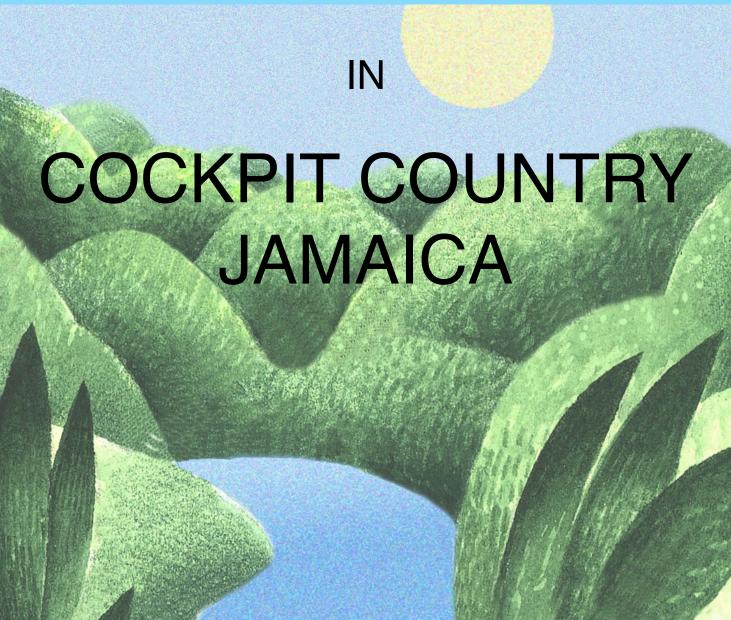
# STORY-BASED ALTERNATIVE INCOME GENERATION



prepared by
WINDSOR RESEARCH CENTRE

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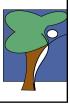
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## **COCKPIT COUNTRY**

The purpose of this booklet is help communities around Cockpit Country develop sustainable ways of using forest and community resources.

This booklet introduces some themes for ecotourism-based use of Cockpit Country as well as a framework to help match community aspirations to the reality of the market. And you will certainly want to add your own suggestions.

We welcome your comments and feedback: feel free to contact us by telephone or email. Or come and talk with us during any of the meetings of the Cockpit Country Local Forest Management Committee.

Yours sincerely,

Michael Schwartz

Michael Schark

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## COCKPIT COUNTRY AUTHENTIC TOURISM

## **FRAMEWORK**

**TELL A STORY:** Everybody in the world likes & understands a story. Stories are the cornerstone of all national culture. Most successful forms of entertainment – from art exhibitions, restaurants, adventure parks & poems to songs, theatre & museums – involve taking the consumer along the enjoyably predictable journey of scene-setting, meeting characters, choosing routes or following plots, feeling emotion, evoking senses and reaching a distinct end. When an experience is dissatisfying, it is often because the story lacked continuity, lacked in meaning or failed to deliver on a key story component.

**THE MARKET:** Today's tourists seek authentic, interactive experiences. They come to Jamaica wanting to see the land, eat the food, hear the language, dance to the music & feel part of Jamaica's culture for a day. They want to collect vivid, meaningful experiences to store as memories & exchange as conversational currency.

Environmentally responsible travelers tend to be between 34-54 years old. They want local guides, small groups, un-crowded places & meaningful educational content. This sector is expected to grow quickly in the future. Here's a list of some of the things that tourists like:

- Entertaining experiences & memories, not just services
- Comfort & convenience; friendly, efficient service
- Charming & knowledgeable people
- Authenticity & local flavour (the nice bits with only a touch of grit!)
- Harassment-free (the #1 complaint about Jamaica from cruise tourists)
- Value-for-money (not particularly price sensitive when it comes to tours often upwards of US \$100 per person - but remember margins added by tour company then cruise line, the latter anywhere from 10%-100+%)
- Treated like a friend, not a tourist
- Activity-bundling to extend appeal & add perceived value make a day of it (somewhere to eat, somewhere to relax, something for kids to do)

**POOLING RESOURCES:** Activity **bundling** is common i.e. provision of a morning activity, lunch, a short afternoon activity, transport – to make a day of the trip and extend appeal and cater to needs of various family members. Attractions **clusters** are popular means of extending the appeal & perceived value of an offering. That is, it's worth a trip to a cluster of offerings even though none 'worth it' as a stand-alone. Formal marketing & supply-side **alliances** amongst attraction operators may be a way forward (joint marketing, group positioning, cost sharing, joint training/workshops etc.)

## COCKPIT COUNTRY ARAWAK THEME

## **STORY**

The Arawaks have usually been described as coastal-dwelling and living off the marine resources, eating fish and shellfish. The Arawaks disappeared as a separate race in Jamaica, but their genetic and cultural heritage may linger more than we realize. Genetic analysis in Puerto Rico suggests that 61% of the population have Arawak ancestors! Evidence suggests that Arawaks came far inland, possibly to escape from the marauding Caribs, and that their diet may have included snails and other terrestrial animals. Since "Jamaica is Snail Paradise and Cockpit Country is Heaven within" (Dr Gary Rosenberg 2005); this is a nice link between Cockpit Country's special biodiversity and the first inhabitants of the Island. Many of the routes through and around Cockpit Country were probably of Arawak origin, including the Spanish route from Martha Brae to Bluefields. An Arawak is certainly a (minor) part of the story of Mahogany Hall (see next page on the Spanish Themes).

## **MARKET APPEAL**

The Arawak relics (mostly middens - "rubbish heaps") are not particularly spectacular: the Arawak theme probably needs to be part of a wider context to appeal to tourism interests.

## **RESOURCES**

Arawak middens ("rubbish heaps") have been found in the Sherwood Area and elsewhere along north Cockpit Country. They contain broken clay pots and such things as snail shells. There are also carvings (petroglyphs) in Pantrepant Cave (privately owned) which are reputed to be of Arawak origin. However, because all artefacts represent important archaeological heritage, they must not be disturbed and the Jamaica Natural Heritage Trust must be contacted when new relics are found.



