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WEDNESDAY, MAY 18, 2016

■ JA EARNs COVETED AAA
FOUR DIAMOND RATING

■ TERRYANN, THE
SHEPHERD WHO WRITES

■ MILLENNIALS TURN
AWAY FROM CASINOS



HAMPTDEN

Wharf

ON TRACK FOR
WINTER SEASON

Redeveloped Hampden Wharf to add spice to Falmouth

Janet Silvera

Hospitality Jamaica Coordinator

CHAIRMAN OF the Tourism Enhancement Fund (TEF), Godfrey Dyer, estimates that the first phase of Falmouth's newest attraction, the Hampden Wharf, should be ready for the start of the 2016-2017 winter tourist season.

Dyer, while on a tour of the historic facility last Tuesday, said the project, which will take between 19 months and two years to complete, will transform the cruise ship town, not only for tourists, but local residents.

He is also keen on seeing the construction of the artisan village, conceptualised and touted by Minister of Tourism Edmund Bartlett, come to fruition.

"Falmouth's artisan village will probably be the first," he said, noting that the tourism minister was strong on having these villages set up in Ocho Rios, Falmouth and Montego Bay.

According to Dyer, the project is being financed fully by the TEF.

HAMPDEN WHARF DEVELOPMENT

Adjacent to the historic Falmouth Port, which welcomes thousands of cruise ship passengers weekly, the Hampden Wharf development consists of the restoration of the renowned Tharpe House, as well as the creation of an artisan village.

The project, located on approximately 1.6 hectares of land, contains a series of old wharf buildings that are being redeveloped by the Port Authority of Jamaica (PAJ) as part of an attraction to expand the commercial real estate and entertainment facilities in the town of Falmouth.

"Primarily, the intention is to create a seamless integration between the current port facilities and the town facilities. So, it's meant as a facility that will serve both town and cruise ship. And it will have in it a series of commercial spaces (of) approximately 1,800 square metres, a diverse array of apparel stores, restaurants, mini marts, banks ...," Christopher Shaw of APEC Consultants Limited told **Hospitality Jamaica**.

"It will house 30 open artisan



PHOTO BY JANET SILVERA

Senior director at the Port Authority of Jamaica (PAJ), Dr Paul Robertson (second left), points out areas of interest to new Tourism Enhancement Fund Chairman Godfrey Dyer (second right), during a tour with chairman of the PAJ, Professor Gordon Shirley (left) and other technocrats last week in Falmouth.



CONTRIBUTED

Christopher Shaw (right) of APEC presenting on the new Hampden Wharf development, while senior director at the Port Authority of Jamaica, Dr Paul Robertson, listens attentively.

shops in about 540 square metres; entertainment area with performance stage, a museum which is a restoration of the Tharpe House, public toilets and parking facilities, and the restoration of the Rural Agricultural Development Authority building, which is just outside the port facility,” said Shaw.

The idea is to get the TEF to develop the artisan shops, where the people can make and produce craft that is indigenous to Jamaica.

According to the APEC consultant, aspects of the proposal include an entertainment area, an outdoor theatre, similar to Emancipation Park or to Quincy Market in Boston, “so that entertainment and culture are part of it”.

The architect said efforts are also in place to get commercial revenue that can be generated from it. “So, all of the old buildings will be transformed,” he stated.

Ideally, what the PAJ is trying to

facilitate in the development is a three-tiered, commercial development, where large shops such as KFC, and medium-size operators, similar to what now exist in the town, as well as the small vendors can operate within a structured environment within the facility.

Senior director at the PAJ, Dr Paul Robertson, revealed that they were currently looking at attractions that will come in the project with the agency.

Unable to put an estimate to the project at this time, Dr Robertson said the scope had changed in the last two years. However, he is more convinced, now more than ever, that the project will make a lot of difference to commercial activity in the town.

“It will fill a void that exists in terms of certain amenities that are not in Falmouth,” he said.

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A section of the Hampden Wharf.

PHOTO BY JANET SILVERA

Azul Sensatori earns coveted AAA Four Diamond rating

AZUL SENSATORI Jamaica is Karisma Hotels & Resorts' first property in Negril, Jamaica, to be given a Four Diamond Award.

Karisma Hotels & Resorts, an award-winning luxury hotel collection which owns and manages properties in Latin America, the Caribbean and Europe, announced that Azul Sensatori Jamaica Hotel has been awarded the prestigious AAA Four Diamond Award.

Karisma Hotels & Resorts now has 26 AAA Diamond ratings among its properties. With this latest recognition, all Gourmet Inclusive hotels by Karisma, located in the Caribbean, have the AAA Four Diamond rating, including El Dorado Spa Resorts & Hotels, Azul Hotels by Karisma and Generations Resorts by Karisma.

