

ABSTRACT

The world is faced with many pressing problems including poverty, illiteracy and hunger. These can often be summarized in one word - underdevelopment. This thesis addressed itself to some of the causes of underdevelopment and some possible solutions, for a less developed area, Negril, in an underdeveloped country, Jamaica. It illustrated how some residents improved their standard of living by taking advantage of the international tourist industry's development potential.

Yet tourism has the potential to develop the Study Area to a much greater extent and should therefore be used as the catalysis for Negril's economic development. It will, however, require a comprehensive development plan which clearly identifies the possibilities and limitations of this industry. It will also require the full support of the Government, which has been inadequate in recent years.

In gathering the necessary data for this thesis many research techniques were utilized. The field work was based on a ten percent random sample of households within the Study Area; but four other surveys were conducted together with indepth interviews with a number of people who had specific knowledge of the area. Some information was obtained from library research and the Town Planning Department and Urban Development Corporation's files. The Author also worked in western Jamaica for four and a half years and drew on his own experience.