



# Diversifying Anguilla's Tourism Product



# Culture and Heritage

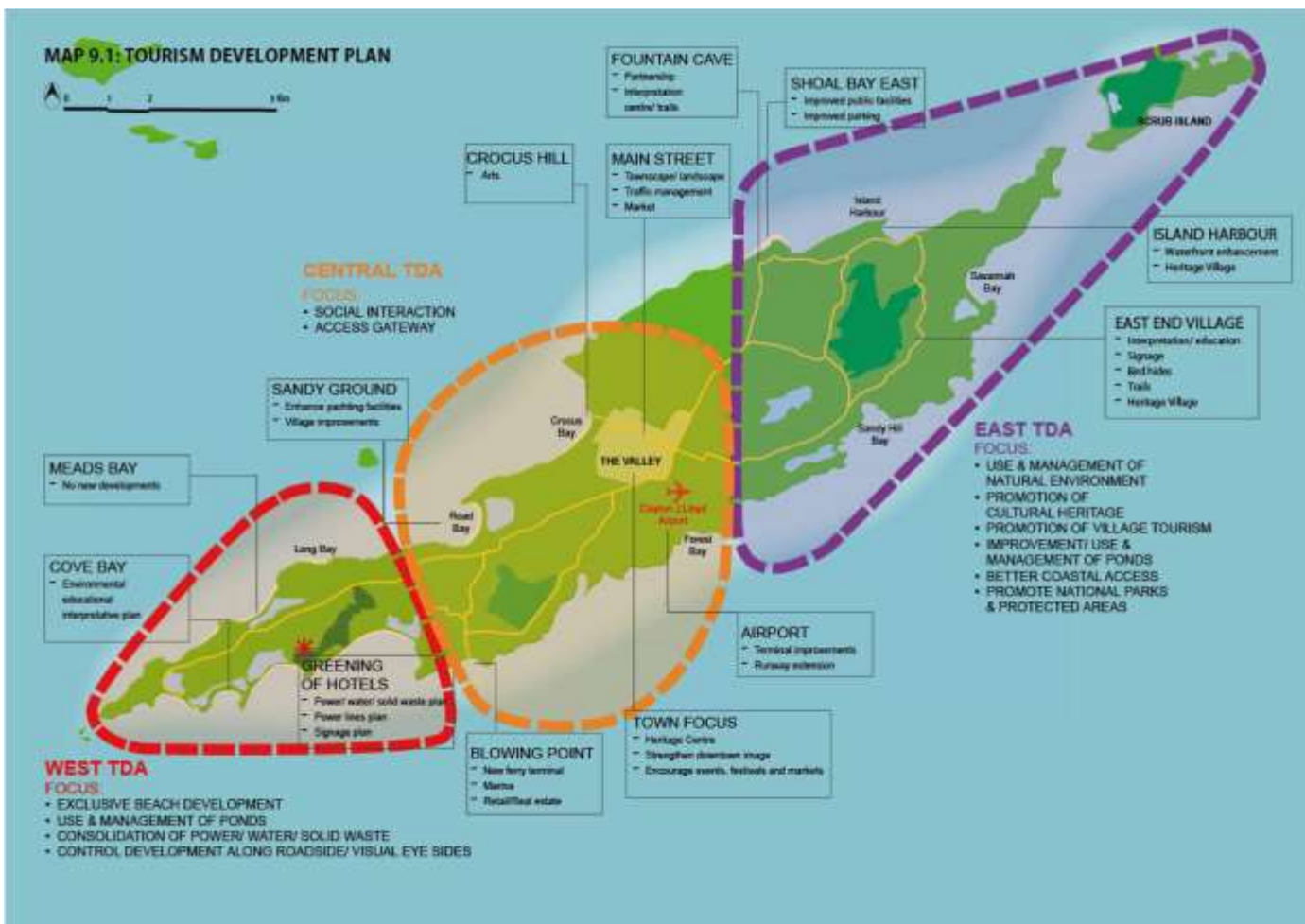
April 2016

## SUSTAINABLE TOURISM MASTER PLAN 2010-2020

### TOURISM VISION

We are a premier Caribbean destination known for our world class beaches; pristine azure waters; top class resorts and restaurants; relaxed ambience; sense of place, peace and tranquility in a safe setting among a friendly and hospitable people that take pride in their identity, cultural heritage and environment.

### TOURISM DEVELOPMENT AREAS



## **TOURISM PRODUCT CONCEPTS**



### **WEST TDA**

CRAFT CENTRE - "MADE IN ANGUILLA" - West End

### **CENTRAL TDA**

SALT PICKING CENTRE - Sandy Ground

PLANTATION HERITAGE CENTRE - The Valley

### **EAST TDA**

MARITIME HERITAGE CENTRE - Island Harbour

ARCHAEOLOGY & AMERINDIAN HERITAGE CENTRE- Shoal Bay

## **WEST END TOURISM DEVELOPMENT AREA**

### **MADE IN ANGUILLA CRAFT CENTRE**

#### DESCRIPTION OF PROJECT:

An outlet for decorative items and jewelry in natural fibres, woodwork, fabric art, pottery and other craft items designed specifically for Anguilla. Training in design, craft production techniques, packaging and marketing to be provided to craft producers. The facility is conceived to allow for hosting of ‘**Made in Anguilla**’ events and fairs.