The Four Diamond achievement ranks Azul Sensatori Jamaica by Karisma as an exceptional establishment esteemed by AAA professional inspectors, the hospitality industry, and more than 54 million AAA/CAA members. Only five per cent of the more than 29,000 properties approved by AAA receive this celebrated award.

"We are pleased that our first Azul Hotel in Jamaica has received the AAA Four Diamond rating in under two years of operation" said Mandy Chomat, executive vice-president of sales and marketing at



Azul Sensatori resort in Negril.

Premier Worldwide Marketing, the exclusive representative of Karisma Hotels & Resorts, "We look forward to our current and upcoming properties being recognised for this impressive award in the future."

Azul Sensatori Jamaica currently

has 136 suites and is under construction to build an additional 51 suites, which will debut in January 2017. With incredible suites, an adults-only section, its array of gourmet à la carte restaurants and expert staff dedicated to providing

the utmost in service and attention, Azul Sensatori Jamaica by Karisma is designed to allow couples, groups, wedding parties, families and friends from all generations to reconnect under the sun.

Located on the seven-mile Negril

Beach, the resort boasts four pools, four restaurants, four bars and the signature Vassa spa. The hotel features free-form swimming pools and an exclusive kid's club pool.

MULTIPLE RESTAURANTS

The beachfront, contemporary hotel with a laid-back Caribbean feel has a room to restaurant ratio of 34 to one. With a range of cuisines to choose from, including Italian, Mexican, Mediterranean and Jamaican, and four bars with premium liquor, including a swim-up bar, one of Azul Sensatori Jamaica's highlights is the Amber pool area accessorised by world-renowned British fashion designer Jonathan Saunders.

Azul Sensatori Jamaica, which opened in Negril in December 2014, is the first of a number of hotels to be constructed in Jamaica by Karisma Hotels & Resorts. A second property, the Azul Seven, is currently under construction in Negril and is scheduled to open in May 2017.

The Gourmet Inclusive Experience at Azul Sensatori Jamaica by Karisma is carefully catered to guests that prefer quality over quantity. From the freshest and finest ingredients for an unrivalled culinary journey to ultimate relaxation with 24-hour room service and beach beds, Azul Sensatori Jamaica sets the standard for the world's finest travel.

Half Moon's Sharon Logan appointed director of sales and marketing

GENERAL MANAGER of Half Moon Resort, Sandro Fabris, has announced that director of sales Sharon Logan's responsibility has now expanded to include marketing for the luxury 400-acre property in Jamaica.

With over 20 years' experience in the hospitality industry, Logan has, for the past three years, held the director of sales position with responsibility for sales and reservations.

Having been with Half Moon since 2004, Logan's expertise covers tour operator relations, group and wedding sales, as well as regional sales.

"Half Moon represents the quintessential essence of Jamaica – relaxed luxury infused with rich culture, excellent food and the welcoming warmth of our people," she said. "I am pleased to be a part of Half Moon's legacy and look forward to the resort's continued

growth and success."

Logan's appointment is one of recent changes at Half Moon, including the termination of the management agreement held by RockResorts, a subsidiary of Vail Resorts, leading to the resort being independently managed by Half Moon Bay Ltd.

Half Moon also recently completed several renovation projects to further enhance its reputation as one of the finest resorts in the

world. The award-winning Sugar Mill Restaurant underwent complete refurbishment and reopened with a new menu, on which Wagyu beef is featured. Upgrades were also made to the popular Cedar Bar, and the lobby, which now features a coffee bar, Lester's Café.

The resort's ownership is also investing in upgrades to its Robert Trent Jones Sr.-designed golf course and staffing facilities.



Sharon Logan



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Millennials turning away from casinos

David Jessop

Hospitality Jamaica Writer

ALTHOUGH THE definition is quite loose, the expression 'millennial' is usually used to mean those who were born between 1980 and the mid-2000s. In many parts of the Western Hemisphere, this group now proportionately make up the largest generation, accounting for instance, in the US, for around one-third of the country's spending power, far exceeding the other much sought-after visitor category, the now ageing baby boomers.

For the Caribbean, millennials are a crucial must-reach tourist segment if the industry and its offering is to have a sustainable economic future.

Typically, millennials are proportionately better educated than previous generations, have grown up with the Internet, are value-for-money conscious, and when it comes to vacations, are higher spending and seeking the authentic and genuine.

It is, therefore, scarcely surprising that they are giving the gambling industry sleepless nights. According to the gambling and casino industry trade press, they don't gamble much, do not visit casinos, despite what the glossy industry adverts purport to show, and more generally are looking for a different kind of experience.

REVIEW IS NECESSARY

What they make clear is, hotels in the Caribbean and elsewhere that make casinos a central part of their product and use them as a key revenue source, will have to review what they are offering and how they might, in future, better relate to the enthusiasms of this higher-spending part of the tourist spectrum.

