



PAGE 4: B.1) YOUR CASE STORY: TITLE AND DESCRIPTION

**Q1: TITLE OF CASE STORY**

Port Preparedness Programme

**Q2: CASE STORY ABSTRACT**

The overall objective of the Port Preparedness Programme is to contribute to the sustainable growth and development of the cruise shipping sector in the Pacific region.

The purpose of this project is to develop and strengthen the capacity of cruise destinations in the region to grow and develop their cruise tourism sector through improved on-shore products and services and closer coordination of policies and operations by all key stakeholders.

The specific results towards which the programme will contribute are:

- a. Improved awareness of the Pacific region's potential as a cruise tourism destination
- b. Improved on-shore cruise destination tourism product including both facilities and activities
- c. Enhanced cruise visitor experience at ports of call in the Pacific
- d. Coordinated cruise destination policies and practices
- e. Improved awareness and understanding of the international and regional cruise tourism market

In order to achieve the project objective, purpose and expected results the consultant will prepare and deliver the following outputs:

- Awareness workshops focused on the cruise shipping sector for stakeholders (including policy makers and administrators) organised in at least 5 PACPs
- Skills improvement training workshop provided to local tour operators, guides, and related employees in the sector in at least 5 PACP
- Core workshop materials produced in DVD or similar electronic format for subsequent reference and consultation by stakeholders

**Q3: LONG DESCRIPTION OF THE CASE STORY**

This Port Preparedness Programme was carried out within the framework of the Work Plan of the Pacific Regional Tourism Capacity Building Programme (PRTCBP), which is funded by the European Union under the 10th EDF and implemented by the South Pacific Tourism Organisation (SPTO). It forms part of Activity 3: Implement the South Pacific Cruise Shipping Strategy, specifically as sub-activity 3.5: Implementation of on-shore cruise product development and capacity building (port preparedness).

The South Pacific Cruise Shipping Strategy was prepared by SPTO with ProInvest support in 2007. It made a series of comprehensive recommendations grouped into four broad areas described as 'beacons'. They were: Beacon I: Shore Excursion Activities & Land Based Services; Beacon II: Marine Infrastructure & Support Services; Beacon III: Institutional Management & Cooperative Frameworks; and Beacon IV: Cruise Destination Marketing & Promotion. PRTCBP's Activity 3 focuses on the implementation of the key recommendations of the South Pacific Cruise Strategy. Work Plan actions include the development of a South Pacific Cruise Information Manual as a dedicated micro-site linked to the redeveloped SPTO website.

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specifically targeted at cruise itinerary planners, cruise market research, regional promotion to existing and potential new cruise ship operators, and capacity and product development opportunities notably at ports of call.

Sub-activity 3.5, on which the present Port Preparedness Programme is based, is a targeted response to the 2007 Strategy recommendations, notably Beacons I and III, the key aspects of which, centre on variety of creative shore excursions; safety, security and duty of care; professional and fully insured tour operations; quality shopping; high standard guiding; economic integration and product development at community level; public-private partnership; government and community awareness and commitment; and capacity building at local level.

Thus the Port Preparedness Programme aims to improve the on-shore cruise destination product including facilities, services and activities, ensure more effective coordination of cruise destination policies and practices, create and increase awareness and achieve a better understanding of the international and regional cruise tourism market.

The consultant prepared and delivered workshops addressing the needs of the two target groups above. The workshops were delivered separately in the first 5 workshops in 2013 and together in 2014 for each of the targeted countries. In preparing and delivering this output, the consultant undertook the following:

- i. Proposed an outline programme indicating clearly the subjects to be covered and the corresponding communication/learning objectives;
- ii. Agreed the workshop outline with SPTO and prepare the relevant workshop materials, which are expected to include power point presentations, printed hand outs and other tools;
- iii. Submitted draft workshop materials to SPTO for review and feedback Deliver the workshops in the designated countries and at the agreed dates and times;
- iv. The number of participants at each workshop will vary and this was coordinated by SPTO and its local partners.

b) The consultant also prepared an edited package of the key points of each workshop in e- format (usbs) for wider distribution within the region. In carrying out this task, the consultant would:

- i. Ensure that the usbs were professionally designed and produced and include attractive artwork and a sound track of selected narrative;
- ii. Submitted drafts of the packages in question to SPTO for review and feedback prior to finalisation;
- iii. Arranged to produce and deliver a quantity of copies of the usbs to be confirmed by SPTO

c. Prepared a brief activity report by country on completion of the workshops presenting the relevant factual information on the events, venue, participant numbers and lists of names as well as an overall assessment of the success or otherwise of the workshop(s).

iv. Towards this end, the consultant/workshop facilitator administered an evaluation questionnaire at the end of each workshop, copies of which will made forwarded to SPTO;

v. The results of the questionnaire were reflected in the activity report

vi. On completion of the project as a whole, the consultant prepared and submitted an end-of-project report integrating all individual activity reports, undertaking a more thorough evaluation of the implementation of the project and its likely impact as well as making recommendations for necessary future actions in this field.

v. Securing appropriate venues and undertaking related administration was the responsibility of SPTO and its local partners, who will also absorb the necessary costs.

- Successful implementation of eight (8) Port Preparedness workshops in 2013 and 2014

### 2013 PARTICULARS

June 24 Vanuatu Port Preparedness Workshop – Day 1

June 25 Vanuatu Port Preparedness Workshop – Day 2

July 23 Samoa Port Preparedness Workshop – Day 1

July 24 Samoa Port Preparedness Workshop – Day 2

August 13 Tonga Port Preparedness Workshop – Day 1

August 14 Tonga Port Preparedness Workshop – Day 2

August 19 Cook Islands Port Preparedness Workshop – Day 1

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August 20 Cook Islands Port Preparedness Workshop – Day 2  
October 3 Solomon Islands Port Preparedness Workshop – Day 1  
October 4 Solomon Islands Port Preparedness Workshop – Day 4

### 2014 PARTICULARS

February 27 Palau Port Preparedness Workshop – Day 1  
February 28 Palau Port Preparedness Workshop – Day 2  
March 3 FSM (Yap Island) Port Preparedness Workshop – Day 1  
March 4 FSM Port Preparedness Workshop – Day 2  
March 6 Marshall Islands Port Preparedness Workshop – Day 1  
March 7 Marshall Islands Port Preparedness Workshop – Day 2  
March 13 Kiribati (Christmas Is) Port Preparedness Workshop – Day 1  
March 14 Kiribati Port Preparedness Workshop – Day 1

- Successful visibility of in-country Port Preparedness workshops through print, online and TV media across national, regional and international platforms
- Successful updating of port information from the eight countries onto the SPTO Cruise manual microsite
- Cruise Committee: as part of a concerted effort by SPTO with respective NTOs to establish a short-medium Cruise plan and eventually the establishment of a Cruise Committee in each country, as an outcome of this activity
  - o Cruise Steering Committee: established and revamped in Vanuatu, Samoa, Tonga, Cook Islands and Solomon Islands
  - o Short term activities were identified and a plan of action (Short term Cruise plan) developed as a result in Palau, Yap, Marshall Islands and Kiribati
  - o Establishment of Cruise Committee has been an activity spearheaded by the respective NTOs, who have also taken onboard lead and advocacy roles within their Working Committees for Cruise tourism. This was an outcome strongly pushed at the Port Preparedness workshops.

**Q4: Please add here web links to project/programme materials.**

*Respondent skipped this question*

## PAGE 5: C.2) ABOUT THE CASE STORY

### Q5: YOUR CONTACT DETAILS

Name: Alisi Lutu  
Ministry/Institution/Organization: South Pacific Tourism Organisation  
Country: Fiji  
Email Address: alutu@spto.org

### Q6: FUNCTION

Public sector

### Q7: FUNDING PARTNER Tick the appropriate box(es)

Multilateral organization

### Q8: Additional information

This project is being implemented within the framework of the Pacific Regional Tourism Capacity Building Programme (PRTCBP), which is funded by the European Union under the 10th EDF and implemented by the South Pacific Tourism Organisation (SPTO).