## COCKPIT COUNTRY SPANISH THEMES

## **STORY**

To date no structures associated with the Spanish period of occupation have been found within Cockpit Country. But Queen of Spain's Valley, to the north west, and the Spanish Road from Martha Brae (a corruption of *Matar Tiberon* - to kill a shark) to Oristan (Bluefields) through present day Maroon Town and Catadupa shows the Spanish connection. This road was particularly useful for travelling north - south because it completely bypasses the Great River. A Spanish cathedral probably existed at Tilston. Place names and legends involving the Spanish also show the connection, notably the legend associated with Mahogany Hall and the area once called Spanish Crawle or Spanish Stockades, which appears to be the centre of Cockpit Country and Spanish Quarters on 18th century maps, which is in north Cockpit Country.

The area from Great River through Cockpit Country to Rio Bueno as "Spanish Crawl" on maps dated 1710.

## MARKET APPEAL

The Spanish connection will attracting Spanish nationals and adds richness to the Maroon Story.

## **RESOURCES**

The legend of Mahogany Hall developed from the discovery of three Spanish girls lamenting the death of their aged father, who had just died. They had sheltered from the British with an old Indian (Arawak) woman living in the hollow base of an enormous Mahogany Tree.



## COCKPIT COUNTRY MAROON THEMES

## **STORY**

Cockpit Country is historically important as one of the main places of the guerilla activity conducted by the Maroons in defence of their independence. The cockpit karst landscape provided natural fortresses from where guerilla strikes and foraging expeditions were conducted.

The Leeward Maroons originated with the 1690 rebellion of Coromantees on the Suttons Estate in Clarendon. The escapees remained in the Clarendon hills and eventually merged into a single unit under Cudjoe's leadership. Their early base seems to have been around Cave River and Hectors River and it was probably after the British assault in 1734 on Nanny Town that Cudjoe (Kojo) decided to move on to the Tangle River area of St James. Cudjoe's base at Petty River Bottom, near present-day Flagstaff, consisted of seven acres of land and a spring of water. The narrow entry passage was easily defended and eventually it was here that Colonel Guthrie and Captain Sadler signed the Peace Treaty with Cudjoe on 1st March, 1738.

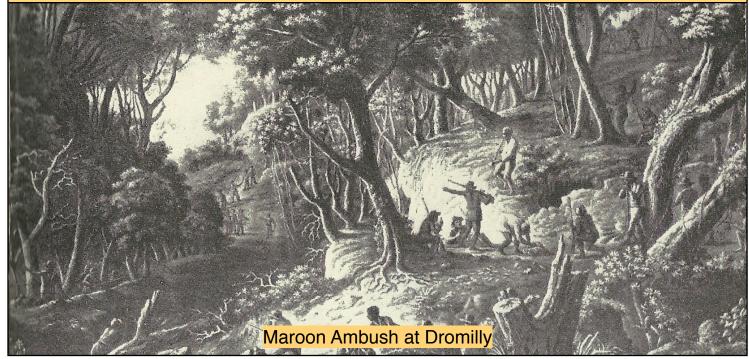
Accompong Town is about 12 km (8 miles) from Flagstaff and is a major cultural attraction in its own right.

## MARKET APPEAL

The Maroon defeat of the British at the height of the latter's Empire is a significant landmark and is surely of interest to both casual and specialist visitors.

## **RESOURCES**

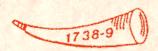
While Maroon history permeates the whole of Cockpit Country, the most important site is clearly Flagstaff and the surrounding battle sites. Accompang Town is also important, being located on 1,200 acres (about 500 hectares) of land.





## THE ACCOMPONG MAROONS

## CODE OF THE MAROON TREATY



At the camp near Trelawny Town, March 1st, 1738. In the name of God, Amen.

Whereas Captain Cudjoe, Captain Accompong, Captain Iohnny, Captain Cuffee, Captain Quace, and several other negroes, their descendants and adherents, have been in a state of war and hostility, for several years past against our sovereign Lord, the kind and the inhabitants of this Island; and whereas peace and friendship among mankind, and preventing the effusion of blood, is agreeable to God, consonant to reason, and desired by every man; and whereas 'His Majesty' George the Second, King of Great Britain, France and Ireland, and of Jamaica Lord Ec. has, by his letters patent, dated February 24th, 1738, in the twelfth year of his reign, granted full power and authority to John Guthrie and Francis Saddler, Esq. to negotiate and finally conclude a treaty of peace and friendship with the aforesaid Captain Cudjoe, and the rest of his captains adherents, and others of his men; they mutually, sincerely, and amicably, have agreed to the following articles:

First
That all hostility shall cease forever.

Second
That the said Captain Cudjoe, the rest of his Captains, adherents, and men, shall be forever, hereafter in a perfect state of freedom and liberty, excepting those who have been taken by them, within two years last past, if such are willing to return to their said masters and owners, with full pardon and indemnity from their said masters or owners for what is past, provided always, that, if they are not willing to return, they shall remain in subjection to Captain Cudjoe and in friendship with us, according to the form and tenor of this Treaty.

That they shall enjoy and possess, and their posterity for ever, all the lands situate and lying between Trelowny Town and the Cockpits, to the amount of fifteen hundred acres, bearing northwest from the said Trelowny Town.

Journh
That they shall have liberty to plant the said lands with coffee, cocoa, ginger, tobacco and cottom, and to breed cattle, hogs, goats, or any other flock, and dispose of the produce or increase of the said commodities to the inhabitants of the Island; provided always that when they bring the said commodities to market, they shall apply first to the custos, or any other magistrate of the respective parishes where they expose their goods to sake, for a licence to vend the same.

That Captain Cudjoe, and all the Coptains, adherents and people now in subjection to him, shall all live together within the bounds of Trelawny Town, and that they have liberty to hunt where they shall think fit, except within three miles of any settlement, craved or pen; provided always, that in case the hunters of Captain Cudjoe, and those of other settlements meets them the hogs to be equally divided between both parties.

Dirith
That the said CAPIAIN CUDICE, and his successors, do
use their best endeavour to take, kill, suppress or destroy, either hy
themselves or jointly with any other number of men, commanded
on that service by his excellency the governor, or commander inchief for the time being, all rebels whatsoever they be, throughout
this island, unless they submit to the same terms of accommodation
granted to Captoin Cadjoe and his successors.

Seventh

That in case this Island be invaded by any foreign enemy, the said Captain Cudjoe and his successors hereinafter named or to be appointed, shall then, upon notice given, immediately repair to any place the Governor for the time being shall appoint, in order to repol the said with his or their utmast force, or to submit to the order of the commander in chief on this occasion.