When it comes to games, what millennials are looking for is a form of virtual challenge requiring a degree of skill of the kind they might have experienced first in their childhood playing video games. They also want a fuller experience and immersion, according to an article in the online publication, *The Motley Fool*, published last September and written by Jeff Hwang, a writer, investor in gaming, and games inventor, which

described in detail why millennials don't gamble.

Mr Hwang made a number of interesting points. Millennials, he wrote, find the current slot product uninteresting; they want to be engaged and empowered; they require a degree of control over outcomes; they prefer nightclubs to casino gambling; and are more interested in online gaming, poker and daily fantasy sports. He also says that millennials are seeking skill-based games, want experiences, need to be social, and demand fairness.

He goes on to argue that what the gambling industry currently offers in the way of returns to gamblers in casinos is low, as for the most part, the games that require no or little skill – rows of clients feeding slot machines – give the industry about 60 per cent of its profit.

If millennials are to be attracted to casinos, the issue, he suggests, is

not about just about new product offerings and better marketing, but lies in developing a product that requires skill and challenge, while offering a commensurate payback rate. This, he observes, is one of the reasons why poker has become so popular.

Mr Hwang believes that typical casino offerings of slots, blackjack, and craps may not have a bright future and that what a traditionally conservative and dated industry has yet to work out is how to offer a fuller more immersive experience, develop skill-based games, and, in some way, feed fantasy.

While the gaming industry has

been trying to lure millennials in through online gambling and games, this has not been matched by the ways casinos present themselves or the financial return gamblers receive. Statistics from the US gaming industry confirm that there has been a consistent decline in gambling by millennials. One indication of this is Las Vegas where, in the 1990s, 58 per cent resort revenues came from gambling, the figure had fallen by 2015 to around 37 per cent, with a visit there being as much an opportunity for nightlife, shopping and entertainment.

NOT SOCIAL ENOUGH

Interestingly, for millennials, polls show that the issue of visiting casinos is not a moral one but a social one, with casinos being described as unattractive, empty, and devoid of genuine social interaction. All of which should be scarcely surprising to anyone



David Jessop

who has ever stayed in a Caribbean resort with a large casino.

My experience, for example, in The Bahamas and Puerto Rico, where some properties effectively force you to walk through their vast casinos to reach your room, is of a soulless neon-lit night-time. There, tables and machines are located in a somehow dehumanised space, in which, even at six in the morning, rather sad individuals are giving their money away in a facility unrelated to the natural world, the beauty or sociability of the real Caribbean that exists just hundreds of metres away.

From this, you may gather that gambling is not for me on moral and cultural grounds, but I accept that for some, in moderation, it can provide moments of short-lived enjoyment. I also accept that despite the understandable objections of the Church and others, it has provided significant economic value to the Caribbean as a part of its overall offering in some hotels and on cruise ships.

What this new thinking about gaming by millennials suggests, is that in countries from Antigua to Jamaica, where governments are under pressure from developers to allow ever bigger casinos, there needs to be more questions about what will be on offer, how it will be presented, and how gaming facilities relate to encouraging this valuable market segment to visit.



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ARGENTINE WINE
PRODUCER OF THE YEAR



Jovia Gohagen cops Jewel Runaway Bay top award

Janet Silvera
Hospitality Jamaica Coordinator

A WILLINGNESS to exercise leadership, going beyond the call of duty and serving as a role model to others were among the attributes that differentiated Jovia Gohagen, assuring her the 2015 Associate of the Year award at Jewel Runaway Bay.

Gohagen copped the top position among her peers for displaying a positive attitude toward work responsibilities, co-workers and customers, taking home the coveted prize, including \$150,000 in cash, round trip tickets to Orlando, Florida, compliments of JetBlue, accommodation at Double Tree at the entrance to Universal Studios, a 55-inch flat-screen television, a weekend for two at Sandals, and several other gifts.

Gohagen, who works in the human resources department, shared the spotlight with first runner-up Duval Cousins from the bar and third-place winner, Paul Ricketts of housekeeping.

It was a tearful moment for the associate, who was described as “reliable, focused, and well-respected by her peers”. In fact, Gohagen received the loudest applause from a room crowded with associates on Friday, May 6 during the annual event tri-hosted by comedians Ity and Fancy Cat and general manager Scott Robbins.

Nicholas Ellis, night manager, took home the Manager of the Year trophy, while Jodian Blake of the kitchen was named Supervisor of the Year.

“Ellis is someone who leads by example, has an eye for detail, and ensures the job is done, while Blake is an individual who clearly and consistently upholds what is right,” said Robbins.

Shamille Hanchard outdid five other colleagues and was named Most Recognised. She received the most number of reviews on social media, while the man who remains one of the most famous faces at the resort, Renford ‘Egg Boy’ Plunkett, received the Ambassador award.

