive 94-suite, adults-only hotel within a resort called Hideaway.

"This overdue hotel boom adds much-needed inventory to meet the demands of our key source markets,"



JERMAINE BARNABY/PHOTOGRAPHER

An aerial view of the 'safest harbour in the world' – Margot Bay in St Lucia.

said Louis Lewis, director of tourism. "Tourism growth is a priority, and Invest Saint Lucia and the newly opened Saint Lucia's Citizenship by Investment Office will continue to seek new investment and development for the island."

Lewis reported that the US, the island's leading market with more than 44 per cent of arrivals in 2015, realised a seven per cent growth in visitors compared to 2014. Saint Lucia saw six record-breaking months in 2015 – January,

February, March, April, June and October – for a total of nearly 345,000 visitors for the year and an overall increase in stayover arrivals of two per cent, following a six per cent rise in arrivals in 2014.

"Partnership is key to the continued success of Saint Lucia's marketing efforts," said Lewis. "We work closely with our hotel and product partners, travel agent partners, tour operators and airlines, to harness ideas and resources for the benefit of the overall destination." He added

that the Saint Lucia Tourist Board will unveil a new marketing campaign in the second half of 2016 with plans to refresh the brand with new marketing materials.

Saint Lucia was recognised as 'Best Honeymoon Island in the World', one of the 'Top 20 Islands in the World', and one of the 'Most Romantic Islands in the World' by the **Conde Nast Traveller** 2015 Readers' Choice Awards. Six of the island's resorts were also distinguished as 'Top 40 Resorts in the

Caribbean' by **Conde Nast Traveller** readers. The growing reputation of the diverse hotels and the island of Saint Lucia as a sought-after destination was further strengthened by the more than 50 awards and accolades received by resorts across the island, including recognition from **Travel & Leisure's** World's Best List and **Conde Nast Traveller's** Gold List to the coveted 'Caribbean's Leading Honeymoon Destination' by World Travel Awards.

Hotel group elects executive for 2016-2018

THE CARIBBEAN Society of Hotel Association Executives (CSHAE) held its annual general meeting and leadership conference, sponsored by American Resort Development Association – Resort Owners' Coalition, prior to the opening of

Caribbean Travel Marketplace, where members voted for its executive committee for 2016-2018.

Association executives from 15 national hotel and tourism associations met and elected the following individuals to the CSHAE execu-

tive committee:

■ Neil Forrester, general manager, Antigua Hotels & Tourist Association, was elected as president of CSHAE.

■ Stacey Cox, association executive, Turks & Caicos Hotel and Tourism Association, was elected

first vice-president and president-elect of CSHAE.

■ Brian Frontin, CEO, Trinidad Hotels, Restaurants and Tourism Association, was elected treasurer of CSHAE.

■ Irene Dingjan, CEO, Bonaire Hotel and Tourism Association,

was elected as secretary of CSHAE.

■ Gilda Gumbs-Samuel, executive director, Anguilla Hotel & Tourism Association, holds the position of chairman of CSHAE, having served as president for the 2014-16 term.