

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

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Treasure Beach, St Elizabeth



Map of Jamaica



Travel Literature

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