“He is a rare gem, who is reliable and passionate about the job,” said Robbins.

The entertainment department, known for doing long hours, copped the Department of the Year award.

Other awardees included Miguel Gill, concierge; Alecia Williams, dining room; Durval Smith, maintenance; Joicelyn Haughton, spa; Tomeick Christie, bar; and Christopher Scott, food and beverage.

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PHOTOS BY JANET SILVERA

Jewel Runaway Bay Associate of the Year 2015 Jovia Gohagen (centre), of the human resources department, cried tears of joy when her name was announced for the coveted prize. Sharing in the occasion (from left): General Manager Scott Robbins; Bridgette Pouyat, Coffee Traders; president and CEO of Sagicor, Richard Byles; and Chevaughne Miller of Sagicor Investments.



Jewel Runaway Bay's Top Wine Seller, Richard Campbell, accepts a certificate of excellence from restaurant manager, Janice Forbs (left) and a trophy, among other prizes from Select Brands' Debra Taylor at the resort's Associate Recognition Awards.



Making his way to accept the General Manager's Excellence Award, chef Fredrick Sutherland in a jovial mood at the Jewel Runaway Bay Associate Recognition Awards.



For the third consecutive year, spa manager, Joycelyn Haughton, has copped the sales achievement award. Here, she accepts a plaque from Jewel Runaway Bay general manager, Scott Robbins, during the hotel's Associate Recognition Awards.

At left: Most Exemplary: Durval Smith (left) accepts a certificate from Custos of St Ann, Norma Walters, and a number of other prizes from Shirall James, food and beverage manager, during the Jewel Runaway Bay, Associate Recognition Awards.



Most Recognised: Shamille Hanchard is all smiles as she is congratulated by her peers while making her way to accept her prizes for being the Most Recognised associate by visitors to Jewel Runaway Bay.



Second runner-up, Associate of the Year, Paul Ricketts (second left), poses with his prizes, along with Jewel Runaway's financial controller, Dennis Campbell, and Ann-Marie Goffe-Pryce, general manager of Jewel Dunn's River.



Tears of joy ran freely as Jodian Blake, Supervisor of the Year, accepts her many prizes from (from left) Celina Chin, Sagicor; Ermalin Luke, past recipient, and hotel manager, Patrick Bryan.



Department of the Year, the entertainment department, celebrating their win at the Jewel Runaway Bay, Associate Recognition Awards.



Department of the Year, the entertainment department, celebrating their win at the Jewel Runaway Bay, Associate Recognition Awards.



Department of the Year, the entertainment department, celebrating their win at the Jewel Runaway Bay, Associate Recognition Awards.



Manager of the Year Nicholas Ellis (second left) shares his joy with (from left) General Manager Scott Robbins, Carlene Jackson, and Chevaughne Miller of Sagicor Investments.



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CONTRIBUTED

An aerial view of the Tryall Club.

Jamaica wins big at CTO awards

THREE CARIBBEAN hospitality businesses and one business adviser received excellence awards recently in the Caribbean Tourism Organisation (CTO)'s first-ever Hospitality Assured (HA) Caribbean Awards Programme.

Awards were presented to Atlantis Submarines of Barbados, Round Hill Hotel & Villas and Tryall Club, both of Jamaica, for outstanding service and business excellence in tourism and hospitality. HA business adviser Hugh Wint of Jamaica was recognised for his active commitment to the HA Caribbean programme.

In introducing the inaugural awards on the first day of the CTO's eighth Caribbean Tourism Human Resources Conference, director of resource mobilisation

and development Bonita Morgan explained that the programme was conceptualised to recognise Caribbean tourism and hospitality businesses which use the HA model for achieving continuous improvement and have achieved HA certification.

One member of the Caribbean team of trained advisers and assessors who provide technical assistance to participating businesses, and who determine whether the businesses have met the certification criteria, was also recognised.

The following are the awards:

Award of Excellence for the Best Performer – Customers – Tryall Club of Jamaica. This award acknowledges the business with the highest average score in the segment that focuses on customer research, the customer serv-



Hugh Wint

ice promise and customer satisfaction improvement.

Award of Excellence for the

Best Performer – Employee – Round Hill Hotel & Villas of Jamaica. This award recognises the business with the highest average score in the segment which focuses on the employee, including resources, training and development and service delivery.

Award of Excellence for the Best Performer – The Organisation – Atlantis Submarines of Barbados. This award is in recognition of the company with the highest score for its focus on the customer in the areas of business leadership and operational planning and standards of performance.

Award of Excellence for the Best Overall Performer – Tryall Club of Jamaica.

This award is for the HA-certified business with the highest overall total score among all the certi-

fied business.