Lighth

That if any white man shall do any manner of injury to Captain Cudjoe, his successors or any of his or their people they shall apply to any commanding officer or magistrate in the neighbourhood for justice, and in case Captain Cudjoe or any of his people, shall do any injury to any white person, he shall submit himself or deliver up such offender to justice.

Ninth

That if any negroes shall hereafter run away from their masters or owners and fall into Captain Cudjoe's hands, he shall immediately be sent back to the chief magistrate of the next parish where they are taken; and those that bring them are to be satisfied for their trouble, and the legislature shall appoint.

Tenth

That all negroes taken since the raising of this party by Cudjoe's people shall immediately be returned.

Llevensh

That Captain Cudjoe and his successors shall wait on his Excellency or the commander-in-chief for the time being, once every year, if there upon required.

Twelfeh

That Captain Cudjoe, during his life, and the captain succeeding him, shall have full power to inflict any punishment they think proper for crimes committed by their men among themselves, death only excepted; in which case if the captain thinks they deserve death, he shall be obliged to bring them before any justice of the peace who shall order proceedings on their trial equal to those of other free negroes.

Thirteenth

That Captain Cudjoe with his people, shall cut, clear and keep open, large and convenient roads from Trelawing Town to Westmoreland, and St. James and if possible to St. Elizabeth.

Fourteenth

That two white men, to be nominated by His Excellence, or the commander in chief for the time being, shall constantly live and reside with Captain Cubjoe and his successors, in order to maintain a friendly correspondence with the inhabitants of this island.

Tifteenth

That Captoin Cudjoe shall, during his life, be shief commander in Trelaumy Town; after his decease, the command be devolve to his brother Captain Accompany, and in case of his decease, on his next brother, Captain Johnny; and failing him, Captain Cuffee shall succeed; who is to be succeeded by Captain Quace; and after all their demise the Governor or commander inchief for the time bring, shall appoint from time to time, whom he thinks fit for the command.

In testimony of the above presents, we have herewith set our hands and seal the day and date above written.

John Guthrie, L.S.

Francis Saddle, L.S.

The mark of X

Captain Cudjon

# COCKPIT COUNTRY MILITARY THEMES

#### **STORY**

From Taino times to the present, Cockpit Country has been a place of refuge: for the Tainos escaping the warlike Caribs (and subsequently the Spaniards), for the Leeward Maroons, during their struggle against the British; and today for Jamaica's endemic plants and animals.

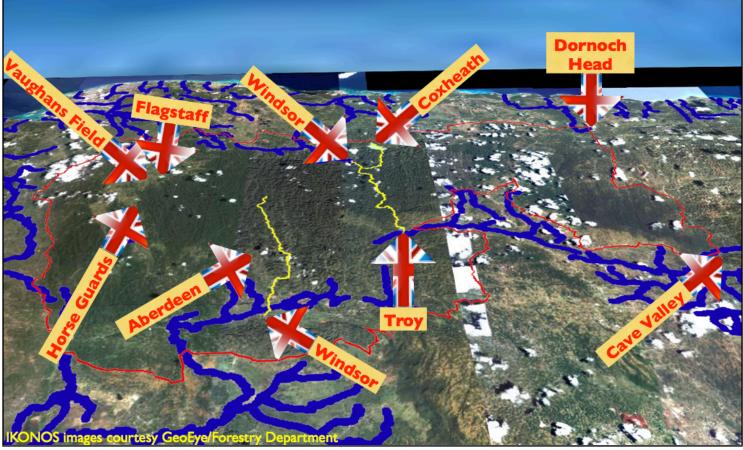
The shared history of military activities between Taino and Spanish peoples, between African peoples and the English in the Maroon struggles have added specific trails and routes that generated settlement patterns and construction forms such as fortification, and barrack buildings, and housing forms.

## MARKET APPEAL

The British military is an integral part of the story of the Maroon struggle for independence

## **RESOURCES**

Remains of British barracks can still be seen at Flagstaff, Dornoch Head and Cave Valley. The parade ground is currently used as a football pitch at Coxheath and there are ruins of the military base at Windsor. The location of the Troy base is near the bridge at the junction to Crown Lands.



## COCKPIT COUNTRY ESTATE / PLANTATION THEMES

## **STORY**

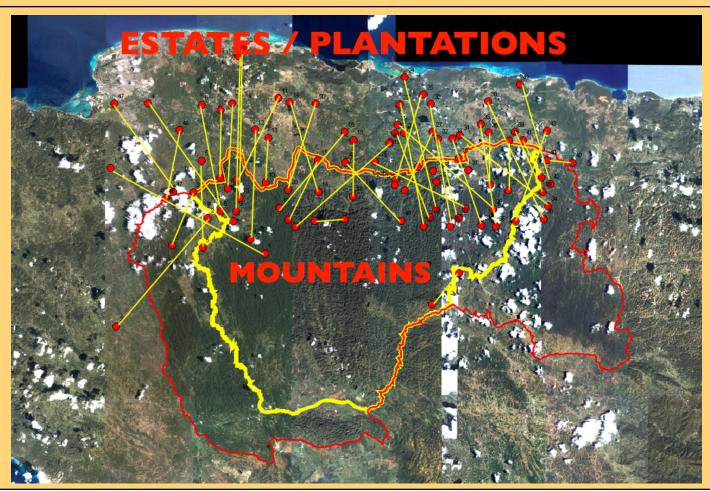
The signing of the Peace Treaty with Cudjoe in 1738 was the prerequisite for the colonial expansion of sugar plantations in west-central Jamaica. The Colonial plantation patterns still dominate land use. While many of the Estates (sugar), Plantations (other crops) and Pens (cattle) have current and historical interest, we should also remember that most were associated with properties located inside Cockpit Country. These "Mountains" (shown on older maps as "polincks") provided timber for use on the estates as well as for construction purposes, and were the Grounds where the enslaved Africans would grow ground provisions. During the slavery period, these Mountains were "havens of solace" for slaves on the one day of the week which they could call their own.

#### MARKET APPEAL

Estates and mountains form part of the rich cultural background to present-day Jamaica. We all recognise "yard", "ground" and "bush" as different categories of ownership.

