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Tensing Pen ranked #1 IN JAMAICA by Travel and Leisure



Relaxing comes easy at Tensing Pen, and in just about any king sized bed.

Janet Silvera

Hospitality Jamaica Coordinator

NEGRI'S TENSING Pen has been ranked the highest Jamaican hotel by readers of one the world's leading travel magazines, the influential **Travel + Leisure** (T+L), in its 2018 World's Best Awards.

Four Jamaican resorts were named in the top 25 in the Caribbean, Bermuda, and The Bahamas category, with Tensing Pen ranked fourth, Montego Bay's Round Hill Hotel and Villas sixth,

Jamaica Inn Ocho Rios 9th, and Rockhouse in 16th position.

Every year, for their World's Best Awards, **Travel and Leisure** asks readers to weigh in on travel experiences around the globe – to share their opinions on the top hotels, resorts, cities, islands, cruise ships, spas, airlines, and more. Hotels are rated on their facilities, location, service, food, and overall value. The Caribbean, Bermuda, and Bahamas category included hundreds of hotels of varying sizes across the region. The results of the

Travel + Leisure World's Best Awards 2018 are featured at www.travelandleisure.com/worlds-best and in the August issue of **Travel + Leisure** magazine.

"We are honoured by this recognition from the readers of **Travel and Leisure** in the 2018 World's Best Awards. It is truly a testimony to the warm hospitality of our team members. It also demonstrates the high value that travelers place on the service excellence and product quality of small hotels," remarked Evelyn Smith, manager at the resort.

Smith, a distinguished president of the Jamaica Hotel and Tourist Association, and her husband, Joseph, who has had extensive experience managing hotels, both manage the resort.

Joseph Smith, in his response, lauded the small-accommodation subsector and also raised concerns.

"The small-accommodation subsector is not a priority for many who hold high national offices. In fact, for many, the large all-inclusive enclave is the definition of Jamaica's tourism industry. Tensing Pen and the other three Jamaican hotels that made it onto Travel and



The cove cottage at Tensing Pen

Leisure's top 25 in the Caribbean for 2018 are not all-inclusive, and they are small or independent and deliver a high quality of service and product to every guest," he stated.

So, what really qualifies this intimate, romantic, and exclusive Jamaican boutique hotel, located on Negril's western tip, for getting accolades after accolades, bearing in mind that this is one of many awards.

The hotel is a consistent TripAdvisor Travellers Choice

recipient; Expedia Insiders Select and **Booking.com**. These are the top Performing Hotel Guest Review awardees.

"International recognition and the sustained dominance of TripAdvisor's ratings by small entities are loud shout-outs to those who ignore us," argues Joseph Smith.

Hospitality Jamaica takes you into the uniquely designed resort that the Smiths speak of with pride. Well-appointed wood or cut-



Breathtakingly beautiful pool at Tensing Pen.



Aerial shot of Tensing Pen in Negril

stone thatched roofed rooms nestled in a private cove, most with amazing ocean views from the stunning limestone cliffs of Negril's West End, greets you on arrival.

The resort is perched above the crystal-clear turquoise waters of the Caribbean, playing to the fact that 'Life is Simple' and memories will last a lifetime.

What makes Tensing Pen so special?

One hundred per cent of the hotel's décor is made from natural Jamaican materials and produced by Jamaicans. The walls of the cottages are from cut-stone and local cedar. Most roofs are made from plaited or matted thatch, while the

floors in the rooms are made from pine, cedar, cut-stone, or hand-decorated concrete. Bamboo four-poster beds covered by locally made canopies are enhanced by bedside and desk lamps made from calabash, bamboo, and coconut shells.

All paintings and other artwork are from Jamaican artists and craftsmen from every parish in Jamaica.

"Tensing Pen was the first resort in Jamaica to have rooms with outdoor showers when the Middle Pillar cottage was built in 1976. The hotel now has four Pillar Cottages with outdoor showers, including the spacious Pine Pillar Suite," Evelyn Smith

tells **Hospitality Jamaica**.

As modern as the resort has become, the hotel remains committed to ensuring that guests are able to rest, relax, and rejuvenate and, therefore, does not have distractions such as telephones or televisions in any guest rooms.

High speed WIFI is, however, complementary across the property and in rooms.

Extra-special things about Tensing Pen

DOG-FRIENDLY

Throughout the years, Tensing Pen has been home to a number of dogs who have endeared

PLEASE SEE **TENSING**, 4



A fabulous destination for weddings.