Tryall Club received an overall score of 77.9, just over the score of 75 required to place it in the category of businesses which have achieved world-class standards.

The Caribbean Tourism Organisation Recognition Award – Hugh Wint of Jamaica. This award goes to the team member who demonstrated a number of exceptional qualities and dedication towards improving the programme.

The conference theme was Making 'Excellence a Habit: Service, Loyalty and Profitability in Caribbean Tourism'. Organised by the CTO, in collaboration with Antigua & Barbuda's Ministry of Tourism and the Antigua & Barbuda Tourism Authority, the event was held at the Jolly Beach Resort and Spa.

Collin Greenland
Contributor

WHEN ONE considers the vicissitudes of political fortunes, it may be befitting that Tourism Minister Edmund Bartlett is the same person who presided over the May 1 operational implementation of Jamaica's Timeshare Act.

In this writer's article, titled 'The timeshare market – Tourism's missing link', in as far back as December 23, 2009, in this very publication, we highlighted the tenets of the timeshare market with suggestions on how Jamaica could join this industry.

That article pointed out that in June of that year, it was the same Minister Bartlett who, in his contribution to the Sectoral Debate, impressively listed as one of his policy initiatives, 'addressing time share'.

He indicated at the time that based on expert technical advice received from the United Nations World Tourism Organisation, a first draft of the timeshare legislation was being reviewed by the relevant technical authorities and stakeholders. He also promised that once the Government finalises this timeshare policy, it will be incorporated in the development of timeshare legislation. Kudos should be sent to all the stakeholders who collaborated since then to make this a reality, with the Ministry of Tourism leading the march through their extensive research, and regulatory and feasibility background work on this lucrative segment of the hospitality and travel markets.

FULL CIRCLE

Well, we have come full circle, as timesharing is in Jamaica at last! Hopefully, we can now sample from that large pie of more than nine million owners who enjoy 'vacation ownership' year after year, according to the American Resort Development Association (ARDA). Timeshare, or vacation ownership, in ARDA's view, defines leisure travel as owning timeshare gives vacationers the ability to choose the vacation they want, how and when they want it. In their **World Wide Shared Vacation Ownership Report – 2012 Edition**, ARDA pointed out there were more than 5,600 timesharing locations today and over 6.7 million owners worldwide. Timeshare has become a major industry, reaching a high of 19.2 billion in 2008. Sales went down in late 2008 and 2009 after the US and Canada experienced recession, dropping almost 40 per cent, but in 2011 sales started to come back up, and by the end of 2013 sales levels were steadily

Timesharing – at last!

climbing up back above 6.5 billion. 2014 and 2015 have seen sales increase and are forecasted to reach pre-recession levels by 2018. As stated in our 2009 article, Jamaica could do well with some of this business.

ResearchMoz, one of the world's fastest-growing collection of market research reports, in their report titled, **Vacation Ownership (Timeshare) Industry Report: 2015 Edition**, points out that 'vacation ownership', also known as timeshare, continues to lead in the hospitality and leisure industry with steady growth, as a large part of the industry's constant innovation developed in response to consumer lifestyle needs and vacation preferences. In 2009 also, then Director of Tourism John Lynch cautioned, however, that though potentially lucrative, timeshares have to be properly administered and monitored.

Interestingly, Minister Bartlett announced that timeshare vacations would be regulated by the

Real Estate Board. With established, dynamic agencies under his portfolio like JTB, TPDCO, and TEF, maybe this tourism veteran minister has deemed it more appropriate to separate the regulatory responsibility of this fledgling segment of the industry, from his traditional flagship agencies.

GREAT COLLABORATION

Despite the ever-present challenges of crime, micro/macroeconomic woes, or a few natural disasters, the tourism industry continues to be probably the best example of successful private/public-sector collaboration, ingenuity, dynamism and persistence. Fitting in this missing link will assist our tourism sector to remain as a world leader in attracting visitors to our shores through multifaceted



Collin Greenland

approaches that not only utilise 'sun, sea and sand', but compelling overall marketing, shrewd advertising, impactful public relations, and enigmatic special events.

We cannot be complacent, however, and despite budgetary restraints, we must

continue to upgrade our infrastructure, continuously increase our room count, continue developing attractions, and improve on those niches that we procrastinated on previously. These include health (welfare), sports, heritage/cultural, music and food tourism. Timeshares will also offer entrepreneurs added opportunities for support services such as transport, bars/pubs, 'fine dining' facilities, streetside cafés, night-time entertainment and other mega attractions.

Now that we have added to our arsenal of goodies, the lucrative possibilities offered by timeshares, this missing link could be the factor that has the best growth potential from both our local people and the wider world. The innumerable international awards that consistently adorned the trophy shelves of the Jamaica Tourist Board, The ISSA Group, and the Sandals Group, irrefutably points to this nation's aptitude, proficiency and achievement in world tourism.

