

THE WATER HOLE

RECAPTURING THE IMPORTANCE OF RELATIONSHIPS BETWEEN LOCALS AND TOURIST:



Cornwall Mountain
Community engagement

- 1) What's the first thing you think about when you hear the word tourist?
- 2) How do you generally feel about tourism in Jamaica?
- 3) How would you feel about tourism in Cornwall Mountain?
- 4) Have you ever heard of Community based tourism? How would you feel about this idea in Cornwall?
- 5) What kind of assets do you think are in Cornwall, things you like or things tourist might like?
- 6) What are some things in the community that could be improved?

① General level
- understand biases
- good or bad feelings

② Country level
- ability to unpack some of the communities feelings deeper

③ Community level
- just because a group of people like tourism they may still not feel comfortable with tourist being in their community

④ Typology level
- understanding what the community knows about dif. typologies of tourism

⑤-6 Diving deeper into community
- understanding the uniqueness and needs of the community.



Thesis Synopsis:

Tourism is an ever-growing industry that has created several positive opportunities, including raising economies, creating new connections, learning about other cultures, experiencing new places. However, several of the existing tourism typologies fragment areas into either tourist or local population places (mass tourism); this is evident in countries such as Jamaica, Mexico and Cuba. This investigation is a case study on Jamaica's tourism industry, which has suffered from several challenges such as lack of authenticity, affordability, accessibility and exclusion of local empowerment. These challenges can be mitigated with the implementation of the Water Hole Tourism Strategy.

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