Tensing Pen in Negril

TENSING

CONTINUED FROM 3

themselves to the guests. In the last 10 years, Rhodesian Ridgebacks, Tensing, Shuga, and Beezy have called the resort their home, and many guests have returned frequently to visit them.

The iconic bridge at the resort is well loved by all guests. It is 40 feet long, has no rails, and sits 20 feet above the water. Over the years, it has become a focal point for wedding pictures or the place from which guests simply jump into the clear turquoise waters of the Caribbean.

The property is at one with nature: a nature lover's paradise owing to the many types of flowers and plants and orchids. Hummingbird feeder stations are set up throughout the property. Buildings are built in blended into the terrain.

DESTINATION WEDDINGS:

The resort offers an idyllic location for destination weddings. Guests very often book the entire property for their special day. Minimum stay requirements are five nights in winter and three nights in the summer and the fall. Although there are wedding packages, the resort focuses on customised weddings, ensuring personalised service, attention to details, and making the individual wedding vision of the couple a reality.

Tensing Pen is home to the



Tensing Pen Lodge Restaurant

Lodge restaurant, an open-air cliffside eatery overlooking the sea. The hotel purchases all food and

beverages locally. Sauces and dressings are made at the hotel.

One of the masterpieces that the

resort boasts is the furniture in the Lodge restaurant, which is made from local cedar by local craftsmen from Hanover, Westmoreland, and beyond. The floor is made from Blue Mahoe; placemats are hand painted by a group of women in St Ann; cushions are hand embroidered by a group of women in St Mary; and lamps are made by woodcarvers from Hanover and Saint James.

It is understandable why Tensing Pen is so loved by visitors.

A quick visit to TripAdvisor results in this:

"It is quiet, tranquil, and one of the most peaceful settings we've stayed in the over 40 countries we've visited. It is a hidden gem; a boutique hotel with full service that is nestled along the volcanic cliffs and surrounded by forested trails.

"Tensing Pen was designed for the more discerning among us and appeals to young professionals and empty nesters alike. We appeared

to be the youngest guests present (late 20s, early 30s), and we didn't come across anyone or anything that we found obnoxious. Our only regret was 'not staying longer'."

"The rooms, location, service, food ... heaven! It's a gem and one I'd keep a secret if that didn't mean I'd be keeping well-deserved business from them."

"Tensing Pen exceeded our expectations. The grounds were meticulously trimmed and maintained. We loved the Cove Cottage and especially enjoyed the view of bridge and having the waves rock us to sleep. All of the staff were very polite and reception staff called us by name."

"You can't go wrong for any meal. Really good ingredients, great cooking, and a very scenic space overlooking the Caribbean. You can hassle a bit to go out and check out other tasty spots, but you're not finding any better food anywhere in Negril."

janet.silvera@gleanerjm.com



The perfect setting to exchange vows

Ja's credit union members to enjoy authentic vacation

SEAGARDEN Beach Resort, in conjunction with the Credit Unions of Jamaica, will offer more than one million members of the credit union organisation a committed rate for booking affordable vacations year round.

The resort, which promotes traditional and authentic Jamaican hospitality, makes the credit unions' members feel right at home, says SeaGarden's senior executive June Wright.

Among the varied promotions will be a loyalty programme that brings two great products together that are desirable, attainable and affordable while giving back to the members' special benefits as tokens of appreciation for their support.

This offers benefits customers

who make repeated purchases or spend their time, dollars, and even social currency with SeaGarden, says June Wright.

According to her, this is an important aspect of the customer's relationship with the brands. Also, there are benefits that will encourage the member to sign up using their access debit card to book a vacation or purchase value-added treats at the resort.

Other benefits include discounted rates and gift vouchers offered to Credit Unions of Jamaica cardholders by the resort.

LIFELONG RELATIONSHIP

"Reinforcing the benefits throughout a customer's first few experiences with a brand as they

are enlisted will be the start of a lifelong relationship. New bookings will attract special opening loyalty points, and on each stay at the resort, members will gain points and rewards for their loyal support of the SeaGarden Beach Resort," said Wright.

In addition, members of the Credit Unions of Jamaica will be presented with opportunities to maximise their loyalty rewards via smart and targeted communication based on their lifecycle milestones, individual needs, and preferences.

Pointing out the opportunities and options available to card members, Wright said that the rewards will not only be with a points system, but with referrals, repeated purchases, social media, public brand retention, and



Montego Bay's SeaGarden Beach Resort

advocacy among their communities.