## **RESOURCES**

Hiking trails around Cockpit Country will inevitably pass by "Mountains" and "Grounds".



## COCKPIT COUNTRY EMANCIPATION THEMES

## **STORY**

The anti-slavery movement in England, led by Methodist Founder John Wesley and by the Quakers, was joined by people such as Granville Sharp, Thomas Clarkson and William Wilberforce, names familiar to Jamaicans even today. By 1808, an Act to Abolish the Slave Trade was passed by the British Parliament. The 1831 slave rebellion, led by Baptist Sam Sharpe, began with the burning of Kensington Estate, on the NW side of Cockpit Country. Retaliation by the civil authorities was prolonged and terrible. Sharpe himself was hanged. The Non-conformists were blamed for the disorders and Baptists William Knibb and Thomas Burchell together with Moravian H.G. Pfeiffer, were arrested, though eventually acquitted. Baptist and Wesleyan chapels in St Ann, Trelawny and Hanover were burned.

Ultimately, the Emancipation Act was passed on 29th August 1833 and provided that, from 1st August 1834, all children under the age of six would be free; all other slaves were to have a sort of transition through an "Apprenticeship" to "Full Free" over a period of up to six years. Distrust on both sides meant that his system did not work and "Full Free" took place for all 311,000 slaves on 1st August 1838.

## **MARKET APPEAL**

Despite a general reluctance in Jamaica to discuss the slavery period, it is an important part of our heritage and is both shocking and of interest to many visitors. Trelawny had the largest number of sugar estates and so may be considered to have most to celebrate from Emancipation.

## **RESOURCES**

The various churches and free villages in Trelawny created by Knibb tell part of the story and could form the basis of an emancipation trail based in Trelawny, starting in Falmouth, and travelling via Kettering (where Knibb's children are buried) and then heading into Alps and then along north Cockpit Country to Sherwood and return to Falmouth. A similar concept could link Montego Bay and Kensington, with continuation to Flagstaff and Accompang for the Maroon story



## COCKPIT COUNTRY GEOLOGY THEMES

## **STORY**

The underlying theme for Cockpit Country is the geological formation: the limestone plateau was thrust up out of the sea about 15 million years ago, as demonstrated by fossilised shells and sharks' teeth which can be seen on the periphery, near Lowe River for example. The rainfall over millions of years has eroded the plateau into the *cockpit karst* (steep, conical, limestone hills with rounded tops) that we see today, all around us! But communities are frequently located in the less-cockpitty, more-open glades, or along geological fault lines. Here you can also find *tower karst*, which has nearly vertical sides. Caves and cave collapses bear witness to the processes of dissolution and collapse.

Other spectacular geological sights are *Poljes* (meaning interior valleys), which are special features that will be new to most visitors: good examples are Spring Vale and Appleton Valley.

## **MARKET APPEAL**

Geology is fundamental to describing Cockpit Country for any visitor and is significant because Cockpit Country is the *type-locality* for cockpit karst (i.e. it is the world-wide standard for cockpit karst).

## **RESOURCES**

The steep-sided, round-topped hills are all around us. The best viewpoint for a *polje* is above Spring vale on old Spanish road to Maroon Town. There are no fossils in most of Cockpit Country (because it consists of redissolved limestone) but there are some points of interest in the Albert Town area and near Lowe River, behind the potato packing plant.



## COCKPIT COUNTRY BIOLOGY THEMES

## **STORY**

Today, Cockpit Country remains a refuge for Jamaica's endemic and native animals and plants which are otherwise threatened by the "sea" of agriculture which has replaced much of the original forests covering the "Land of Wood and Water". Butterflies and lizards are probably the most visible animals during the middle of the day, but plants and trees don't move around, so they are always available to experience. There are more than a thousand different species of plant in Cockpit Country, of which sixty five are endemic to the area. Special adaptations are always interesting: hair-like growths on grasses help condense water out of the high humidity; spikes or prickles on trees do the same but also deter animals from eating the young plant. Names tell a story: bullet wood (so hard you can't knock a nail in); Lancewood, Rodwood grow long and straight, Breadnut (can be eaten when times are hard). Bromeliads ("wild pine") are important reserves of water for many animals, including rotifers, crabs and frogs.

## **MARKET APPEAL**

Amateur naturalists are one target, but young children are always excited by games: see how many "crawlies" they can find; how many different "things with wings" they can see while being respectful and not handling or harming anything.

## **RESOURCES**

Booklets documenting the plant and animal life are useful resources for the local schools and community as well as being items for sale.



## COCKPIT COUNTRY BIRDWATCHING THEMES

## **STORY**

Jamaica has 67 resident species of bird, of which 28 are endemic (only found here). You can see 64 species in Cockpit Country, including nearly all (27) of the endemics.

## MARKET APPEAL

Birdwatching (tends to be more casual) and Birding (more-serious and includes recognising birds by their calls) have large followings in North America and Europe and their activities help support protection of natural areas. In 2006, wildlife watchers in the US spent USD 44.7 billion. Bird watchers, however, are often independent types who do not want an individual, guided tour but prefer to follow notes and reports from other birders. The obvious market niche for Cockpit Country communities is to provide local accommodation so that the birder can easily be up and about for the dawn chorus.

## **RESOURCES**

There are many guide books to Jamaica's birds, including Raffaele et al.'s *Guide to the Birds of the West Indies*. Local knowledge of the birds' behaviours, types of foods they consume, stories associated with local names (e.,g the Red-billed Streamertail = Doctorbird), etc. will be of interest to visitors.



Do *you* recognise the Jamaican Crow,

Black-billed and Yellow-billed Parrots

Chestnut-bellied and Lizard Cuckoos

Crested Quail-Dove, Ring-tailed Pigeon

and Jamaican Owl in the picture?

