

NAME AND DATE OF BIRTH

Beienetch H. Watson-May 13

DEPARTMENT/UNIT/SECTION

Marketing, International Business, Entrepreneurship and Strategy (MIBES)

FACULTY/DIVISION

Faculty of Social Sciences/ Mona School of Business and Management

POSITION

Lecturer

GENERAL AREA OF ACADEMIC SPECIALISATION

Hospitality Management, Tourism Management, Entertainment Management, Events Management

QUALIFICATION & GRANTING INSTITUTION

- 2021 PhD candidate- Sustainable Development (Tour)
The University of the West Indies, Faculty of Social Sciences,
- 2000 MSc. Tourism & Hospitality Management (Tourism Special)
University of the West Indies (Mona Campus, Jamaica)
- 2012 In-service Postgraduate Diploma- Education & Training University of
Technology (Kingston, Jamaica) (Incomplete)
- 1998 Graduate Diploma-Tourism Management University of the West Indies-
Centre for Hotel and Tourism Management (Nassau, Bahamas)
- 1996 Bachelor of Arts (Hons.) History (Major), University of the West Indies
(Mona Campus)

Training/Professional Certificates

- Certificate of completion in Performance Management (UTECH-Human Resource Management (2018)
- Certificate Writing Business Cases for Publication (UTech) 2018
- Participant in the Sandals LEAP (Leadership in Education and Industry) programme (2015)
- Certificate Research and Grant Writing (UTECH-COBAM) 2015
- Certificate Academic Consultancy Improving Impact and Income (UTECH-COBAM) 2014
- Curriculum Development (UTECH) 2011
- Quality Assurance & Management (HEART Trust-NTA)2011
- On-Line Teaching and Learning Strategies (VTDI)2011
- Behavioural Interview Techniques (HEART Trust-NTA)2010
- Research Methods & Techniques (MIND 2010)
- Management Orientation Training Programme (HEART Trust-NTA)2009
- Supervisory Management (HEART Trust-VTDI)2008
- Assessor Training (HEART Trust-VTDI)2008
- Train-the Trainer (HEART Trust-VTDI) 2006
- Intermediate Japanese-Certificate of Completion (2004)
- Working with dysfunctional People 1999 UWICED (Certificate of Participation-Ecotourism) 1999

DISTINCTIONS, HONOURS, SCHOLARSHIPS AND AWARDS

- European Union Scholarship Awardee-University of the West Indies (1999)
- University Prize for the Development of Civilization-(UWI, Mona, Faculty of General Studies)1996

PUBLICATION

Papers presented at conferences

2017 B. Watson; N. Hay-Walters. Finding the Sting: A case of Jamaica's Greatest Reggae Festival. **North American Case Research Association 59th Annual Meeting** Volume 31, Number 1. Chicago-Rosemont, IL 19-21 October 2017

2017 N. Hay-Walters; B. Watson Fixing the Clogs at Cloggy's on the Beach: Now

or Never. **North American Case Research Association 59th Annual Meeting** Volume 31, Number 1. Chicago-Rosemont, IL 19-21 October 2017

Non-peer reviewed publications

Watson, B (March 20, 2019). Jingling Away Jamaica's Tourism Fortunes. *Jamaica Gleaner*

Watson, B (October 16, 2018). Rethinking Jamaica's Tourism Strategy. *Jamaica Gleaner*

Watson, B & Hay Walters, N (October 26, 2017). Paradise Burning. *Jamaica Gleaner*.