"Loyalty is not just a phase – it's in every phase of the customer journey with our brands," said Wright.

For SeaGarden Beach Resort, there is a distinct advantage – great

food, friendly people, and family fun.

"The benefits to the Credit Unions of Jamaica is the affiliation with a tourism product that caters for their needs in a familiar manner," concluded Wright.

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THE BUSINESS OF TOURISM

Valuing workers guarantees tourism's long-term future



A tourist walks by the Capitolio in Havana, Cuba, on January 18. Cuba is lifting a freeze on new tourism businesses.

David Jessop

Hospitality Jamaica Writer

A FEW weeks ago, this column made the point that the time has come for tourism in the Caribbean to be managed in such a way that it is less about numbers and more about delivering lasting nationwide social and economic growth.

It suggested, in part, that to achieve sustainability the industry needs to pay greater attention to ensuring that the small and medium-size businesses, and the individuals who make up 80 per cent of the industry in the region – those who, for want of a better description, provide the software – benefit more.

Put another way, if the industry is to progress in Jamaica or elsewhere in the region, it must do more to ensure that the average worker in tourism has a real and lasting stake. In part, achieving this requires that those who undertake the many visible and near-invisible basic tasks that directly or indirectly ensure a

visitor feels welcome, are better looked after and encouraged to develop fully their potential.

This means reorienting the industry in ways that ensure genuine human resource development. It requires, for example, many more Caribbean hotel workers to graduate to management or more senior positions; governments and international agencies to find the funding to facilitate training in every area; and the long-term provision of social security for all in the industry.

More generally, it suggests that those who tourism has traditionally employed on a seasonal or quasi-casual basis, but now require year-round, see a lifetime benefit in working in an industry that increasingly defines the economic future of much of the region.

The best hotels in the region already have worker-oriented schemes of their own, but across the region governments, unions and employers would do well to consider the wider national economic and developmental benefits of more highly valuing those



DAVID JESSOP

who work in the industry.

In this regard, decisions by the Jamaican Government are to be commended. These ensure that all workers in its industry not only have opportunities to progress through a human capital development plan that will provide certification to international standards, but at the end of their working lives will receive a pension.

In this latter respect, by introducing a tourism workers'

pension scheme, Jamaica is demonstrating in a tangible way a long-term social commitment to those who work in an industry that some in the region and beyond still have little regard for.

Recent conversations in Kingston with officials responsible for developing the new scheme indicate that this involves placing initially J\$1b (US\$7.7m) in seed money from the country's Tourism Enhancement Fund (TEF) into a Tourism Workers' Pension Scheme. This will, on a contributory basis, then provide a pension to all workers presently aged between 18-59 who work in the tourism sector, whether permanent, contracted or self-employed who work not just in hotels, but in other areas, including as airport porters, craft vendors, contracted drivers of ground transport, or at attractions.

The scheme will pay a pension at age 65 years or older to almost all the industry's 117,000 workers (8.8 per cent of Jamaica's workforce) and involves a contribution by employers of three per cent of salary and a

similar contribution by employees. The sums collected will be invested in an externally operated fund that will be regulated and overseen by the country's Financial Services Commission. As such, it forms one of a suite of measures aimed at developing human capacity and improving social conditions in areas such as worker's housing in resort areas.

As with the introduction of all social security schemes, workers and employers will need to be convinced that they will reap the benefits.

However, the more significant point is that politicians of all political persuasions, along with more thoughtful industry professionals, now recognise that if the region and its people are to benefit from tourism, the future emphasis must be on securing control by harnessing its development value, in part through improving the lives of those who work in the industry.

It is an approach that recognises that small nations need to develop tourism in ways that better retain and leverage the long-term value of their own people.



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JTB SHINES AT *Reggae Sumfest*

THE JAMAICA Tourist Board (JTB) on Saturday night continued its star-studded celebration at the 26th Annual Reggae Sumfest, welcoming numerous special guests to join in the festivities at its vibrant sponsor booth. The successful Facebook Live broadcast also continued for the second night of the show, capturing audiences around the world to witness the 'Greatest Reggae Show on Earth'.

Throughout the evening, host Sakina Deer welcomed Reggae Sumfest performing artistes J Boog, Keznamdi, Naomi Cowan and D'Yani to the JTB booth for exclusive interviews, giving viewers

an exciting behind-the-scenes look at the festival featuring real-time updates from the performers themselves.