The most popular timeshare destinations continue to be beach resorts (24 per cent) followed by country/lake resorts (16.4 per cent), while golf is the most popular amenity cited by timeshare users. Since this land we love continues to boast the most pristine beaches and popular golf courses, it is not far-fetched to predict that with plugging this missing link, our future list of awards will include 'Best Timeshare Destination'.

Only time will tell!

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AROUND JA WITH PAUL H.

‘Donald Trump’, ‘Temper’ and I

I SAT on ‘Donald Trump’, posing and laughing, but the onlookers did not know how much I was shaking on the donkey. I held on to a piece of wood attached to a wall, and made sure its master was standing nearby. It moved a little, and I shouted, “Come closer, come closer!”

I laughed after I scrambled off, glad that there was no story to tell about me dropping off a donkey. What an ass I would have made of myself. Well, it would have been nothing new, only that it would have been in the presence of the other jackasses. And they, too, would have laughed.

I had climbed on to Donald by standing on two building blocks, just for a photo opportunity, and under the midday sun my face shone. It did not look like a donkey’s under cool shade. But it might as well be.

That ‘defining’ moment, the first time I sat on a donkey, was last Wednesday, when I went to Brandon Hill in north Clarendon to see donkeys carrying loads of sugar cane to a spot, just like in yesteryear. Apart from the modern clothes the masters wore, the scene was reminiscent of a certain period in our history.

Upon arriving at Cargill, a small district in Brandon Hill, the first person we saw coming up ‘Lovers Lane’, with a donkey laden with sugar cane, was a youth who later told me his name was Leon. They were both walking at a moderate pace up an incline on the rough road. He was sweating in his long-sleeved black shirt and black cap.

HEAVY LOAD

On the way to the field, we saw some more men and donkeys coming towards us. The field was partially on a slope, which made it a little challenging for the donkeys when they were going up with their loads. It was the harvest, and the cut cane had to be removed from the field within a certain time-frame. So, the owner employed men and donkeys to do the removal.

I was surprised at the number of youths who were working so hard, going to and fro, making trip upon trip. Alongside the more seasoned farmers, they toiled. I saw a youngster,



Hospitality Jamaica writer Paul H. Williams sits atop ‘Donald Trump’, while his master looks on.



This youth, who said his name is Leon, was the first to emerge with a donkey laden with sugar cane. He named the beast ‘Rhino’.



PHOTO BY PAUL H. WILLIAMS

‘Temper’ hustling away by himself with a load of sugar cane.



Young Shamar Harris pushes ‘Champion Boy’ over a steep incline.



Oshane Carter has no qualms about posing with ‘Demus’.



Above: 'Temper' in one of his regular braying tantrums.

From left: Oshane Carter with 'Demus', Shamar Harris with 'Champion Boy' and Jahnear Francis take time out for a photo opportunity.



Kenroy Grant running to catch up with 'Temper', who has no intention of slowing down.

Shamar Harris, pushing a donkey he called 'Champion Boy' from behind up the slope, while giving a command in a particular intonation, almost musical.

Each of the masters has a peculiar way of commanding his beast of burden, but the "brrrr" was typical in getting the animals to yield. The animals themselves can make that sound. It was a sound that 'Temper' made several times. That malcontent. The temperamental one had no name, so I called him Temper.

It looks very different from the others asses. Somebody asked if it was from St Elizabeth, and the answer was yes. But I am not going into that, only to say it has a deep reddish-brown coat, not the regular donkey grey. A redhead, perhaps.

A redhead with a fiery temper, it was always in a hurry, keeping its master, Kenroy Grant, running behind it, while the other animals walked along with their masters. To or from, Temper was always walking fast, with a sense of purpose, and it seemed to be grumbling.

It reminded me so much of a child who is working hard and complaining at the same time.

Temper was working hard, but it was obviously not pleased, something was on its mind. Why did it seem so angry? Yet, its disposition I found funny, it was too human-like.

There was even a near-accident when another donkey was coming through a narrow opening and Temper could not wait. Just as a road hog would, Temper did not yield; it went through the opening while the other was just about to exit. And there was a little bounce. I could imagine the news headline, 'Donkeys collide and die, damn asses'.

But in all of this, the moment that summed up the nature of this beast was when it was returning from one of its trips, and it came upon a group of us near the opening where he almost collided. We were talking about him. He stopped and he brayed loudly, and carried on, and then hastened towards the field. But not before he showed off his 'fifth leg'. This Temper is not easy.

From Temper and his mean-spiritedness, I left to continue a discussion I had started with a shepherd named Terryann.



PHOTO BY PAUL H. WILLIAMS

Terryann McKenzie of Brandon Hill, Clarendon is a construction worker, farmer and shepherd.



