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### Foreword

**Olive Lewin**

It was a pleasure and honour for Jamaica to host the Fifth International ICTM Colloquium on “Traditional Music and Tourism”  
Kingston and Newcastle, July 10–16, 1986, at the invitation of the Honourable Prime Minister and Minister of Culture, Education, and the Jamaica National Committee of the IMC. It has been recognized in Jamaica, and especially by the Prime Minister, that “the problem of presenting folk material in an authentic yet lively manner is the major barrier between traditional music and tourism.” It was felt that a meeting of specialists on the subject would be an appropriate and worthwhile enterprise, as it would be an appropriate and worthwhile enterprise, as it is towards exploring the negative myths and stereotypes that have come associated with tourism.

The title of this book, *Come mek me hol yu hall*, is from a Jamaican folksong. It indicates a gesture of friendship, a wish to share our hospitality and our commitment to promoting understanding between peoples through tourism.

Jamaica as a destination for tourists has traditionally been based on the “Sun, Sea, Sand” complex of the Caribbean, while aspects of life have had only a minor influence in attracting visitors. Music, dance, and other cultural forms, were seen by tourists as a way of understanding the authentic culture of a country. This damage was apparent that they were not understood or appreciated, and that areas that accept tourism have certain responsibilities.

Often, though unintentionally, visitors may work significant damage upon the authentic culture of a country. This damage can be demonstrated in many situations, including the following.

1. Indiscriminate use of photography, and/or audio and videotaping of aspects of cultural interest without accurate background-knowledge, or without...