Other notable VIP guests included Josef Bogdanovich, CEO of Downsound Entertainment and festival owner; Dr Horace Chang, minister of national security; Mitch Watson, president of the United Nations Association of Jamaica; and sprint phenom Briana Williams. The booth was also well-attended by partners of Reggae Sumfest, such as Angella Bennett from Melia Braco Village and Uhriel Bedoya, Jamaica's country manager for MasterCard. During their visit to the booth, many of



The Cowan family at Jamaica Tourist Board booth at Reggae Sumfest 2018.

these guests took the opportunity to join in on Facebook Live to share

their support and excitement for Reggae Sumfest.

Local and international members of the media also joined the JTB to conduct interviews with artistes, sponsors and event organisers. These included *The Gleaner's* Janet Silvera, Sean Kelly from Canadian radio station Mix 97 FM, and Reggae Sumfest Inspire Award recipient Patricia Meschino from Billboard.

Building on its success from the

first night, the JTB booth attracted hundreds of attendees on the closing night of the festival and captivated audiences across Jamaica and major US markets through its dynamic, all-encompassing Facebook Live experience.

For a complete recap of the JTB's online coverage of the 26th annual Reggae Sumfest, visit www.facebook.com/visitjamaica.



Jamaica sprint sensation Brianna Williams (centre), Donovan White (left), and Delano Seiveright, at the Jamaica Tourist Board booth at Reggae Sumfest 2018.

Port Authority leads \$3.2-billion Ocho Rios waterfront development

THE PORT Authority of Jamaica (PAJ) is spending approximately US\$25 million, or around J\$3.2 billion, to upgrade and expand the Reynolds Pier in Ocho Rios, St Ann, and to transform the former Fisherman's Beach into a modern waterfront commercial complex.

The Ocho Rios Fishing Village, built at a cost of more than J\$220 million, was officially opened on July 12. The venue, located next to the Island Village complex is being marketed as 'the ultimate chill spot' and has craft and souvenir shops, restaurants, bars and other commercial facilities.

Speaking at the opening function, Member of Parliament for North East St Ann Shahine Robinson said the facility will add to the socio-economic development of Ocho Rios for which the people of the town are grateful. She commended the current and former governments for supporting the development, which now accommodates as tenants persons who operated at the former Fisherman's Beach.

Minister without portfolio in the Ministry of Economic Growth and Job Creation, Karl Samuda, in giving the main address, pointed to the important role played by Dr Horace Chang while he was minister without portfolio in the Ministry of Economic Growth and Job Creation. Minister Samuda also paid tribute to the hard work and resilience of the fishermen in carrying out their trade. He wished them well in the opportunity now created for them to be successful businessmen and women operating shops at the new fishing village.

Giving an overview of the project, president and chief executive officer of the PAJ, Professor Gordon Shirley, said the objective of the PAJ in relation to cruise tourism is to re-establish Jamaica as one of the leading destinations in the Caribbean. He said that in doing so, PAJ recognised that the resort town of Ocho Rios needs two fully func-



Minister Without Portfolio in the Ministry of Economic Growth and Job Creation Karl Samuda and Member of Parliament for North East St Ann Shahine Robinson at the official opening of the Ocho Rios Fishing Village.



Professor Gordon Shirley, president and CEO, Port Authority of Jamaica.

tioning cruise ports capable of accommodating large vessels. The development of tourism, he noted, requires supporting attractions and facilities such as the commercial complex at the fishing village. Negative aesthetics and issues of visitor harassment associated with the former Fisherman's Beach meant that the location needed attention, he pointed out. He said Fisherman's Beach required transformation to compliment the further development of Ocho Rios.

Professor Shirley added that the PAJ has confidence in the partnership between the agency and the Sailor Hole Fisherman Benevolent Society to develop and operate the facility. The land was bought by the PAJ from the benevolent society,

and the fisherfolk, in turn, pay rental for the shops they now operate there. The PAJ head acknowledged the support received in the development of the project from the Urban Development Corporation, which held the land in trust for the fisherfolk; HEART Trust/NTA; the Fisheries Department; the Ministry of Tourism and its agencies; the St Ann Parish Council, among other organisations and individuals.

The redevelopment project includes the reclamation of the beach, a river that flows through the property as a central feature, 18 shops, and recreational areas with views of the sea.

