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Bauxite, tourists mix in Jamaica

JAMAICA — "Rock-stone deh a riber bottom no know sey sun hot."

The native Jamaican dialect projects a poetic warmth and is effectively seasoned with centuries old sayings, generally offering a moral commentary.

Consider the word-for-word translation of the quote above: "A stone at the bottom of a cool river doesn't know that the sun is hot."

A current moralism in Jamaica appears on billboards, businesses, taxicabs and wherever a decal fits. The slogan reads: "Tourism is my business, too."

Tourism is Jamaica's number two industry. The government is trying to keep it that way. Bauxite is the country's number one industry.

A representative from Jamaica's Board of Tourism explains that tourism is a national priority but the country does not wish its economy dominated by the industry.

About three years ago, a countrywide education effort was started. The program was designed to show the importance of tourists to the national economy. All residents and businessmen were invited — and expected — to participate.

The program appears to be

working. Tourists can expect courteous, effective service and human concern.

Accommodations run from simple to plush. Compared to other Caribbean resorts, Jamaica offers greater breadth of life styles and a larger number of hotels, villas and other accommodations. Vegetation is lush and scenery inspiring.

Jamaica contrasts with the rock and sand of Aruba. But, from another view, Aruba attracts those who enjoy gambling. Jamaica has outlawed casinos.

Kingston, the capital, is a metropolis with intense commerce and industry coupled with poverty and lush suburbs.

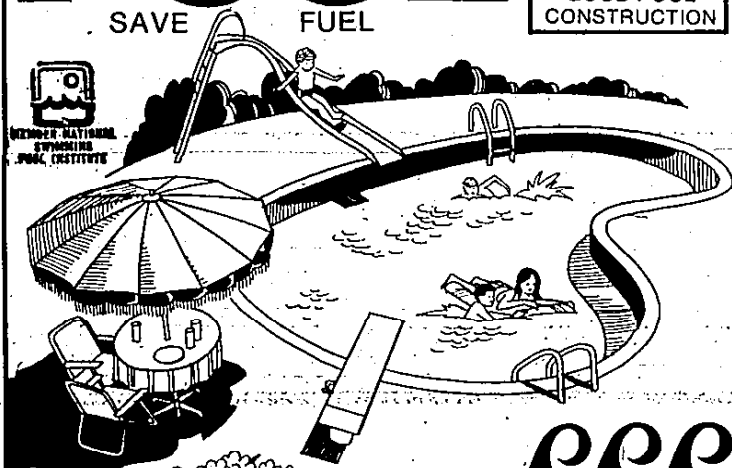
For those who enjoy fine dining, Jamaica is a delight. The Tera Nova in Kingston must rank as exquisite. The Swiss Chalet, also in Kingston, stands in the same class and offers both continental and Jamaican fare.

Mention of Kingston without citing the outstanding Jamaican National Dance Theater would be remiss.

A trip by motor car overland from Kingston to Ocho Rios offers the opportunity to explore breathtaking scenery. Navigating the roadways is an experience in

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