

## **The cultural heritage brand of Treasure Beach:** How can we address the need for community consultation?

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## Treasure Beach, St Elizabeth

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# Map of Jamaica



## Travel Literature

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*It's said Scottish sailors were shipwrecked near Treasure Beach in the nineteenth century, accounting for the presence of fair skin, green eyes and reddish hair among the local population.*

**- Lonely Planet (2016)**

*You may also notice that many of the residents have a very distinctive appearance – red or blonde hair; blue, green or yellow eyes; light skin and freckles – that is said to be the result of intermarriage between locals and a crew of Scottish sailors who were shipwrecked here in the nineteenth century.*

**- Rough Guides (2010)**

# Methodology

## Oral history interviews

Set 1: Locals in Treasure Beach

Set 2: Locals in southern St Elizabeth

## Online surveys

Survey 1: Locals in southern St Elizabeth

Survey 2: Jamaica diaspora of southern St Elizabeth

Survey 3: US diaspora of southern St Elizabeth

Survey 4: UK diaspora of southern St Elizabeth

Survey 5: Canada diaspora of southern St Elizabeth