JTB celebrates 4th of July at Hartsfield-Jackson Atlanta Int'l Airport



THE JAMAICA Tourist Board (JTB) joined Hartsfield-Jackson Atlanta International Airport (ATL) for a special tribute celebrating the United States' Independence Day holiday. Dubbed 'Life, Liberty and the Pursuit of Flying', Jamaica was among a handful of countries that were selected for their strong, ongoing business partnerships with ATL. Jamaica was also recognised as one of the top destinations for the airport's 104 million annual guests.

The JTB presented airport officials with a floral arrangement and a congratulatory plaque on behalf of the Jamaican Consulate in Washington, DC honoring Independence Day, which was displayed in the airport's international terminal atrium.

ATL plays a critical role as a connecting hub for the larger United States, serving 150 domestic destinations and more than 75 destinations in 50 countries, handling some 2,500 flights and 275,000 passengers each day. Atlanta has been a growing source market for Jamaica over the past few years, and is now one of the top



Tamara Christie, JTB Business Development Officer for Southeast Region; Alrene Barr, Director of International Affairs for Hartsfield-Jackson Atlanta International Airport and Tony Gray, Atlanta Jamaican Association President.

five markets in the US for visitors to the destination.



Greg Richardson, Interim Deputy General Manager and Chief Financial Officer for Hartsfield-Jackson Atlanta International Airport; Tamara Christie, Business Development Officer - Southeast Region for the JTB and Alrene Barr, Director of International Affairs for Hartsfield-Jackson Atlanta International Airport.



Director of Tourism Donovan White (centre) shares light-hearted conversation with some members of the Cavalier Soccer Club during their courtesy call at the Jamaica Tourist Board in Kingston.

Jamaica Tourist Board lends support to Cavalier Soccer Club

TOURISM AND sport represent a most powerful duet in helping the Jamaica Tourist Board to market Jamaica in the international marketplace. This was the main point of discussion between members of the Cavalier Soccer Club and Director of Tourism Donovan White during the club's courtesy call at the Jamaica Tourist Board's (JTB) head office in New Kingston.

Before heading off to the Gothia Cup 2018 in Sweden, White was very happy to have a one-on-one with the team and reiterated the Jamaica Tourist Board's support for the team. "We are proud that you have been chosen to represent Jamaica at this very celebrated event. Make sure you have fun, but above all make Jamaica proud by



Members of the Cavalier Soccer Club show off their Jamaican goodie bag from the Jamaica Tourist Board prior to leaving the island for the 2018 Gothia Cup. From left are: Jamoi Topey, Nickache Murray, Daniel Russell, Director of Tourism Donovan White, Omar Thompson, Nique Daley and Javone Francis.

the way you conduct yourselves," he said.

The Gothia Cup, the largest youth tournament in the world, is an invitational competition for boys 17 years old, with over 1,700 compete teams. The Cavalier Soccer Club was one of 12 international teams handpicked to join 12 elite teams from Sweden in the Under-17 Elite headliner competition.

For goalkeeper Daniel Russell, he is most excited about 'getting the chance to show off his talent' to the world. With an online audience of approximately 850,000 and an estimated total of 19 million

viewers, Daniel and his team members will get to do just that as they put Jamaica front and centre for the world to see.

An elated Rudolph Speed, chairman of the Cavalier Soccer Club, had high expectations for the team doing exceptionally well at the tournament. 'The Cavalier Soccer Club is the first Caribbean team to be invited to participate in the Gothia Cup,' he revealed. "In 2016 we defeated Cayman Airways Under-14 Invitational, which lead to the invitation to participate in the 2018 Gothia Cup. The boys are very talented and I know they will do well."



Director of Tourism Donovan White (right) presents Rudolph Speid, chairman of the Cavalier Soccer Club, with a sponsorship cheque and a bag of Jamaica-branded goodies.

\$1b TEF-funded tourism pension scheme on track

MINISTER OF Tourism Edmund Bartlett has described the Tourism Workers' Pension Scheme, which will receive \$1 billion in funding from the Tourism Enhancement Fund (TEF), as the final piece in a four-point human capital development plan enhancing tourism workers.

The defined compensation scheme is designed to cover all tourism workers ages 18-59 years, whether permanent, contract or self-employed. This includes hotel workers and persons employed in related industries, such as craft vendors, tour operators, red-cap porters, contract carriage operators and workers at attractions. Benefits will be payable at 65 years or older.

The other three initiatives in the human capital development plan are training, capacity building and creating the ability of Jamaicans to convert knowledge into practical applications; providing a pathway to professionalism and jobs; and improving the social conditions around which the tourism worker lives.