## COCKPIT COUNTRY NATURAL FOREST PRODUCT THEMES

## **STORY**

Natural forest products from Cockpit Country include yam sticks, lumber, fuelwood, coal. But these products also constitute a threat to the forest itself and are often illegally cut. It is less damaging to the forest and more profitable to the community to add value locally: to make items that are much more valuable than the raw material. For instance, authentic items that local communities have used for centuries: calabash (poisonous when green), donkey hampers, fish pots, sieves, cutacoo. The skills for making them still exist. Drums are still being made in southern Cockpit Country. A reliable alternative source of income in rural communities around Cockpit Country is the collection of wythes ("wiss") from the forest. But nobody uses "wiss" locally and so it is sold to middle men. Medicinal plants and herbs, such as Snake weed, Wild pinda, Kwasha weed, Kola nut, Succabumba, Paratoe weed, Cerassee, Leaf of life, Eucalyptus, Peppermint, Jack ina bush, Fever grass, Comfrey, Chinny weed, Akuako bush, are still used by communities around Cockpit Country.

## MARKET APPEAL

All tourist areas in Jamaica have craft markets and there is clearly a market for authentic products.

## **RESOURCES**

The raw materials are available and funding is available to help with training and start-up costs.



## COCKPIT COUNTRY FOOD THEMES

## **STORY**

Jamaican cuisine is famous. But our comparative advantage in Cockpit Country is probably for those dishes which are unknown to visitors from industrialised countries: root crops (really tubers, not roots) such as sweet and bitter cassava (bammy) and the many varieties of yam; breadfruit with its history of being imported by Captain Bligh, green banana (a surprise to tourists who only know ripe banana); dumplings. Note that boiling is the most usual way of cooking: fat for frying was less available in the past and few people had ovens. Jerk pork is an exception and was originated by the Maroons in Jamaica as a way of preparing meat for storage and without creating smoke which could be seen by the British military. Cassava is particularly interesting because it is poisonous unless processed and you wonder how the processing method could have been discovered: how many people died in experimenting? What possessed the survivors to try again with a different method?

## **MARKET APPEAL**

While it is possible that visitors will not appreciate all our meals (mannish water and chicken-foot soup spring to mind), these items should nevertheless be served as part of a choice: they will provide a talking point and an interesting memory.

## **RESOURCES**

In addition to the food itself, we should also highlight the preparation and cooking methods and utensils: cassava 'cutacoo' and sieve, yabba, calabash, mortar & pestle, three-foot pot, jerk pit. Storage methods can also be highlighted.



## COCKPIT COUNTRY BUILT-HERITAGE THEMES

## **STORY**

Cockpit Country communities have been influenced by indigenous Arawaks, by the Spanish (from 1494), the English (from 1655) as well as the African, Asian and Middle Eastern peoples and a Shared Legacy of Tangible Cultural Heritage has evolved out of these influences. Estate and Plantation boundaries (and the use the marginal lands unsuitable for sugar cultivation to build houses) have combined with geological fault-lines and cockpit karst to define settlement locations.

The basic, Vernacular (or popular) house was constructed as a timber-framed structure using local hardwoods from the mountains. Around this frame was an infill of a variety of material, of either a "dry" or "wet" type. The dry-infill used timber siding or sometimes thatch siding. The wet-infill had either timber wattles, field stones, or bricks that were held in place with a "daub" mixture of earth, lime with organic binding such as straw and cattle dung. The wet-infill would be finished in a number of different plaster techniques or with a timber siding. Distinction is added to the Vernacular by additions such as verandahs and embellishments such as decorative "fretwork" on verandahs and roof eaves.

## **MARKET APPEAL**

The charm (as seen by visitors) of vernacular architecture stands as a major attraction for Community Cultural Heritage Tourism, possibly using the churches as a focal point with the vernacular architecture around it against the natural setting of the Cockpits. There could be Community Routes, or Church Routes, or Military Routes, or Maroon Routes that can become established as tourism attractions

## **RESOURCES**

Every community has vernacular housing but it is unfortunate that many of these high-maintenance, wood-based houses are being replaced by concrete or are abandoned when repairs are too costly.



## COCKPIT COUNTRY RELIGIOUS THEMES: Overview

## **STORY**

The history of Jamaica is closely bound to the Church, which continues to be a cultural and social centre for many rural communities. The Establishment church was the Church of England, though the Scottish origins of many planters meant that the more-numerous Presbyterian Church (now combined with the Moravian Church as the United Church of....and Cayman??) carried out the official functions of recording births, marriages and deaths. The 18th century was also an active period for religious "Dissenters" or "Reformers" or "Non-Conformists"-depending whose side you were on- and the first missionaries were the Moravians, together with the Waldensians, in 1754, followed by Wesleyan Methodists and later by the Baptists. They taught Christianity to the slaves and later took part in the emancipation struggle. The first step in the emancipation process was the abolition of the slave trade in 1807 after a long fight to win the support of the British people. A primary advocate in the British House of Commons was the Baptist William Wilberforce, who was to move his resolution for the abolition of the slave trade year after year from 1792 to 1807. One of the key players in Trelawny was the Baptist, Rev. William Knibb: he was born on 8th Sept 1803 in Kettering, Northampton, England and eventually moved to Falmouth in 1830. He and the Baptist Church were responsible for creating a number of free villages, including Alps, and probably Sherwood. The Roman Catholic church came on the scene in 1870 when Charles Moulton-Barrett of Retreat built a church at Refuge to give spiritual service to the number of Portuguese living in the area. The Jewish faith was also represented in the area, as demonstrated by the Jewish graveyard in Falmouth. Other churches have appeared more recently with the Congregational Church at First Hill in around 1900 and others such as the Seventh Day Adventists from around the 1930's

## MARKET APPEAL

European society is often non-religious, particularly when compared to North America, but the Church has been so important to the historical development of western society and particularly to the emancipation movement, that many visitors will be interested by the high density of competing denominations in Jamaica and by the way in which the churches were integral to helping build the post-Emancipation society.

In addition, churches within each denominations should be able to link together to provide, say, a week-long tour of that denomination's churches with appropriate fund-raising activities.

## **RESOURCES**

Almost every Cockpit Country community has one or more churches and it should be possible for congregations to work with the church to receive visitors and give them a feel for the church's importance to community life

## COCKPIT COUNTRY RELIGIOUS THEMES: Moravians

## **STORY**

The 18th century was also an active period for religious "Dissenters" or "Reformers" or "Non-Conformists"-depending whose side you were on. The first Moravians, Brother Caries and two other missionaries, were invited by William Foster and his brother, Joseph Foster Barham in 1754. Missionary stations were built at Bogue, Carmel (New River) and Barhams (Mesopotamia), all of which were very unhealthy and mortality was high among the missionaries, as evidenced by the numerous gravestones at New Eden and at Elim. By 1824 there were four Moravian stations.

