

# DAMION O. CRAWFORD

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## Objective

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To contribute effectively to the development of Jamaica in the areas of marketing management, planning, education and research.

## Experience

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**January 2012- February 2016: Government of Jamaica**

*State Minister in the Ministry of Tourism and Entertainment*

- ✓ Responsible in particular for entertainment, community tourism and craft sectors
- ✓ Started Jamaica's 1<sup>st</sup> independent Craft Council
- ✓ Introduced Jamaica's 1<sup>st</sup> Entertainment Registry
- ✓ Introduced Jamaica's 1<sup>st</sup> Event rating system
- ✓ Started Jamaica's Authentic Jamaica Brand for craft
- ✓ Initiated and named a Jamaican Poet Laureate for the 1<sup>st</sup> time
- ✓ Identified and started Implementation of Jamaica's 1<sup>st</sup> Entertainment Zone
- ✓ Lead draft of Jamaica Community Tourism Policy
- ✓ Lead draft of Jamaica Craft Policy
- ✓ Lead Development of Tourism Pension Scheme proposal
- ✓ Conceptualized and Initiated Jamaica's Arts in the Park Program
- ✓ Conceptualized and initiated Kingston for February as an entertainment effort
- ✓ Lead the recognition and acceptance of Kingston as a UNESCO creative city
- ✓ Conceptualized and initiated Jamaica's 90 days of summer promotion

**July 2010- December 2011: YardTravel**

*Chief Executive Officer*

Founder

**June 2009- August 2009: Mona School of Business**

*Lecturer Marketing Management*

- ✓ Responsible for development and design of course content on marketing

**June 2008- August 2008: Jamaica Hotel and Tourism Association**

*Project Consultant IDB project on small hotel product development*

- ✓ Responsible for development and design of course content on product development and marketing

**August 2007- Present: University College of the Caribbean (UCC)**

*Lecturer Tourism Management*

- ✓ Taught Tourism Management (HM329)

**April 2007- May 2007: Jamaica Hotel and Tourism Association**

*Project Consultant IADB project on improving small tourism enterprises competitiveness.*

- ✓ Responsible for development and design of course content on role of information technology in small tourism entities.
- ✓ Responsible for development and design of course content in financial management for small tourism entities.
- ✓ Delivery of both modules to small property owners and managers.

**August 2006- May 2007: Excelsior Community College**

*Lecturer: Hospitality Management*

- ✓ Taught Food and Beverage Management
- ✓ Taught Hospitality Management
- ✓ Taught Principles of Micro-Economics

**April 2006-May 2007: Jamaica Conservation and Development Trust**

*Projects Manager, Blue and John Crow Mountain National Park Tourism Project.*

- ✓ Responsible for the tourism product development and marketing.
- ✓ Responsible for formulating linkages between the community and Holywell's tourism product.
- ✓ Manage the IDB Upper Rio Grande, Holywell Tourism Development programme
- ✓ Manage the European Union's BJCMNP small recreation and tourism related enterprises competitiveness enhancement programme.

**January 2006- Present: Council of Community Colleges of Jamaica**

***External Examiner***

- ✓ Responsible for Marketing Management
- ✓ Responsible for Events Planning
- ✓ Responsible for Tourism Management

**August 2005- December 2011: University of the West Indies (UWI)**

***Lecturer Tourism Management and Marketing***

- ✓ Taught Principles of Marketing (MS20A)
- ✓ Taught Tourism Management (HM329)
- ✓ Taught Consumer Behavior (MS30E)
- ✓ Taught Hospitality Marketing (MS65F)
- ✓ Taught Hospitality Entrepreneurship (MGNT 6136)
- ✓ Researched and designed course content for Hospitality Entrepreneurship
- ✓ Researched and designed course content for Tourism Management
- ✓ Researched and designed course content for International Travel and Tourism.
- ✓ Researched and designed course content for Tourism Planning Policies and Public Issues
- ✓ Researched and designed course content for Destination Management
- ✓ Researched and designed course content for Events Planning and Management
- ✓ Researched and designed course content for Services Marketing.

