



Mark Hylton

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PEOPLE, PORTS & PASSENGERS: SOCIAL RESPONSIBILITY IN CRUISE OPERATIONS



CARGO



CRUISE



BPO



LOGISTICS



HARBOURS & PORTS SERVICES

AT A GLANCE

- Jamaica's principal maritime agency
- 2 Cargo ports (1 transshipment; 1 mixed-use)
- 5 Cruise ports
- 5 Free Zones
- Harbours and Port Services





Falmouth

- **Employment opportunity** for Falmouth & Ocho Rios residents **via pedicabs**
- **18 Pedicabs provide organized tours:**
 - Falmouth (12)– historic & heritage;
 - Ocho Rios (6) – Pier transport
- **Training by HEART / NTA and Tourism Enhancement Fund (TEF)**
- **Markets – Craft; local food & clothing**
- **Streetscaping of the town**



FALMOUTH



Craft Market



2019 entries deserving merit

The entries from the list submitted to Holland America Group Vice President Bruce Krumrine that weren't chosen for an award but merit recognition – listed below – were received from Europe, the Caribbean, North America and the Pacific. Congratulations to all of you.

Thank you also to all those who submitted an entry. As previously mentioned there were several other entries

that at least merited mention but were not considered on the grounds that the essence of their entry did not reflect any specific activity during the past year.

The 'essence' of each entry detailed below is a brief summary of their full submission but clearly doesn't fully reflect the extensive content received for consideration. ⁹

Submission from	Essence
Aarhus, Denmark	Volunteers become positive ambassadors for cruise tourism in the city
Dover, England	SAE awards launched, masters' surveys, stevedores and baggage in house
Eidfjord, Norway	Investments in new tourist attractions
Falmouth, Jamaica	Improve passenger experience after craft market redevelopment
Fishguard Port, Wales	New pontoon, welcomes, German speaking ambassadors



Streetscaping



Local Market

OCHO RIOS
FISHING VILLAGE
(BEFORE)



AFTER
(ORFV)



ISLAND VILLAGE



OCHO RIOS FISHING
VILLAGE (ORFV)



OCHO RIOS

- Old Fishing Village: Harassment; environmental decay.
- New FV: energy, sanitation, personal development etc.
- Collaboration – UDC, Sailors Hole fisherfolk.

PORT ROYAL CRUISE OBJECTIVES

DEVELOP A PORT & PORT FACILITIES

Create economic and social benefits using innovative berthing technology (Seawalk™) in an environmentally sensitive area.

ENHANCE THE UNIQUE CHARM OF PORT ROYAL

Leverage historical, environmental and social assets of Port Royal for the benefit of Jamaicans and visitors.

CREATE A GATEWAY TO KINGSTON

Showcase the cultural capital of the Caribbean in an environmentally sustainable manner.

MULTI-LEVEL STAKEHOLDER ENGAGEMENT

Continuous dialogue with government ministries, departments, agencies (MDAs), academia, social entities and local community.

IDENTIFICATION OF PRIORITY AREAS FOR TOWNSHIP INVESTMENTS

Infrastructural upgrades within the town, training and personal development of townspeople.





PORT ROYAL



School port tours



Fishermen Regatta



Festivals



School perimeter fence



Fort Charles tours



Giddy House tours



Community painting



SEWAGE TREATMENT PLANT



- Plant size: **150 cubic metres/day**
- Design capacity: 250 cu.m/day (NWC)
- Tertiary treatment
- High rate of nutrient removal; Odourless operation
- Sewage solution for town

Promenade



COLLABORATION



- **Tourism Enhancement Fund (TEF)**
- **National Works Agency (NWA)**
- **Kingston & St. Andrew Municipal Corporation (KSAMC)**
- **Urban Development Commission (UDC)**
- **National Housing Trust (NHT)**
- **Jamaica Social Investment Fund (JSIF)**
- **National Water Commission (NWC)**
- **Social Development Commission (SDC)**

- Signage.
- Sewage.
- Improve Water Storage & Relocation of Pipelines.
- Public Convenience to be renovated.
- Fisherman's Beach improvement.
- Drainage improvement.
- Ferry Pier area clean-up.
- Pothole Repair.
- Painted kerbs & Sidewalk improvements.
- Painting & General Repair of Brotherhood buildings.



BENEFITS OF BUSINESS FORMALIZATION FROM PAJ PROJECTS

01

**BETTER ABLE TO ENGAGE
FUNDING AGENCIES AND
PARTICIPATE IN GRANT
FUNDING
OPPORTUNITIES**

02

**PROVIDE SUPPORT WITH
APPLICATION TO
EMBASSIES AND
CONSULATES**

03

**IMPROVE REGULATORY
COMPLIANCE AND
MITIGATE
CONFRONTATION WITH
ENFORCEMENT
AGENCIES**

04

**ENGENDER BUSINESS
CONTINUITY AND
PROMOTE BUSINESS
NETWORKING**

THANK YOU



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