Special presentations and Guest Lecturers

- Guest speaker, Kiwanis Club of Utech, St. Andrew. "Event Planning during a pandemic." January 21, 2021
- Guest speaker, Rotary Club of Liguanea Plains. "Tourism resilience in a post COVID-19 era. May 20, 2020
- Panel presenter-UWI CHTM VIRTUAL REUNION 2020. "Resilience proofing Caribbean Tourism: The next normal. October 3, 2020
- Workshop presenter JTB/CTO Tourism Youth Congress Public Speaking Competition Training Workshop (2019)
- Guest Speaker, Jamaica Tourist Board/Caribbean Tourism Youth Congress-Public Speaking Competition "Equipping our Youth to Thrive in a Changing Tourism Environment." July 17, 2018
- Kingston Music Week Panelist. "'Creative Tourism-Awakening the Sleeping Giant" UTEch, Jamaica/RJR Gleaner Group Public Forum. December 6, 2017
- Kingston Music Week Panelist. "'Creative Tourism-Awakening the Sleeping Giant" UTEch, Jamaica/RJR Gleaner Group Public Forum. December 6, 2017

- Guest Jamaica Gleaner Editors' Forum-Kingston the Creative City. November 16, 2017
- Kingston Music Week Panelist. "Kingston the Creative City: From UNESCO designation to strategic implementation" UTech, Jamaica/RJR Gleaner Group Public Forum. December 6, 2016
- Guest speaker-Ascot High School. "Preparing for your professional life- Dressing for success" April 2017
- Guest speaker-National Housing Trust, St Catherine "Professional Meeting Planning for Community Organizations." March 2017.

PUBLIC SERVICE

- Conference papers reviewer for the ICHRIE-SECSA 2020 Conference (2019).
- Member of the judging Panel for the 2018 CTO Tourism Youth Congress (Public Speaking Competition). June 19, 2018
- President, St. Catherine South Neighbourhood Watch Association (January 2013-August 2016)
- Assisted with the draft Jamaica Conservation Development Trust document/policy "Tourism Partnership Programme" for the business sector in Blue and John Crow Mountain. June 2016.
- Served as a sub-sector consultant on the revision in the National Culture Policy of Jamaica, November 2016
- Event Subcommittee member- Emancipation /Independence 2015, Ministry of Culture, Gender, Sports and Entertainment.
- President, Bernard Lodge Community Citizen Association (October 2012-July 2016)
- President, Morris Meadows Citizen Association (April 2010-July 2017)
- Committee member, St. Catherine South Community Safety & Security Divisional Council (2011-2012)
- Planning Committee Chair, NHT St. Catherine Leadership Council (2010-2012)
- Event Chair-Human Resource Management Association of Jamaica (HRMAJ)-Conference 2009
- Public Relations Officer and Event Coordinator Jamaica JET Alumni Association (2005-2007)

- Japan Cultural Exchange and Teacher Programme Participant (JET) (July 2002-August 2005)

OTHER PROFESSIONAL ACTIVITY AND EXPERIENCE

- Affiliated member -UWI/MSBM Representative-Jamaica Hotel and Tourism Association (JHTA);
- Caribbean Tourism Researcher Network/International Tourism Studies Association (CTRN/ITSA Network) -Coc-chair Outreach Committee member.
- Jamaica Tourist Board (JTB) Tourism Education Advisory Council
- International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) May 2018-present
- Affiliated member/UTech Representative-Jamaica Hotel and Tourism Association (JHTA) January 2014-2020
- Committee member-Community Tourism Policy Committee (Ministry of Tourism) September 2017-January 2020
- Hospitality Committee Chair-WorldSkills, Jamaica Secretariat (2009-2010)
- Events Committee Chair-Human Resource Management Association of Jamaica, (HRMAJ), 2006
- Council of Community Colleges of Jamaica-Curriculum Committee Member (2000-2002)
- CTO & CEDA-Working Committee for Standardizing Regional Hospitality Training (Barbados),2001
- Council of Heads of Caribbean Hospitality Schools-Communication Chair (CHOCHS) 2001
- Alumni Board Member (Excelsior Community College) 2000-2002
- Joint Board of Tertiary Education – Communication Committee (2001-2002)
- CTO: Working Conference Heads of Caribbean Hospitality Schools. (Barbados) 2002

