

JAMAICA

Introduction

- Located in the Northern Caribbean; 3rd largest Caribbean island.
- Tourism began in the late 19th century, when it was viewed as a 'health spa'.
- 15% of GDP in 2016.
- Jamaica welcomed 4.3 million visitors in 2019, with 2.7 million stayovers and 1.6 million cruise passengers.

EFFECTS OF TOURISM

For a named area you have studied, describe the benefits and problems of tourism for local people.

Content guide

Benefits

- Employment
- Multiplier effect
- Improvement of infrastructure (eg. roads, transport, utilities such as electricity)
- Increased market for local products
- Cultural exchange

Problems

- **Low pay/ exploitation**
- Seasonal work
- Increase in prices/inflation
- **Loss of farmland**
- **Pressure on water/electricity supplies**
- **Traffic congestion**
- **Air pollution causes asthma/breathing difficulties**
- **Water pollution; impact on fishing communities**
- **Litter**
- Visual impact
- Loss of privacy
- Noise
- Impact on culture/culture clashes etc.

Place-specific reference: Locational details, Details of specific resorts/attractions etc.

BENEFITS

Employment

- Tourism sector accounts for 60% of jobs

- Tourism employs approx. 200,000 Jamaicans.
- Benefits local farmers: Sandals Resort Farmers Program grew from 10 farmers supplying 2 hotels in 1996, to 80 farmers supplying throughout the island in 2004.

Improvement of infrastructure

- Billions of dollars invested in improving the 2 major airports, development of beach facilities & roads.
- Harmony Cove project in Trelawny: a \$7.5-billion project, which has been planned for more than 10 years. It will include luxury hotels & spas, golf courses, etc.

Cultural exchange

- There have been great increases in foreign exchange receipts.
- Relations between Jamaica and Japan strengthened by cultural exchange: Jamaica's Reggae music is popular in Japan and attracts huge crowds to popular musical events.
- Jamaica has become Americanised due to its proximity to the USA and large influx of American tourists (over 70%).

PROBLEMS

Low pay/ exploitation

- Many workers in Jamaica's tourism sector are lashing out about poor pay and abuse.
- Tourism is seasonal and not reliable for the economy.

Economic leakage

- A lot of the food and beverages consumed by tourists are imported from other countries, leading to economic leakage.
- Most resorts are multi chained and as a result profits go to the home countries.
- The resorts are all inclusive and hence the local businesses rarely get any benefits from the tourists.

Loss of culture: Jamaica has become Americanised due to its proximity to the USA and large influx of American tourists (over 70%).

Pressure on supplies: Montego Bay, Ochorios and Negril are tourist hotspots, so a large number of locals have also migrated there for jobs, causing stress on resources and infrastructure.

Traffic congestion: Road traffic in Jamaica has steadily grown over the last decade due to the developing tourism sector.

Noise: Jamaica Hotel and Tourist Association (JHTA) says locals and guests are being severely disturbed by noise pollution from late-night entertainment events.

Water pollution

- 200,000 pieces of plastic per sq. kilometre were found in the northeastern Caribbean.
- The highest concentration of beach litter in the Caribbean was found on the shores of Jamaica, where 36% of households do not have waste-collection services.
- Locals are dehydrated and cannot wash themselves, and are susceptible to diseases.
- Hotels have also caused sewage pollution.

For a named area you have studied, describe the benefits and problems of tourism for the natural environment.

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Benefit: Conservation of natural environment by National Parks

Problems

- **Loss of vegetation/ deforestation**
- **Impact on habitats/ecosystems/Food chains**
- **Impacts on climate**
- **Soil erosion**
- **Atmospheric pollution**
- **Water pollution: beaches/rivers/streams**
- **Visual impact**
- Noise may scare away animals

Place specific reference: Specific details of species affected, Locational details/named settlements within area chosen etc.

Deforestation & soil erosion

- More than 75% of Jamaica's original forest has been lost.
- Tourism industry replaces beaches and forests with hotels and roads.
- Clearance of mangrove trees has led to beach erosion making it prone to tsunamis.

Impact on corals/ mangroves

- Jamaica has 1240 km² of coral reef with over 100 different species of coral.
- About 85% of Jamaica's coral reefs were lost between 1980–2000.
- Coral reefs have been damaged due to jet skis.

Overfishing: Pedro Bank is Jamaica's largest and most valuable fishing ground, but a long history of overfishing has led to decreasing numbers of commercially important species such as lobster and conch.

Impact on climate: Jamaica is vulnerable to sea level rise: 1m rise in sea level will impact about 8% of resorts, while a 2m rise will impact 18% of these resorts.