"The business of tourism with our workers is not just about taking you into the hotels and having you serve in style. It is about how we include you in the development process," Bartlett told tourism workers at a Kingston sensitisation and awareness session at the Knutsford Court Hotel recently.

He described the Tourism Workers' Pension Scheme as an "act of a Government and people who recognise the value of a set of workers who have been on the wrong end of equity for a long time. This plan will correct much of those inequities".

Tourism directly employs some 117,000 workers, or 8.8 per cent of the workforce. The minister mentioned plans to bring 29,000 more workers into the industry by 2021. "For that to happen, it means we are going to have to build the capacity of our people to deliver at a higher level of efficiency and to be able also to command the top positions in tourism at every level," he said.

He cited the recent signing of a



Minister of Tourism the Hon Edmund Bartlett addressing workers during a presentation on the Tourism Workers' Pension Scheme. Listening intently are (from second left) Jhanelle-Rae Bowie, economist in the Ministry of Tourism; Camille Needham, executive director of the Jamaica Hotel and Tourist Association; and Daisy Coke, chair of the Tourism Workers' Pensions Oversight Committee.



Retired actuary Daisy Coke, chair of the Tourism Workers' Pensions Oversight Committee, answers questions from participants at the Kingston sensitisation and awareness session for the pension scheme at the Knutsford Court Hotel in New Kingston. Also pictured are Minister of Tourism Edmund Bartlett and Camille Needham, executive director of the Jamaica Hotel and Tourist Association.

memorandum of understanding between the ministries of tourism

and education, youth and information for a \$100-million certification

programme for high-school students to gain entry-level

qualification in the hospitality industry. Bartlett noted, "Over the summer, 13 teachers will be specially trained to enable us to bring the first cohort of 650 students to start the programme in 30 schools across Jamaica. This is in addition to establishing the Jamaica Centre of Tourism Innovation (JCTI)."

He said it was the first time in the history of Jamaica's tourism where within a single year, the country was looking at the total human capacity development structure and infrastructure that takes you from high school through university into the field of competence and then straight into professional pathways within the industry.

Pledging his ministry's commitment to improving the social conditions of tourism workers, Bartlett said this year, they would be spending \$170 million on housing solutions for tourism workers in resort areas across the island. This project is in partnership with the Housing Authority of Jamaica with funding from the TEF. In addition, work will be done with the National Housing Trust to design a special package to help the workers access housing solutions being developed by the agency.

Endorsing the pension scheme, executive director of the Jamaica Hotel and Tourist Association (JHTA), Camille Needham, said her organisation was extremely pleased this was becoming a reality. "You are essential to the sector and go above and beyond the call of duty just to ensure your guests are catered to and they leave the island with a good impression and, more importantly, with a desire to return. For these reasons, the conclusion must be that you, the workers, take care of tourism, and tourism in turn should, in fact must, take care of you," she told the workers.

She described the pension scheme as a step in the right direction and urged every tourism worker to participate fully so they can reap the benefits in their golden years.

AROUND JA WITH PAUL H

GOOD HOPE ESTATE *at last*



A view of the Trelawny section of the Cockpit Country from Good Hope Great House.

GOOD HOPE Estate in Trelawny has always been on my must-go list. And, recently, acting upon my urges I got the chance to visit this property, which is part of the Chukka Adventure Park and Falls at Good Hope.

There, I was engrossed. My urges had pulled me into the heart of history. And I allowed myself to be embraced.

I have been to many old estates and plantations, but I have never seen one with so many slavery-day buildings intact, and functional too. It was the first time I had a chance to see how entire buildings on estate were laid out in relations to one another.

Yet, I could not help but reflect on what would have been going on Saturday, the day I visited. It was not hard to imag-

ine that the enslaved would be hard at work, and the place buzzing with commercial activities. And on that day there were many things going on. Not work, though. It was time to play, if I may play with Chukka's tagline, It's Time to Play.

People were having much fun in a place where there was none for the enslaved. I, too, was having fun, amid the reflection. It was nice to see the handiwork of my ancestors. I was happy to see these material vestiges of their work and worth, eternal reminders of their skills and strength and perseverance.

A tour of the great house was most revealing, and when I learned of Elizabeth Baker Williams, who died



A thought-provoking sculpture on the grounds of the Good Hope Great House.



The counting house, where the financial matters of Good Hope Estate in Trelawny were controlled.



Part of the Cargill family reunion was a day at Chukka Adventure Park and Falls at Good Hope Estate. Here they pose for Hospitality Jamaica on the steps of the great house.



