

## THE CENTRE FOR HOTEL AND TOURISM MANAGEMENT

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– Programme Director

### WORK OF THE DEPARTMENT



**T**he Centre for Hotel and Tourism Management (CHTM) continues to pursue a number of initiatives relative to repositioning itself to remain a viable institution. The post of Programme Director was filled with the appointment of Mr Berkley Williamson in March 2006. He was given a mandate to enhance relations between the CHTM and the Bahamian community, reposition the Centre, increase

Bahamian students enrolment, diversify its course offerings and specifically facilitate the Centre's transition to one with closer ties and linkages to the Caribbean Tourism Industry in general and the Bahamian Tourism Industry in particular.

Focus continues to be placed on enhancing student work experience via the Internship Programme. This drive has yielded positive results with the successful partnering with the Rex Resorts International which had helped our ability to place students in internship positions throughout the Caribbean. The Centre for Hotel and Tourism Management was also offered the opportunity to participate in the Hilton's Elevator Management Training Programme. Two of the students went to the final stage.

The Centre has taken part in other civic and community oriented programmes with the aim of increasing local awareness and its profile in the Bahamian society. These ventures included, but were not limited to public sector partnership activities, community programmes and sponsorship; all of which served to heighten awareness of its programmes with the potential of encouraging enrolment. The Centre's participation in the first Bahamas Tourism Week garnered positive response when Student

Services Manager, Mrs Valderine Major, who was one of the panellists shared the plans of the Centre.

In the absence of Mr Salvaris, three part-time lecturers were brought on to strengthen the Food and Beverage operations at the CHTM. Additionally, the Food and Beverage operation has successfully hosted a more focused segmentation of patrons catering to smaller, private dining experiences as opposed to the larger general seating arrangements. A new revenue stream has also been realized with an increase in group functions such as Weddings, training seminars and Church meetings.

Mr Salvaris spent the year on sabbatical leave as a Consultant Trainer with the Tobago House of Assembly (THA). His task was to assist with the design and construction of a new, modern culinary kitchen; train the existing culinary staff; and conduct a hospitality and tourism assessment exercise. Based on these findings, he developed a fast-track industry training program. While there, he secured a grant of £150,000 from the European Commission to upgrade the Culinary Services in the Tobago Hotel Sector.

There are several challenges which face the administration of Centre for Hotel and Tourism Management and course offering. The fact that students are entering the programme from multiple streams is one such challenge. The programme was initially designed to accept persons who had completed Level one at one of the main campuses. Increasingly students are coming to the Centre having completed an associated degree. In response to the changing circumstances a review has started on the Centre's programmes to ensure that they articulate well with the different courses of study that students have completed prior to coming to the Centre.

The need to address this issue has been made all the more critical based on the success that the Centre has had in raising its profile in the Bahamas. Based on the marketing and outreach activities of the Centre there has been a dramatic increase in the number of Bahamian students studying at the Centre. It is anticipated that approximately twenty-five percent of the students accepted for 2006-2007 will be Bahamian.

The total registration for the year ending July 2006 was one hundred, a marginal increase from last years' registration. The Bachelors Degree in Hotel Management almost doubled that of the programme in Tourism Management. Thirty-eight students met the requirements for the award of either degree. Eighteen students presented for the award of Bachelor of

Science in Tourism Management two of whom achieved first class, four second class upper division and six second class lower division honours. Of the thirty-eight candidates for the Bachelor of Science in Hotel Management, twenty-four met the requirements for the award of the degree: Two with first class honours, ten with second class upper division and eleven with second class lower division honours.

A synopsis of the graduation statistics is as follows:

	<b>First Class</b>	<b>Upper Second</b>	<b>Lower Second</b>	<b>Pass</b>	<b>Total</b>
Hotel	2	10	11	1	24
Tourism	2	4	6	2	14

The transition of leadership was relatively smooth albeit countered with the challenges inherent in competing for clientele from other regional institutions with the availability and access to better resources, mitigating the constraints of restructuring especially as it relates to a new programme development and improving student enrolment.

The Centre for Hotel and Tourism Management however, maintained its relevance particularly as it relates to enhancing its social and community profile which invariably has the potential to significantly impact student's enrolment.

## **PUBLICATIONS**

- \* **Salvaris, Christos** and Nikolaos Karagiannis. "Economic Development and Tourism Growth in Jamaica: The Challenges of the Strategic Approach", Caribbean Tourism: Visions, Missions and Challenges, Vol. II, ed. By Chandana Jayawardena, Kingston: Ian Randle Publishers, September 2005, pp. 200-226
- \* **Salvaris Christos**, Tika Sharma and Ainsley O' Reilly. "Students' Perceptions of the Hotel and Tourism Management Internship", Caribbean Tourism: Visions, Missions and Challenges, Vol. II, ed. By Chandana Jayawardena, Kingston: Ian Randle Publishers, September 2005, pp. 228-250.