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<b>Q9: START DATE OF PROJECT/PROGRAMME</b>	2013
<b>Q10: STATUS OF PROJECT/PROGRAMME</b>	Fully implemented
<b>Q11: DURATION OR, IF ON-GOING, EXPECTED DURATION OF PROJECT/PROGRAMME</b>	1-3 years
<b>Q12: COST OF PROJECT/PROGRAMME</b>	Less than US\$50,000
<b>Q13: Additional information</b>	
Funding is in Euro, total costs 41, 347 Euro.	
<b>Q14: TYPE OF FUNDING FOR PROJECT/PROGRAMME</b>	Grant

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<b>Q15: PROJECT/PROGRAMME TYPE</b>	Regional
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<b>Q16: SINGLE COUNTRY/CUSTOMS TERRITORY</b>	<i>Respondent skipped this question</i>
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### PAGE 8: C.2) ABOUT THE CASE STORY

<b>Q17: REGION(If the region does not appear in the drop down menu, please enter manually.)</b>	Pacific Islands
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### PAGE 9: C.2) ABOUT THE CASE STORY

<b>Q18: MULTI-COUNTRY(Enter all countries or customs territories)</b>	
Vanuatu, Samoa, Tonga, Cook Islands, Solomon Islands, Palau, Yap (FSM), Marshall Islands and Christmas Island (Kiribati):	

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<b>Q19: CASE STORY FOCUS</b> Tick the appropriate box(es)	Customs reform,  Improving the regulatory environment for services ,  Improving skills levels in service sectors, Other (please specify) The Port Preparedness Programme aims to improve the on-shore cruise destination product including facilities, services and activities, ensure more effective coordination of cruise destination policies and practices, create and increase awareness and achieve a better understanding of the international and regional cruise tourism market.
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### PAGE 11: C.5) ABOUT THE CASE STORY

<b>Q20: HOW SUCCESSFUL WAS THE PROJECT/PROGRAMME</b> Tick the appropriate box(es)	Very successful
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### PAGE 12: C.6) ABOUT THE CASE STORY

<b>Q21: WHAT WERE THE OUTPUTS OF THE PROJECT/PROGRAMME</b> Tick the appropriate box(es)	Officials trained, New customs procedures, New other border agency procedure, New or updated one-stop border post, New quality assurance procedures or processes
<b>Q22: Additional information(maximum 300 words)</b>	
<p>The purpose of this project is to develop and strengthen the capacity of cruise destinations in the region to grow and develop their cruise tourism sector through improved on-shore products and services and closer coordination of policies and operations by all key stakeholders.</p> <p>The specific results towards which the programme will contribute are:</p> <ol style="list-style-type: none"><li>Improved awareness of the Pacific region's potential as a cruise tourism destination</li><li>Improved on-shore cruise destination tourism product including both facilities and activities</li><li>Enhanced cruise visitor experience at ports of call in the Pacific</li><li>Coordinated cruise destination policies and practices</li><li>Improved awareness and understanding of the international and regional cruise tourism market</li></ol>	

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**Q23: WHAT WERE THE OUTCOMES OF YOUR PROJECT/PROGRAMME?** Tick the appropriate box(es)

Reduction in customs rejections,  
Increase in shipping volumes

**Q24: Additional information(maximum 300 words)**

- Successful implementation of eight (8) Port Preparedness workshops in 2013 and 2014

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**Q25: WHAT WERE THE IMPACTS OF THE PROJECT/PROGRAMME** Tick the appropriate box(es)

Increase in domestic investment,  
Increase in foreign investment,  
Increase in employment,  
Increase in women's employment,  
Increase in consumer welfare

**Q26: Additional information(maximum 300 words)**

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**Q27: LESSONS LEARNT** Tick the appropriate box(es)

Importance of good project design,  
Importance of alignment with national priorities ,  
Importance of alignment between different development partners in programming  
,  
Importance of engagement by private sector ,  
Importance of agreeing clear project implementation responsibilities  
,  
Importance of agreeing clear project monitoring and evaluation process and procedures  
,  
Importance of agreed accountability frameworks ,  
Importance of attention to long-term sustainability  
,  
Importance of political will and commitment by project partner

**Q28: Additional information(maximum 300 words)**

*Respondent skipped this question*

**Q29: PROJECT OR PROGRAMME MONITORING AND EVALUATION FRAMEWORK** Tick the appropriate box(es)

M&E framework used, Ex post evaluation, Impact assessment