## **EAST END TOURISM DEVELOPMENT AREA**

### **ANGUILLA MARINE HERITAGE CENTRE – ISLAND HARBOUR**

#### **DESCRIPTION OF PROJECT:**

The objective of the centre is to establish a facility where the rich heritage of Anguilla’s Marine culture, leisure and sports and marine biology can be showcased and shared with both of Anguilla’s residents and visitors alike.

In Phase 1, the AMHC will house a working studio where traditional model boats are carved, and valuable artefacts from the centuries of Anguilla’s involvement with the sea will displayed. The marine heritage will come to life using film, videos, music, photography, paintings, model boats, and accounts of mariners and eyewitnesses of important events. A mini-series of maritime related seminars on boatbuilding & seamanship and other related subjects, storytelling events will also be conducted. Local charts and publications, maritime and merchandise will be available for purchase.

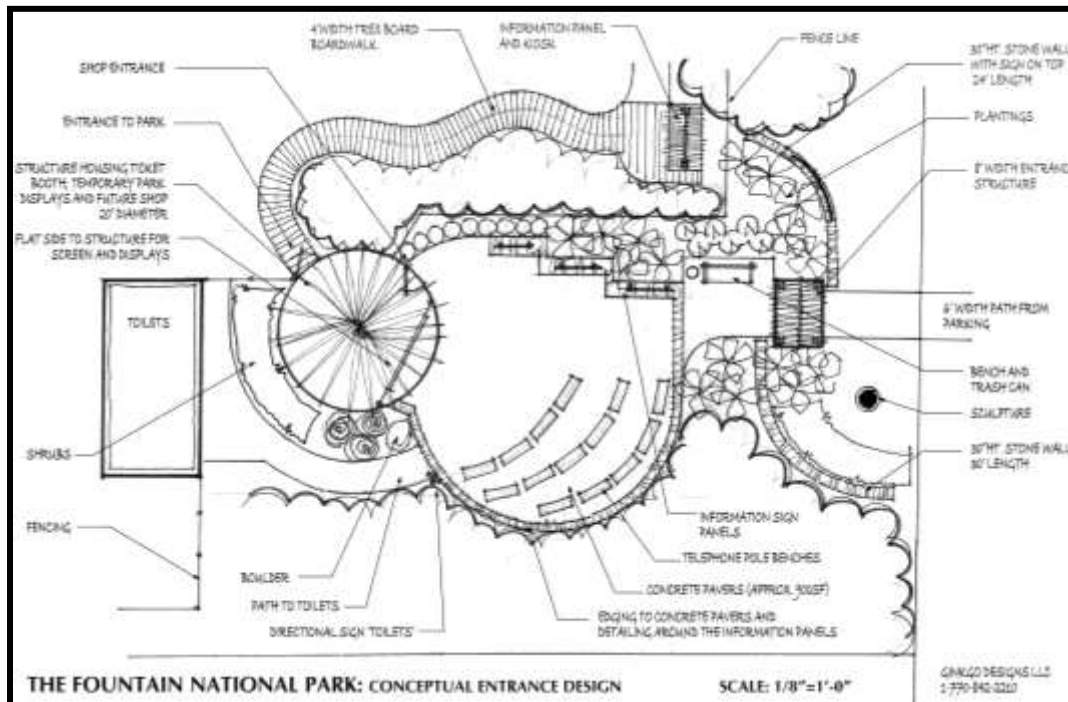
In Phase 2, a Maritime Resource Centre will feature displays on marine biology, and classes where questions on marine related matters can be explored. Aspects of fisheries, transportation, trade, will all be prepared within the facility at Island Harbour. It is anticipated that the Maritime Resource centre and the Marine Heritage Centre will be visited regularly by school groups, cruise ship passengers and day trippers and long stay visitors. Fund raiser marine related movie nights can be presented at the facility.



## ARCHAEOLOGY & AMERINDIAN HERITAGE INTERPRETATION CENTRE AND TRAIL, SHOAL BAY

### DESCRIPTION OF PROJECT:

Creation of an interpretation in a design that closely resembles an Amerindian Hut where noteworthy aspects of Anguilla's Archaeology and Geology will be displayed. The facility will include displays of archaeological finds, artefacts (symbols, zemis, pottery), replicas of the Giant rat and interpretation of the species. Replicas of the Amerindian God 'Jocahu' and interpretations of the Amerindian culture. An audio visual / viewing room will feature related films.



## CENTRAL TOURISM DEVELOPEMMENT AREA

### **WALLBLAKE PLANTATION HOUSE AND GALLERY – THE VALLEY**

#### DESCRIPTION OF PROJECT:

A living museum depicting life at the Wallblake plantation in the late 1700's.

Displays will be aided by museum technology and period décor in the main house, stable and workers cottage, kitchen and bedroom and living room. Displays will be aided by museum technology and period décor in the main house, stable and workers cottage, kitchen and bedroom and living room. Displays will include 'forms' dressed period wear implementation of trade and for household use. The outdoor oven and cistern will also be interpreted; a technology guided tour will be used along with audio visual productions. The House will also feature a Caribbean Art and photography exhibition. Craft and other merchandise as appropriate will be sold at the site.





## **SALT PICKERS HOUSE – SANDY GROUND**

### **DESCRIPTION OF PROJECT:**

An interpretation centre in a Chattel House design will showcase and interpret the salt mining industry in Anguilla, through the use of photography, artist impressions, audio visuals, jollification music and eyewitness accounts. Basic museum technology will be used to provide an e-tour of the site. Artefacts will include implements, tools and equipment used in salt mining industry. All will be supported by museum graphics and dedicated collateral materials.