CONTRIBUTIONS TO DEPARTMENT

- September 2021-present, member-MSBM Research/Brown Bag Committee
- May 2021-present, member-MSBM Teaching and Learning Committee
- October 2021, member-AMBA Faculty Quality & Sufficiency Sub-committee
- September 2020, member of the selection panel-1980 Management Studies Graduating Class 40th
- Faculty Advisor-UWI, Mona, Tourism Society (2019-present)
- Coach-Global Travel and Tourism Student Research Competition and Awards (2019)

TEACHING AND RELATED EXPERIENCE

Full Lecturer-The University of the West, Mona (January 2020-present), Adjunct 2018-2020. Mona School of Business and Management (MSBM)

Courses:

- Tourism management
- Tourism policy, planning and development
- Transport and tour
- Sustainable tourism
- Destination marketing
- Destination management
- Caribbean tourism
- Entertainment management
- Events management

Lecturer-University of Technology, Jamaica (January 2014-January 2019), School of Hospitality & Tourism Management (SHTM)

Core Responsibilities:

- Course Leader for Tourism Management, and Events Management;
- Coordinator-Students' Research/Major Projects Supervisor
- Member of the School's Annual Research Day (SHTM Day) steering committee
- Member School Curriculum Committee
- Member School Quality Assurance Committee
- Tourism curriculum review, design and development
- Internal Examination Moderator

Teaching and associated responsibilities:

- Faculty advisor for Hotel and Tourism Management Major

- SHTM’s External Affairs Liaison to several entities including:
 - The Jamaica Hotel and Tourism Association (JHTA),
 - Caribbean Tourism Organization (CTO),
 - Ministry of Tourism-Community Tourism Policy Committee;
 - National Association of Black Hotel Owners, Operators and Developers (NABHOOD).
- Developed and co-coordinated study tour for visiting university.
- Coordinated study tours for final year tourism management students.
- Developed several policy documents including SHTM’s Uniform Policy, Field Trip Guidelines, and rubrics for oral assessments.
- Assist with the assessment of students on internship

Relevant Course Taught includes:

- Hospitality and Tourism Marketing
- Tourism Destination Marketing
- Tourism Planning and Development
- The Business of Tourism
- Management of Attractions and Special Events
- Travel and Tour Operations & Management
- Cultural and Heritage Tourism
- Special Events: Production and Design
- Negotiating Techniques
- Meetings and Convention Management
- Entertainment Management
- Professional Ethics for Hospitality & Tourism Management
- Hotel & Resort Management
- Business Research Methods

Curriculum designed, reviewed and/or development:

- Tourism Planning & Development
- Cultural & Heritage Tourism
- The Business of Tourism
- Introduction to Tourism & Hospitality Management
- Tourism Destination Marketing
- Travel and Tour Operations Management

- Professional Ethics for the Hospitality and Tourism Industry.

Additional initiatives & accomplishments:

- Successfully coached several teams to the Caribbean Tourism Organization's Annual Student Colloquium (2014-2018)
- Chair of the College of Business and Management's (COBAM) Annual Celebration of Excellence (September 2016-July 2019)
- Initiated, planned and executed several conferences, forums, and public lectures within the College of Business and Management and the School of Hospitality and Tourism Management.
- Chaired and executed annual Staff Awards functions, Staff Retreats, and COBAM annual Students' Awards Ceremony
- Conceptualizer and organizer of SHTM's Annual Creative Tourism Forum
- Partnered with media in hosting several stakeholder forums
- Introduced the annual "Reggae Biz Workshop Series" during Reggae Month
- Served as the University's tourism specialist (invited to address national issues on several radio/TV interviews programmes (KLAS FM, RJR94, Power106FM, Mello FM and TVJ).