Terryann McKenzie hugs one of his prized rams.

Terryann, the shepherd who writes

Paul H. Williams

Hospitality Jamaica Writer

THIRTY YEARS ago, his grandmother gave him a name that still makes people pop their eyes whenever he tells them of it. Of all the names in the world his grandmother could have chosen, she picked Terryann.

But, now that he said he had heard it is also a boy's name, Terryann McKenzie, construction worker cum farmer/shepherd, is now more comfortable with his name. Moreover, he said he is a real man, doing rough-and-tumble work, man enough to go through life with such a name.

But McKenzie is a rarity in other respects. He raises sheep where donkeys, cows and goats are common in north Clarendon.

Hospitality Jamaica chanced upon him last week in Brandon Hill. He was walking along the road with a machete and a long staff, his dreadlocks covered with a hood. With him was a herd of sheep, including lambs.

The sheep were excited, glad to be out of their pen, to be in the bushes where succulent apples and guango seed pods could be found. Jackfruit, mango and star-apple are some of the other seasonal fruits



One of Terryann McKenzie's sheep. He needs a market for them.



Terryann McKenzie's sheep are fed only natural food and fruits.

they feed on. They looked well-nourished, and some of them wore an abundance of fleece.

REGULAR MARKET NEEDED

McKenzie said he has been raising sheep for almost four years to prop up the income he gets from selling banana and plantain, as construction work is also not a regular source. He started out with three ewes and a ram, and now has about 21 heads. His greatest need is a regular market, especially in the hospitality industry.

He showed **Hospitality Jamaica**

plots of land that he intends to put under production in the expansion of his sheep population.

And the surprises kept coming when McKenzie said, along with his son, he has written a book about his life to tell what he has been through. He was not always living at Brandon Hill.

He had returned to live in that community seven years ago, after a spiritual awakening, he said. The book at this stage is written legibly by hand, and he wants it published. 'Terry the Shepherd' should be an interesting read.

Exports from international tourism rise 4% in 2015

INTERNATIONAL TOURISM receipts in destinations around the world grew by 3.6 per cent in 2015, in line with the 4.4 per cent increase in international arrivals. For the fourth consecutive year, international tourism grew faster than world merchandise trade, raising tourism's share in world's exports to seven per cent in 2015. The total export value from international tourism amounted to US\$1.4 trillion.

Income generated by international visitors on accommodation, food and drink, entertainment, shopping and other services and goods reached an estimated US\$1,232 billion (€1,110 billion) in 2015, an increase of 3.6 per cent, accounting for exchange-rate fluctuations and inflation. International tourist arrivals (overnight visitors) increased by 4.4 per cent in 2015, reaching a total of 1,184 million.

Alongside international tourism receipts (the travel item of the balance of payments), international tourism generated US\$210 billion in

exports through international non-resident passenger transport services, bringing the total value of tourism exports up to US\$1.4 trillion or US\$4 billion a day on average.

"Tourism is today a major category of international trade in services," said UNWTO Secretary General Taleb Rifai, addressing the 60th Regional Commission for the Americas meeting in Havana, Cuba. "Despite a weak and slow economic recovery, spending on international tourism grew significantly in 2015, proving the sector's relevance in stimulating economic growth, boosting exports and creating jobs for an increasing number of economies worldwide," he added.

International tourism represents seven per cent of total world exports and 30 per cent of services exports. The share of tourism in overall exports of goods and services increased from six per cent to seven per cent in 2015 as, for the fourth consecutive year, international tourism outgrew world mer-



Taleb Rifai, secretary general of the United Nations World Tourism Organisation.

chandise trade, which grew 2.8 per cent in 2015 according to recent data reported by the World Trade Organization.

As a worldwide export category, tourism ranks third after fuels and chemicals and ahead of food and automotive products. In many developing countries, tourism ranks as the first export sector.

Unusually strong exchange-rate fluctuations in 2015 seriously influ-

enced receipts for individual destinations and regions, expressed in current US dollars. Taking into account exchange-rate fluctuations and inflation, receipts in the Americas, Asia and the Pacific and the Middle East all grew by four per cent, while in Europe they grew by three per cent, and in Africa by two per cent.

STRONG GROWTH

The Caribbean, Central and South America showed strong growth in international tourism receipts.

The Americas continued to enjoy robust results both in international arrivals and receipts in 2015, with a strong US dollar fuelling outbound travel from the United States and benefiting many destinations across the region. The Caribbean, Central America and South America all recorded seven per cent growth in receipts, while North America saw a three per cent increase.

"As prices of raw materials have decreased, tourism has shown a

strong capacity to compensate for weaker export revenue in many commodity- and oil-exporting countries," said Rifai. "Tourism is increasingly an essential component of export diversification for many emerging economies as well as several advanced ones," he added.