The trading house at Good Hope is the reception area at Chukka Adventure Park and Falls at Good Hope Estate.

at age 24 of malaria, I said Good Hope, too, has a duppy story. You see, Elizabeth is still in the great house. Well, not exactly. Her remains are buried in the basement upon the insistence of her husband, the son of Colonel Thomas Williams.

Elizabeth's grave is part of the mystique of the house that is said to have been built by Colonel Thomas Williams, who in 1742 was given the estate for service to the

king of England. He erected the house in 1755 when his son was getting married to Elizabeth Baker, who evolved into a popular socialite, entertaining many guests.

Of course, the great house became the showcase of the sprawling plantation. It sits on top of a hillock from which some of the rolling hills of Trelawny's Cockpit Country can be seen. At the back of the great house is the counting house, where the financial records



The ruins of the slave hospital on Good Hope Estate.

were kept. Not far from the great house is the coach house, which offers short-term accommodations.

Good Hope Estate was a major producer and exporter of sugar.

The trading house is now the administrative hub of the attraction. In front of it is the equally stylish chemical house, a then essential part of the operations of the estate. It is now a potter's

workshop and studio.

Though I did not get the chance to participate in the other activities, for which I will return, I thoroughly enjoyed the historical value of the tour.



The original entrance of Greenwood Great House



Ann and Bob Betton, owners and operators of Greenwood Great House in St James.

Paul H. Williams

Hospitality Jamaica Writer

ROSE HALL Great House in St James, with its lore of Annie Palmer, the ‘White Witch’, might just be the most famous great house in all of Jamaica, but when it comes to authenticity and awesome pieces from the past, Greenwood Great House in the same parish is on top.

Erected in the 1780s and completed in the 1800s, it perches on the pinnacle of a hill from which there is a mesmerising panoramic view of the land and sea below. From the breezy wood-floor veranda, on which antique chairs sit like eternal sentinels, the curve of the Earth’s surface can be discerned. It is beyond words.

The view from below is just as enthralling, pulling you towards its historic walls in which the narratives of the opulent lifestyle of the gentry and the oppression of enslaved Africans are entombed. This spectacular piece of 18th-century architecture was originally owned by Richard Barrett of Barrett Hall as a guest house to host and entertain his guests. Barrett’s residence, Barrett Hall, now derelict, is a few miles north of Greenwood.

Richard Barrett was a leading plantation owner in Jamaica, a speaker of the Jamaican House of Assembly, and a custos of the

GREENWOOD GREAT HOUSE STILL Authentic & Awesome PART 1



The Level Crossing bar at Greenwood Great House in St James.

parish of St James. He was a direct descendant of Hearcey (also spelt Hersey) Barrett, who was a member of the English force, led by Admiral Penn and General Venables, which invaded Jamaica in 1655 and eventually captured the island from the Spaniards.

From 1660, some of the members of the force were given land by King Charles II. Hearcey was a recipient, and he settled at Withwood, now known as Vere, in Clarendon. The Barrett family was also given lands on the north coast and acquired many properties in St James, owning over 84,000 acres of land and 2,000 enslaved Africans.

When the anti-slavery debates were raging in Europe, Richard Barrett was very vocal against abolition for obvious reasons. He went to England twice to represent himself and his fellow Jamaican planter and to argue their case. But Richard Barrett’s presence could not stop the anti-slavery agitation. The British West Indian slave trade was abolished in 1809 and slavery itself was abolished in 1838. Richard Barrett died the following year.

Over time, the Barrett properties passed from one owner to the other. Bob and Ann Betton have been the owner and operator of Greenwood Great House since the mid-1970s. The rectangular, two-



Tour guide Patricia Brown shows Hospitality Jamaica how the fire cart, an insurance against fire, is operated. The red bucket on the wall is made of leather.

storey, cut-stone, shingle-roof structure has multiple rooms, including four bedrooms, sitting/courting rooms, halls, and a functional kitchen. It has the largest plantation library in Jamaica, boasting some 600 books, whose average age is 200 years. The oldest was published in 1697.

The property has been open to the public since 1976 for tours. A licensed bar called the Level Crossing operates from the aged kitchen. There are also a souvenir shop, a well-manicured garden, and a mission house, where the enslaved were converted to Christianity and secretly taught to read. In an elongated garage, three coaches, including a hearse, are resting forever. The horses that pulled are long dead.