Adjunct Lecturer, Caribbean Maritime Institute (CMI), Aug. 2011-July 2014

Courses taught:

- Sustainable Development
- International Business
- International Tourism Business
- Organisational Behaviour and Ethics
- Research Methods

Programme Coordinator/Lecturer- Entertainment & Events Management Vocational Training Development Institute, HEART Trust-National Training Agency (Sept. 2005-July 2011) Diploma,

Course Taught:

- Introduction to Events Planning & Management

- Planning & Organizing Entertainment Events
- Producing Entertainment Events
- Corporate and Social Events Planning
- Special Events Management
- Entertainment Management
- Fundamentals of Marketing
- Organization Theory & Behaviour
- Entertainment Marketing and Sales

Additional Management Responsibilities included:

- Designed and delivered customized training for external clients in the areas of Events Planning, Entertainment Management, Artiste Management, Events Marketing, Customer Service and Management of Intellectual Property.
- Trained HEART employees in the art/science of Events Production.
- Supervised a staff of six (6) full-time and approximately forty (40) part-time employees.
- Provided education counselling/advisement to students.
- Chaired annual advisory Committee meetings aimed at maintaining curriculum relevance in Business Education, Food Technology, Garment Construction, Beauty Services, Electrical Technology & Entertainment and Events Management.
- Developed training budgets and identified resources and activities necessary for accomplishing training objectives.
- Compiled, submitted, and maintained training records for certification of learners.
- Actively marketed the institutions programmes and courses.
- Guided the planning, coordination and production of the institution's major events (Graduation, Research Day, Annual Sports Day, etc)
- Member of steering committee for major organization-wide events including HEART-in-the-Park and WorldSkills International).

Assistant Language Instructor, Wakayama Commercial High School,
Wakayama Board of Education, Wakayama Ken, Japan
Participant Japan Cultural and Teacher Exchange (JET) Participant (July 2002-
July 2005)

Responsibilities included:

- Effectively planned and delivered oral communication lessons
- Successfully prepared students for University Entrance Examinations and Job interviews
- Conducted seminars aimed at improving the delivery of English Language lessons for Assistant Language Teachers

- Conducted Language training and protocol workshops for Japanese Teachers of English
- Implemented remedial programmes for students requiring additional support
- Worked cooperatively with special education teachers (visual and hearing impaired) to modify curricula to meet the needs of their students guided by Individual Education Plans (IEPs)
- Volunteered at three (3) special needs institutions (for the hearing impaired, visual impaired and learning disabilities).

Lecturer/Acting Head of Department, Tourism Hotel and Entertainment Management, Excelsior Community College (Kingston, Jamaica)
(Sept. 1998- July 2002)

Key Responsibilities:

- Assisted with institutional and departmental strategic planning
- Prepared annual schedules and budgets for both Staff and students
- Represented the department and institutions at local and regional meetings
- Coordinated the internship program & conducting Student on the job performance evaluation
- Completed strategic competitive analysis by assessing strengths and weaknesses of competitors.
- Developed metrics used to determine inefficiencies and areas for improvement.
- Documented process flows and developed requirements for functional improvements and enhancements.
- Designed and created marketing collateral for sales meetings, trade shows and company executives.
- Coordinated monthly marketing and community events
- Partnered with internal stakeholders to define marketing program requirements.
- Inspired students to translate their academic interests into the real world by taking positive actions.
- Maintained strong ties with alumni to foster long-term philanthropic support with the school.

Course designed and taught included:

- Hotel Entertainment/Programme Design
- Entertainment Law
- Meeting & Convention Planning
- Hospitality Marketing and Sales
- Housekeeping Management

- Destination Management
- Introduction to Travel and Tourism

Additional Responsibilities:

Coordinated the Certificate of Social Services (UWI/TLU & EXED (1998-2000)

Courses taught;

- Introduction to Caribbean Sociology
- Caribbean Social Policy
- Social Research

OTHER WORK EXPERIENCE

Manager-Eden Garden Wellness Resort and Spa (May 2012-Dec 2013)

Key accomplishments:

- Coordinated the property's redevelopment activities
- Devised the hotel's operational plan
- Recruited, hired and trained the core team
- Developed standard operating procedures for all functional areas and departments
- Developed marketing plans and activities for the rebranded wellness facility
- Liaised with the various on-site service providers
- Revised contracts to ensure improved operational efficiencies and profitability
- Negotiated with suppliers, dealers and vendors
- Liaised with and attained requisite licenses from regulatory bodies (Fire, Public Health, Parish Council, etc)