The United States, China, Spain and France remain the world's top tourism destinations.

The United States (US\$178 billion), China (US\$114 billion), Spain (US\$57 billion) and France (US\$46 billion) continue to be the top destinations both in international tourism receipts and tourist arrivals.

The above data is preliminary and subject to revision. The year 2015 has shown some unusual strong appreciation of the US dollar to many currencies, rendering receipts earned in these currencies lower in US dollar terms. Furthermore, China revised both its international tourism receipts and expenditure series substantially in 2015 and retrospectively for 2014 due to methodological changes.

Couples Swept Away thanks staff for service

TEAM MEMBERS at Couples Swept Away in Negril were honoured by the hotel at their annual staff awards recently on its premises with fabulous prizes and an entertaining show by reggae star Tony Rebel.

Among the big winners were Steven Surajballie of Dining

Room, who was chosen Front of the House, winner and Devon Morrison of engineering who was the Back of the House winner.

The Manager of the Year award went to Sharnet Waite, bar manager, while the Department of the Year was Stewarding.



CONTRIBUTED PHOTOS

Staff members of department of the Year – Stewarding – pictured with Karen Lanigan (second left), general manager.



Front Of the House winner Steven Surajballie, from the Dining Room, being presented his award by Karen Lanigan, general manager.

At right: Devon Morrison, Back of the House winner from Engineering Department, accepts the award from Karen Lanigan, general manager.



Emcee for the afternoon's event, Christopher Daley, with Couples Resorts' human resources director, Petra-Ann Williamson.



A standing ovation for Sandals Resorts Teachers' Day celebrations

THE DAY started with a profound and sincere message from Sandals Resorts International's Chief Executive Officer, Adam Stewart, who, on video, expressed his love and gratitude to almost 420 teachers for their passion and perseverance in shaping the minds of future leaders.

The teachers then received their official invitation from the CEO to enjoy all the festivities and luxury-included offerings at Sandals, Beaches and Grand Pineapple Resorts in celebration of Teachers' Day.

The festivities kicked off with extravagant luncheons at Sandals Negril, Sandals Ochi Beach Resort, Sandals Whitehouse and Sandals Montego Bay. The luncheons were punctuated by a host of prizes, including eight complimentary weekend passes, spa treatments, candlelit dinners, souvenir items, gift certificates and alcoholic beverages.

Close to 450 teachers from over 120 schools between the parishes of Hanover, Westmoreland, St James, St Ann, St Mary and St Elizabeth were fêted and pampered at the luxury resort chain.

Sandals Negril treated the educators to spa teasers, tributes and exciting games and giveaways, while Sandals Ochi Beach Resort rolled out the red carpet, offering scrumptious meal comprising Jamaican dishes as well as top-class entertainment provided by talents from Sandals and Beaches.

FUN TIME

"We had a magnificent time," noted principal of the Boscobel Primary School, Perlita Trail, speaking on behalf of the teachers in attendance. "Sandals made us feel very special. We all felt like royalty."

General Manager of Sandals Ochi Ramel Sobrino in welcoming the teachers, applauded them for their contribution to Jamaica's education. "We are proud to share in your special day," Sobrino said.

Sandals Resorts in the Montego Bay region hosted approximately 100 teachers for their day. The activities commenced with a special welcome cocktail party, featuring a breathtaking entertainment



CONTRIBUTED PHOTOS

The colourful and happy bunch from Mount Airy All-Age School share in a photo op with Sandals Negril General Manager David Latchimy (second row, seventh left) upon their arrival to the resort for Teachers' Day celebrations. Sixty-five teachers from eight schools in Hanover and Westmoreland dined in fine style at the hotel's Italian restaurant, Cucina Romana. They were also treated to spa teasers, tributes and exciting games and giveaways. In the latter part of the day, they donned swimwear and proceeded to enjoy all the magic wrapped up in an afternoon spent at Sandals and Beaches Negril.

showcase and saw teachers competing in a talent show. Corinaldi Primary School walked away with the winning prize and was selected as the Sandals Resorts' Labour Day project for 2016. The teachers were then given a luxurious treatment as the culinary team pulled out all the stops and offered an all-inclusive buffet luncheon.

Leanora Morris, founder of the

Leanora Morris Early Childhood and Pre-school, was also presented with a certificate for her outstanding contribution to education.

According to Carlene Dawkins, principal of Sudbury Basic School, "Sandals Resorts is able to enrich and revitalise the teachers on this special day. I felt refreshed! I was being catered to in a place of paradise."



Marcia Allen, principal of The ABC Learning Centre in Hanover, reacted with shocked elation after winning one of the weekend passes for two to a Sandals or Beaches Resorts during the raffle draw at Sandals Negril's Teachers' Day luncheon. In the background, the other teachers celebrate with her.