## **MARKET APPEAL**

Moravian history will probably be of interest to historians and to current followers of this Protestant sect. See also Waldensians. The Moravian Church is now grouped with the Scottish Presbyterians

## **RESOURCES**

The Moravian began work in 1754. radiated out from their first church in Bogue





A plaque on this monument records, "NEAR THIS SPOT, THE FIRST MORAVIAN MISSIONARIES BEGAN THEIR WORK IN 1754. THIS CHURCH AND MONUMENT ARE ERECTED WITH STONES FROM THEIR ORIGINAL CHURCH BUILDING."



NEW EDEN HOUSE was the Moravian base and has a large graveyard of early missionaries

## COCKPIT COUNTRY RELIGIOUS THEMES: Waldensians

## **STORY**

Waldensians derives their name from that of an early Christian community known as the "Waldenses". The Waldenses are named after a 12th century merchant, Peter WALDO, who lived in Lyons, France, and who, around 1175, gave up all his possessions to preach "Poverty for the sake of Christ". This view was not popular with the Catholic Church and he was excommunicated in 1184.

A Society developed out of his followers, and promoted discipline while being critical of unworthy clergy and abuses of the Church. In 1208 a Crusade was authorised against the Waldenses and eighty of them were burned at the stake in 1211. The majority withdrew into Alpine valleys in Italy and lived a marginal existance until they joined with Protestant reformers in 1552. They were given "freedom of the valley" in 1561 (this was the valley of PIEDMONT in ITALY) and though they suffered intermittent persecution over the next three centuries due to the Catholic/Protestant war; there was a massacre of Waldensians in xxxx and this may have led to emigration to Jamaica of some Waldensians.

In 1848, Waldensians obtained full civil rights and are now significant in Italian theological dialogue. They are members of the World Presbytarian Alliance and have small congregations in North and South America.

## MARKET APPEAL

Waldensians constitute a small part of our cultural heritage and will probably be of interest to historians and to current followers of this Protestant sect. And to the many persons named Waldo.

## **RESOURCES**

Waldensia All Age School in Sherwood Content and nearby Waldensia Baptist Church are reminders of this sect. The Piedmont district of Sherwood Content was owned by the William Flash and part ("Church Bottom") was given to William Knibb for the construction of a chapel which he called "Waldensia" The chapel was rebuilt on the present site in nearby Content in 1875. The Content Great House became the Baptist Manse.



# COCKPIT COUNTRY RELIGIOUS THEMES: Baptists

## **STORY**

The Baptists were not the first of the non-conformist religious groups to come to Jamaica but they were likely the most influential during the emancipation struggle and during the post-Emancipation period. By 1824 there were five Baptist stations. The first step in the emancipation process was the abolition of the slave trade in 1807 after a long fight by William Wilberforce who was to move his resolution for the abolition of the slave trade year after year from 1792 to 1807. One of the key players in Trelawny was the Baptist, Rev. William Knibb: he was born on 8th Sept 1803 in Kettering, Northampton, England and came to Jamaica as a teacher of slaves in Kingston (at the East Queen Street Baptist Church premises) in 1825 after the death of his brother Thomas. He was subsequently ordained and transferred to Savannah la Mar in 1827 to take charge of the Ridgeland Baptist Church and then moved to Falmouth in 1830.

## **MARKET APPEAL**

The Baptists are an important component of post-Emancipation story of Cockpit Country communities.

#### **RESOURCES**

Besides the many Baptist churches around Cockpit Country, we should not forget the numerous Prayer Houses which remind us of the early spread of Christianity when Phillippo (1843) says "the first work of converts is to add to their clusters of cottages a house for God.... Here an individual of their own colour, duly authorised by the Minister to whose church he belongs ... holds a prayer or class meeting two or three times in the week".



## COCKPIT COUNTRY RELIGIOUS THEMES: Methodists

## **STORY**

The Wesleyan Methodists were the second group of Protestant missionaries in Jamaica. They began operations in 1789 under Dr Coke who, after preaching in various parts of the Island, started a permanent base in Kingston where he appointed a Mr Hammet. A succession of laws together with Opposition, sometimes violent, from the white Jamaicans meant that Protestant missionary work was often suspended until December 1815 when a Wesleyan missionary, Mr Shipman, finally obtained a license to preach. Two years later, a chapel was opened in Montego Bay. By 1824 there were eight Wesleyan stations. The Methodist Church grew out of a religious society established by John Wesley within the Church of England, from which it formally separated in 1791.

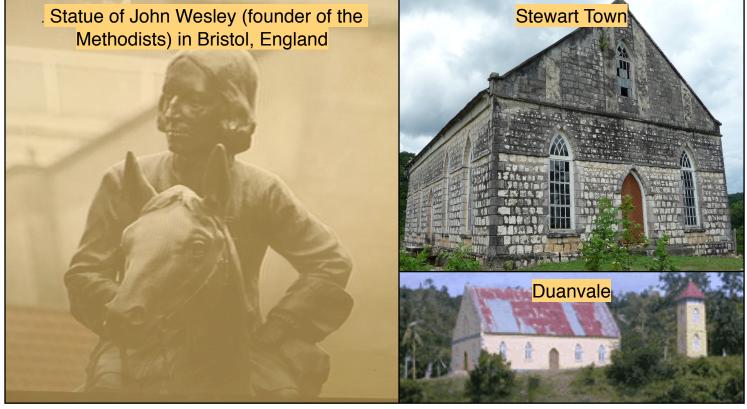
## **MARKET APPEAL**

John Wesley's first church was in Bristol, England where there is now a sizable Jamaican population: an obvious opportunity exists to attract this market of "homecomers".

The Methodist Church is particularly strong in the US and now constitutes one of the largest Protestant denominations worldwide, with more than 30 million members. Methodism has a strong tradition of missionary work and concern with social welfare, and emphasizes the believer's personal relationship with God.

## **RESOURCES**

There are Methodist Churches in many Cockpit Country communities.