Pollution

- 200,000 pieces of plastic per sq. kilometre were found in the northeastern Caribbean.
- Highest concentration of beach litter in Caribbean was found on shores of Jamaica.
- Animals that live in the ocean consume garbage mistaking it for food.

MANAGEMENT OF TOURISM - SUSTAINABLE TOURISM

For a named area you have studied, explain how tourism is managed in order for it to be sustainable.

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- **Conservation**
- **Creation of National Parks/ national reserves**
- **Limit numbers of tourists**
- Charge entrance fees
- Fence sensitive areas
- **Only allow people access to an area with a guide**
- Ban hunting/ poaching
- **Educate people about caring for the environment**
- Signs
- Litter bins/ fines for dropping litter
- Develop ecotourism
- **Use of local resources/labour**

Place specific reference: Locational details, Specific details of locations within the area, Specific details of strategies, etc.

Introduction

- Jamaican government has been following a Master Plan which encourages community tourism and responsible tourism.

Creation of National parks

- Blue and John Crow Mountains National Park covers 41,198 hectares.
- Park management programmes include monitoring plants, animals and water, as well as education in surrounding communities.

Limit number of tourists

- Especially in existing resorts like Ocho Rios.
- Local guides take visitors to attractions such as the Rio Grande River, and tourists are not allowed to enter such areas on their own.

Educate tourists

- Tourists and local people can get in touch with each other through the Jamaican Tourist Board's 'Meet-the-People' website initiative. This helps visitors and locals to understand each other, and educates tourists about caring for the environment.

Ban poaching/overfishing

- The National Environment and Planning Agency (NEPA), through the Wildlife Protection Act in 2000, protected hundreds of species from exploitation and danger.
- Heavy fines and prosecution for trapping, selling, or eating animals.
- In an effort to prevent over-fishing, there are times of the year in which Caribbean spiny lobsters and queen conch cannot be caught

Use of local resources/labour

- Community tourism: Tourisms spread to less developed towns like Port Antonio.
- Tourists are encouraged to buy local food and crafts from Jamaican traders.
- Small inland hotels employ local staff and use locally grown food.

TOURIST ATTRACTIONS

For a named area you have studied where the tourist industry is important, describe its natural and human attractions.
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Content guide

Natural

- Scenic attractions
- Beaches
- Weather/ climate
- Wildlife
- Vegetation

Human

- Historical buildings
- Religious buildings
- Cultural attractions
- Monuments
- Restaurants/bars/clubs
- Hotels/resorts
- Theme parks
- National parks

Place specific reference: Locational details, Names of places/species/attractions (e.g. Disneyworld), Specific details/names of attractions

Jamaica

Natural attractions

Beaches/ mountains

- Montego Bay has some of the best beaches in Jamaica with scenic views. They are tranquil & ideal for relaxation/sunbathing.
- Jamaica has 1240 km² of coral reef with over 100 different species of coral: Activities like snorkelling and diving within reefs are offered in the protected waters of Montego Bay Marine Park.
- Beaches in Jamaica are popular destination wedding locations due to the tropical climate and romantic atmosphere.
- Blue Mountains are the longest mountain range in Jamaica, and also includes Jamaica's highest point: Blue Mountain Peak. It offers hiking trails.

Weather/climate: Jamaica has a warm climate all year-round, with the moderating influence of the sea.

Wildlife

- Jamaica has the fifth highest number of endemic species (found nowhere else in the world) compared to other islands.

- The Jamaican Boa is one of them, and it's the top predator.
- It is also home to over 329 species of birds

Vegetation

- Jamaica is well known for its orchid population, with over 60 types of native orchids.
- Natural attractions like waterfalls and rivers are rich in vegetation - eg. the Dunn's River Falls

Human attractions

Historical buildings/ museums/ cultural attractions

- Devon House is a famous historical landmark, the home of Jamaica's first black millionaire (George Stiebel)
- The Bob Marley museum in Kingston showcases the home and recording studio of the reggae legend, Bob Marley. The museum has over 3,000 visitors each month.
- Jamaica is known for its Reggae music, and offers special Reggae Catamaran tours.

Restaurants/bars/clubs

- Montego Bay has the best nightlife in Jamaica: it has beach bars, live music, bouncing clubs, and Margaritaville.
- One of the famous party beaches in Jamaica is the Seven Mile Beach in Negril.

Hotels/resorts

- Resorts in Jamaica are large, with luxurious suites, spas, private swimming pools and golf courses.
- On average, a resort in Montego Bay costs \$393 per night.

National parks: Blue and John Crow Mountains National Park is the largest; it covers 41,198 hectares and attracts many tourists.