**2001-2002 St. Georges College High School**

***Mathematics Teacher***

Facilitated grade ten and eleven classes in preparation for CXC examinations.

**2002-2003 Norman Manley High School**

***Mathematics Teacher***

- ✓ Facilitated grade ten and eleven classes in preparation for CXC examination.

**2002-2003 Norman Manley High School**

***Business Studies Teacher***

- ✓ Facilitated students in preparation for GCE A/Levels examination.

**2001-2002 Franklyn D. Resort**

***Manager, Sales and Marketing***

- ✓ In charge of domestic marketing

- ✓ In charge of groups marketing
- ✓ In charge of internet marketing
- ✓ In charge of internet reservations
- ✓ In charge of enquiries and guest comments sheets

**2000 Nassau Marriot Resort**

*Intern, Sales and Marketing*

- ✓ Gained experience in planning and coordinating marketing campaigns
- ✓ Gained experience in negotiations and barter trading
- ✓ Gained experience working on large accounts

## Education

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**2015- Present: Mona School of Business and Managmeent**

DBA candidate

**2003-2005: University of the West Indies**

M.Sc Tourism Management

**1998-2001: University of the West Indies**

B.Sc. Tourism Management ( Upper Second Class Honours)

**1991-1998: Kingston College**

Completed Subjects at Ordinary and Advanced Levels

## Achievements

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**2008-present:** PNPYO President

**2004-2005:** Guild President, UWI (Mona Campus)

**2004:** Attendee to the World Future Leaders Institute

**2003-2004:** Hall Chairperson, Taylor Hall (UWI)

**2003-2004:** Taylorite of the Year

**2003-2004:** Award for Excellence in Leadership, UWI (Mona Campus)

**2000-2001:** Guild President, UWI (CHTM)

**2000-2001:** Award for Excellence in Track and Field, UWI (Mona Campus)

**1999-2000:** Freshman of the Year, Taylor Hall (UWI)

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## Research Papers and Conference Presentations

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*Research papers and conference presentations include:*

**March 2012 :** *"Recovering from terror: the Egyptian and Balinese experiences", Worldwide Hospitality and Tourism Themes*

**May 2009:** *"Consumer side of Crisis", University of Delaware/Utech conference on Tourism Mgnt.*

**January 2009:** *"Demographic factors that influence tourist destination choice ", Ideaz Journal (Co-Author)*

**May 2008:** *"Motivating Service Employees", University of Delaware/Utech conference on Tourism Mgnt.*

**June 2006:** *"Impact of Terror on Tourist Demand: Presented at Hotel and Catering International Management Association (HCIMA) conference on Security and Tourism"*

**May 2006:** *"Recovering from Terror. Lessons learnt from the Balinese and Egyptian Experiences: Peer Review"*

**December 2005:** *Discussant on impact of crime and violence on tourism development.*

## Research in Progress

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- ✓ Measuring service workers motivation using mathematical models
- ✓ Theories of motivation and their implications for service delivery
- ✓ Perceptions of services and its impacts on hospitality employees' motivation.

## Research Interests

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- ✓ The impact of slavery on tourism service delivery.
- ✓ Reasons for high leakages in Caribbean tourism.
- ✓ Increasing visitor spending and the multiplier effect of the tourism industry.
- ✓ Managing tourism demand prior to, and after external shocks.
- ✓ Issues and impacts of the "Tourism Informal Sector".
- ✓ "Building up or selling out" - The impacts of foreign direct investments inflows into the local tourism industry.
- ✓ The economic reach of the all-inclusive resort and its implications for economic growth.

## **Civic Interests**

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Founder and Director (H.O.P.E.) Helping Our People Excel – A Volunteer Organization dedicated to helping students with learning challenges succeed at Mathematics.

## **References**

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Available upon Request.