# COCKPIT COUNTRY SETTLER THEMES: Free Villages

## **STORY**

Free villages were townships established in Jamaica in the wake of full freedom from slavery and apprenticeship in 1838. Two main factors accounted for their emergence- the harsh treatment by the planters of the ex-slaves, for example, low wages and high rent which sometimes led to eviction from plantation dwellings; and the desire among the freed people for personal liberty and land of their own.

Prior to emancipation, the slaves lived on the plantation to which they belonged, usually in little villages or 'slave yards'. They were allowed to cultivate the lands around their huts and, most importantly, they buried their dead nearby. But since the planters opposed emancipation and now had to pay wages, they made life difficult believing (wrongly) that this would force the workers to return to the estates.

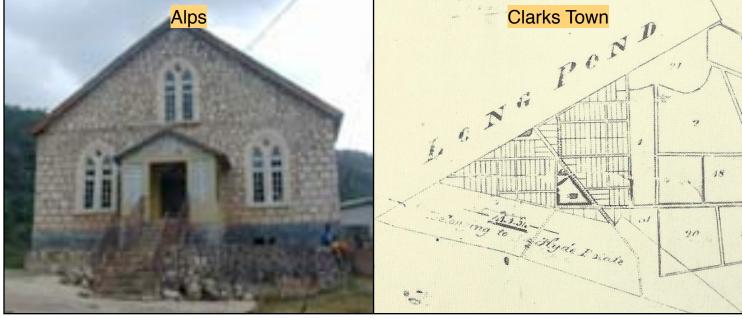
Both haphazard and planned free villages were built. In the first case, individual freedmen bought random sections of waste land subdivided for the purpose by planters or owners of abandoned properties who needed quick capital. In the second case, planned villages were established under the leadership of the church. The Baptist Church, under the leadership of James Phillipo and William Knibb, played a major role in establishing post-emancipation settlements through the purchase and subdivision of properties, as were missionaries from the Moravian, Presbyterian and Methodist denominations who also bought land which they sold off in small lots to their congregation.

## MARKET APPEAL

Free Villages are part of our local heritage and their story, with the modern housing schemes, helps explain the current village geography around Cockpit Country. Of interest to local visitors and schools.

## **RESOURCES**

Deeside, Sherwood, Clarks Town, Jackson Town and Alps are free villages.



## COCKPIT COUNTRY SETTLER THEMES: German

## **STORY**

With Emancipation, the planters decided to import indentured labour: the first group -63 Germans from Bremen- arrived in 1834. During the Apprenticeship period there were further imports of Germans, together with Scots and Irish. Immigration from India began in 1838 and by 1917 a total of 33,000 had arrived. Chinese arrivals totalled 5,000 between 1860 and 1893. Around Cockpit Country, these arrivals have integrated into the general population

## **MARKET APPEAL**

The German connection remains in Seaford Town and in the general area of Albert Town and this can provide extra appeal for German visitors in particular.

#### **RESOURCES**

In addition to Seaford Town, German heritage extends from Stewart Town through Berlin and German Town (in Freemans Hall) to Stettin (the latter being home to Dr. William Lemonius (1788-1877), a Prussian who served in the Prussian army against Napoleon; pursued to the coast, he killed his horse and boarded a British warship. He came to Jamaica after the collapse of the Duke of Brunswick's Regiment. The property is named after the city in Pomerania from which his family came. He was medical officer at Rio Bueno. From 1834-1837 he secured more than 1,000 immigrants on behalf of the Jamaican House of Assembly from Hanover and other parts of North Germany to come to Jamaica to settle.

# COCKPIT COUNTRY Assessing Potential Business Opportunities

Potential business opportunities in Cockpit Country may be objectively analysed by selecting a range of important decision-making criteria, or 'factors,' then weighting, rating & multiplying them, so that the stakeholders know which project is most likely to succeed. Alternatively, the analysis can show you where your project is weak, compared with others, and can indicate the easiest (cheapest) way for you to improve.

First of all, you should list the factors which make your project attractive (see table 1, below, for some examples) and the factors that contribute to your strengths (see table 2).

Then you should decide what weight (or importance) to allocate to each factor. The higher the weighting the relatively more important that factor is. Note that the weights must add up to a total of one

Table 1: Business Attractivenes	s
Sample Factors	Weighting
Impact on environmental quality (degree to which business is sustainable)	0.2
2. Extent of community understanding, commitment & buy-in to tourism service concept; willingness to train	0.15
3. Extent of economic trickle-down into community	0.15
4. Scalability	0.025
5. Profit Potential	0.15
6. Degree of disruption of community lifestyle	0.1
7. Degree of upfront investment needed	0.025
8. Access to funding	0.025
9. Willingness to work with industry partners (transport, tour operators)	0.1
10. Presence of suitable business leader	0.075
Total	1

Table 2: Relative Strength (community's capability to deliver)							
Sample Factors	Weighting						
1. Uniqueness/differentiation of tour	0.15						
2. Extent of consumer appeal	0.2						
3. Location & ease of accessibility	0.15						
4.Presence of strong storyline	0.1						
5. Channel to market effectiveness (can you reach your target market with the intended messages?)	0.1						
6. Fit with (Falmouth) market position	0.025						
7. Price competitiveness	0.025						
8. Strength of industry relationships (transport, tour operators)	0.1						
Availability & proximity of complementary tours/activities	0.075						
10. Level of risk (safety, health, security)	0.075						
	1						

# COCKPIT COUNTRY Assessing Relative Strength

Table 3 below shows an example of how you might compare the **relative strength** of three different projects.

The first column lists the different factors that you decided were important in Table 2 (above).

You can then score each project out of 10 (10 being very strong) for its strength in each factor. When you add up these basic scores, you can see that Project 2 is apparently best with a score of 59.

But you now need to take into account the weighting of each factor. For example, Factor 1 (impact on environmental quality) scored 3 for Project 1 but is weighted as 0.2. So Project 1's final score for Factor 1 is 0.6 (equals 3 x 0.2).

when you have completed these multiplications for all Factors and all three Projects, you can add them up. As you see in the table, it is now Project 3 which seem best, with a score of 6.875 for Attractiveness.