Training consultant/Institute of Cultural Policy and Innovation (Aug. 2011-Present)

- Assist events based small businesses to improve work processes and operational efficiencies.
- Successfully transformed a small business through the development of a HRM plan, which included comprehensive job analysis and descriptions.
- Trained, coached and mentored staff effectively resulting in improved job performances, employee confidence and morale.
- Aid clients to monitor their existing business practices, identify weaknesses and recommend options and solutions for them.
- Improve the quality of clients' customer service environment through innovative work process flows.
- Conduct workshops/customized training solutions in Event Planning (ILEA Certified).

Hotel General Manager, Thrills Resort, Negril (since renamed Oasis Resorts)
(Mar. 2001-June 2002)

- Managed a team of fifteen (15) to ensure the seamless operation of the hotel
- Successfully increased the property's occupancy levels and profitability by over 70%.
- Achieved and sustained occupancy levels at over 80% within six (6) months.
- Completely revamped the food and Beverage operations resulting in a significant increase of daily food covers.
- Transformed the hotel within a six-month period, resulting in the attainment of TPDCo registration and JTB's Licences.
- Recruited and trained staff to deliver quality service
- Consistently monitored staff performance.
- Added additional revenue streams for the property.
- Organized wedding receptions and other social functions.
- Developed and implemented an effective local marketing campaign
- Launched local publicity campaigns and attended networking events including JAPEX.
- Ensured standardization of all processes and services consistent with the hotel's promises.
- Networked via membership in the JHTA (Negril Chapter) and the Negril Chamber of Commerce.

Marketing Officer BahamasAir – Nassau, Bahamas
January 1997 to January 1998

Major Departments- Customer service, Marketing, Cargo and Accounts

- Managed Baggage Claims for six weeks as an intern (resulted in a one year contract with the Marketing Department)
- Designed and successfully implemented the 1997-98 Marketing Campaign
- Led negotiations with international agency on the terms of the 1998-1999 overseas campaign.
- Dealt with and effectively resolved major passenger complaints.
- Identified, developed and evaluated marketing strategies based on knowledge of company objectives and market trends.
- Created training manual targeted at resolving even the most difficult customer issues.
- Monitored the daily activities of twelve (12) customer support teams.
- Developed, implemented and monitored programs to maximize customer

- satisfaction.
- Addressed negative customer feedback immediately.
 - Routinely prepared and evaluated CRM reports to identify problems and areas for improvement.
 - Effectively communicated with team members to maintain clearly defined expectations.

Research Assistant, Metropolitan Transport Holding (Reporting Directly to the Managing Director-Dr. Alton Fletcher

Part-Time, January 1994 to January 1996

- Supervised a team of twenty (20) part-time researchers
- Developed market survey instruments
- Conducted field research
- Analyzed and communicated findings to the MD

Research Assistant (Summer), Port Authority of Jamaica July-September 1995

**Research Assistant, Ministry of Water and Transport
Special Projects-Reported directly to the Minister of State-Colin Campbell June 1993 – January 1994**

- Coordinated a research team of twenty-five
- Developed research instruments
- Conducted preliminary studies
- Supervised data collection procedures
- Analyzed and recorded data
- Reported findings directly to the Minister

**Research Assistant, Ministry of Energy & Mining
June –October 1992**

- Proofed and assisted with Parliamentary Presentations
- Coordinated a Public Relations campaign on energy conservation
- Delivered seminars on conservation methods to public sector, statutory bodies and public schools throughout the Kingston Metropolitan area.
- Organized public appearances, lectures, contests and exhibits to increase product awareness.
- Planned and organized corporate media and other special events.
- Coached less experienced public relations staff members on corporate communications practices.
- Edited and revised all marketing content to guarantee the highest quality of writing.