A huge sugar boiler into which rainwater flows is a stark reminder of what life was like for the enslaved, and the 'Whistle Walk', a

narrow corridor that connects the aged kitchen to the main house, is a big testament to the contempt with which they were regarded. As they walked with the food to the main house, they had to whistle to indicate that they were not taking a bite of the food. It is said that a person cannot eat and whistle at the same time.

Greenwood Great House is actually the residence of the Bettons, but visitors will see absolutely no modern objects in the house. This national monument is regarded as "the finest antique museum in the Caribbean" and has won numerous awards.

So, what lies within its ancient embrace? In Part II, two weeks from today, read about the 'Duppy Corner' and other jaw-dropping features that are trapped in the time warp that is Greenwood Great House.



The back of Greenwood Great House. Notice the croquet field in the foreground.



A panoramic view from the veranda of Greenwood Great House in St James.



A photograph of Richard Barrett, the original owner of Greenwood Great House, hangs above a polyphone (record player).



The oven and chimney inside the original kitchen at Greenwood Great House.



Artist Nardia Davidson of Frazer's Ceramics discusses production of pottery items with (from second left) Chairman of the Tourism Linkages Council Adam Stewart; Permanent Secretary in the Ministry of Tourism Jennifer Griffith, Tourism Enhancement Fund, Executive Director Dr Carey Wallace, and Executive Director of the Jamaica Hotel and Tourist Association Camille Needham at the Christmas in July trade show on July 19.

Over 115 exhibitor at successful 4th staging of Christmas in July

THE TOURISM Linkages Network staged another highly successful Christmas in July trade show on July 19 that saw a large turnout of enthusiastic patrons to view and purchase locally produced craft, gifts and souvenirs. Some 115 local producers took part in the one-day trade show at The Jamaica Pegasus hotel in New Kingston under the theme 'Tropical Wonderland'. The initiative encourages the purchase of authentic local products by stakeholders in the hospitality sector and corporate Jamaica looking for gifts for clients and staff.

Giving the main address, Tourism Enhancement Fund (TEF) Executive Director Dr Carey Wallace said, "While we will always welcome for-

eign-direct and local entrepreneurial investment in tourism, our aim is to see Jamaican small and medium tourism enterprises (SMTEs) take ownership of the service side, producing the sheets and pillow cases, the beds and chairs, and the paintings on the walls."

Dr Wallace said this was why TEF has made J\$1 billion available to the SMTE sector through the National Export-Import (EXIM) Bank for a revolving loan scheme "at the lowest rate of interest you will ever get locally", which allows businesses to upgrade their operations.

He noted that to date, of the \$1 billion, EXIM Bank has approved more than \$663.96 million in loan requests and \$470 million has been

distributed to borrowers. Currently, loan applications totalling \$248.5 million are being processed.

In his address, Minister of Industry, Commerce, Agriculture and Fisheries the Hon Audley Shaw said, "We cannot any longer afford to give lip service to linkages."

The minister said, however, "In as much as we have the problems, we must recognise and give thanks for the opportunities and for those who are courageous enough to provide leadership. He commended hoteliers Adam Stewart, chairman of the Tourism Linkages Council, and his father, Gordon 'Butch' Stewart, for buying local produce and supporting local farmers. Last year, the Sandals chain consumed in their hotels 5.4 million pounds



Permanent Secretary in the Ministry of Tourism Jennifer Griffith presents a copy of the Christmas in July (CIJ) catalogue to Minister of Industry, Commerce, Agriculture and Fisheries Audley Shaw. The occasion was the fourth staging of the Tourism Linkages Network's Christmas in July trade show on July 19 at The Jamaica Pegasus hotel.

of produce, and of that, 4.9 million pounds was purchased in Jamaica from local farmers.

Minister Shaw said he would be going on a crusade along with Tourism Minister Edmund Bartlett to ensure that Jamaica's hotels near and far, including the Spanish hotel chains, include locally manufactured products in their vertical integration model.

For this year's Christmas in July trade show, there were several new attractions to enhance the experience of both buyers and suppliers, including an Artisan Village, an

interactive space where artisans showed their skills by producing products on site for display.

The annual event is a collaborative effort of the Tourism Linkages Network, a division of the Tourism Enhancement Fund (TEF), and its partners: the Jamaica Business Development Corporation, Jamaica Promotions Corporation, the Jamaica Manufacturers and Exporters' Association, the Rural Agricultural Development Authority and the Jamaica Hotel and Tourist Association.