Table 3: Scoring three projects for Business Attractiveness									
Business Attractive ness	Basic S	Score for each (out of 10)	project	Weighting for each	Final score for each project, taking weighting into account (i.e. Basic Score x Weighting)				
Factor #	Project #1	Project #2	Project #3	Factor	Project #1	Project #2	Project #3		
1.	3	6	9	0.2	0.6	1.2	1.8		
2.	7	2	9	0.15	1.05	0.3	1.35		
3.	9	5	8	0.15	1.35	0.75	1.2		
4.	2	8	5	0.025	0.05	0.2	0.125		
5.	1	4	7	0.15	0.15	0.6	1.05		
6.	8	9	2	0.1	0.8	0.9	0.2		
7.	8	9	2	0.025	0.2	0.225	0.05		
8.	7	7	2	0.025	0.175	0.175	0.05		
9.	5	8	6	0.1	0.5	0.8	0.6		
10.	4	1	6	0.075	0.3	0.075	0.45		
Total	54	59	56	1	5.175	5.225	6.875		

# COCKPIT COUNTRY Assessing Potential Business Attractiveness

Table 3 below shows an example of how you might compare the **business attractiveness** of three different projects.

The first column lists the different factors that you decided were important in Table 2 (above).

You can then score each project out of 10 (10 being very strong) for its strength in each factor. When you add up these basic scores, you can see that Project1 and 3 are apparently equal best with scores of 64.

But you now need to take into account the weighting of each factor. For example, Factor 1 (Uniqueness/differentiation of tour) scored 9 for Project 1 but is weighted as 0.15. So Project 1's final score for Factor 1 is 1.35 (equals 9 x 0.15).

When you have completed these multiplications for all Factors and all three Projects, you can add them up. As you see in the table, Project 1 now seem better than Project 3, with a score of 5.95 for Strength.

Table 4: Scoring three projects for Relative Strength									
Relative Strength Factor #	Basic \$	Basic Score for each project (out of 10)			Final score for each project, taking weighting into account (i.e. Basic Score x Weighting)				
	Project #1	Project #2	Project #3	Factor	Project #1	Project #2	Project #3		
1.	9	3	5	0.15	1.35	0.45	0.75		
2.	7	3	7	0.2	1.4	0.6	1.4		
3.	7	5	3	0.15	1.05	0.75	0.45		
4.	6	8	5	0.1	0.6	0.8	0.5		
5.	2	8	7	0.1	0.2	0.8	0.7		
6.	9	7	8	0.025	0.225	0.175	0.2		
7.	8	4	9	0.025	0.2	0.1	0.225		
8.	4	8	2	0.1	0.4	0.8	0.2		
9.	6	1	9	0.075	0.45	0.075	0.675		
10.	6	1	9	0.075	0.45	0.075	0.675		
Total	64	48	64	1	6.325	4.625	5.775		

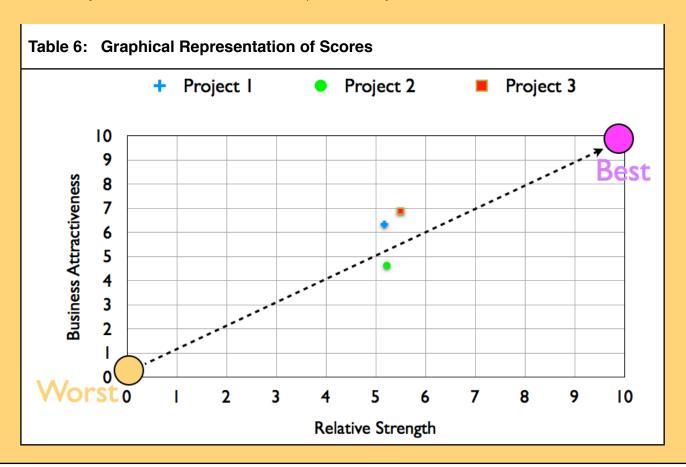
## COCKPIT COUNTRY

# Combining Business Attractiveness with Relative Strength to make a Decision

Using the examples from Tables 3 and 4, you now have overall scores for each Project.

Table 5: Summary of Scores								
	Project #1	Project #2	Project #3					
Business Attractiveness	5.175	5.225	6.875					
Relative Strength	6.325	4.625	5.775					

These values should be plotted on a grid as shown below (Table 6). The project nearest to Best (10-10) is the most likely to be a success. In this example, it is Project #3.



Appendix 1. Existing tourism assets by community.										
	Special landscape	Panoramic view	Caves & Sinkholes	Rivers	Historical features	Special forest types	Coral reefs	Karst features	Trails	Sugar Factory
Accompong	х	х			Х			х	х	
Adelphi					x					
Albert Town					Х				x	
Alps	х	х			Х			х	х	
Appleton	х	х	×		×			х		х
Auchtembeddie	х	х								
Balaclava										
Barbecue Bottom	х	х	×					х	х	
Bunkers Hill	Х	×	×	х	Х			х	х	
Campbells	Х	х							х	
Clarks Town	Х	х			Х					х
Cockpit Country	Х		х	х	×			Х	х	
Daniel Town		х								
Deeside	Х	х	х	х				Х		
Duanvale	Х	х	×		Х			х	х	
Duncans					Х					
Falmouth	Х	х		х	x					
Flagstaff (Kojo Town)	х	х	×	х	×			х	х	
Fontabelle		х	×	х	Х			х		(x)
Good Hope		х		х	x				х	(x)
Hampden	х	х			Х			х		х
Hampstead		х		х	Х				х	(x)
Hyde Hall		х			×					(x)
Jackson Town					Х					
Kent					×					(x)
Kettering		x			Х					
Litchfield	х	x							×	
Mahogany Hall	×	×			Х				х	
Maldon	X				Х					
Maroon Town					х					

Martha Brae				х	Х				
Nassau Valley	×			х	Х				
Oxford		×	×	х					
Perth Town				х	х			х	
Peru								х	
Queen of Spain's Valley	х	х			Х		Х		
Refuge		x			х			х	
Retreat				x	х			x	
Rio Bueno		х		х	Х				
Sherwood	×	x			х		Х	х	
Siloah									
Spring Vale	х	х		х	Х		Х	х	
Stewart Town		x		х	Х		X		
Tilston					Х				
Troy		x		х	х		х	x	
Ulster Spring					х				
Wakefield		x							
Wales		х		х	Х		Х		
Wallingford			х	х			Х	х	
Warsop									
Windsor	х		×	х	х		Х	х	