Welcome to Queen's Park: A Short Walk Through the Park's History and Greenery
The Development of Actual and Virtual Tours for Queen's Park, Bridgetown

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Queen's Park is an urban park in the heart of Bridgetown with a significant cultural and botanical landmark that embodies the island's rich heritage and natural diversity. Our project aimed to enrich the visitor experience at Queen's Park, Barbados by integrating a digital platform that promotes appreciation for the park's ecological and cultural significance. Key objectives included creating an ethnobotanical and cultural catalog, developing a plan for enhancing the accessibility to botanical and historical information using digital tools, and collaborating with the National Conservation Commission (NCC) staff for sustainable tourism development.

We developed a comprehensive catalog of 24 plant species and 16 historical buildings in the park through extensive ethnobotanical and archival research, consultations with local experts, and field visits. This research was then summarized in an excel spreadsheet, featuring information on plant's botanical classification, origin, physical characteristics, and traditional uses, along with the historical significance of architectural landmarks. To improve accessibility and user-friendliness, we transformed the catalogue data into the *Welcome to Queen's Park* StoryMap. This map combines engaging text, photographs, spatial data and multimedia using ArcGIS StoryMaps to create a virtual tour of the park. We also developed QR code labelling to bring the map to life in the park in a way that can be integrated with preexisting displays. This setup provides visitors with an enriched experience of the park's botanical, cultural and historical highlights both in-person and remotely.

The project spanned approximately ten weeks, including multiple field visits to Queen's Park for data collection and mapping. Key challenges included sourcing Caribbean-specific ethnobotanical information, verifying plant identities, and ensuring consistency in our catalog. Despite these obstacles, our final outputs—the *Welcome to Queen's Park* StoryMap and the integration plan for digital tools—successfully met our objectives and offers a valuable resource for both local communities and tourists to enjoy.

Key References

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