

THE CENTRE FOR HOTEL & TOURISM MANAGEMENT (CHTM)

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WORK OF THE DEPARTMENT



The Centre faced many challenges during the academic year 2004/2005. It was anticipated that with the development of a range of Hospitality and Tourism programmes on the three main campuses there would be a decline of students coming to the Centre in 2005-2006. In response to this, a significant recruitment drive was spearheaded by Mr Christos Salvaris. An increased number of applicants were recruited from community colleges throughout the region and it is anticipated that rather than a fall in numbers for 2005/2006 there will actually be a slight increase thus exceeding our main target for the year, that of maintaining a viable cohort of students at the Centre. Early in the academic year Mr Salvaris resigned as Head of Department and the Dean was appointed first to act as Head ad interim and then to take on the Headship of the Department for three years starting in August 2005. Professor Howard Spencer, Director of the Clinical Programme in the Bahamas, was called on to assist with the day-to-day oversight of the Centre. To provide new leadership for the Centre, a post of Programme Director has been advertised and it is expected that this will be filled during 2005-2006.

The filling of the post of Programme Director is in keeping with the general goal of repositioning the Centre. This will involve the diversification of the Centre's offerings including the offering of a wider range of programmes using different modes of delivery and the bringing of the Centre into a closer relationship with the Bahamian Hospitality and Tourism industry.

To this end work was done during the year to prepare courses for online delivery. This involved the cooperation with the Mona Information Technology Services. Four colleagues visited Mona during the course of the year to enhance their skills in the development of online courses. Mr Zombas and Mr Brathwaite are now well advanced in the development of their courses using this mode. In addition, Mr Brathwaite has spearheaded the improvement of the IT infrastructure in the Centre. This has seen the replacement of copper with fibre optic cables. Internet access has also been improved including the application of wireless technologies to facilitate use by students.

The Dean established an Advisory Committee on Hospitality and Tourism Management at Mona which met for most of the year on a fortnightly basis. All members of the Centre's Academic staff had the opportunity to visit the Mona Campus to attend Faculty Board and the Advisory Committee at least once for the year. This brought the staff at the Centre and the staff at Mona more in touch with each other. These initiatives achieve another significant target of bridging the gap between the Centre and the Mona Campus.

A considerable effort was made during the year to identify the key issues involved in repositioning the Centre within the wider goals of the UWI regarding its involvement in the Hospitality and Tourism industries as well as its role with respect to tertiary education in The Bahamas. The Dean and other members of staff met with a wide range of persons representing the Government, the Hospitality and Tourism Industry and the Tertiary Education Sector in The Bahamas. The strengthening of networks and the development of a programme of study with regard to capacities and needs have brought us closer to our goal of repositioning the Centre.

Work is ongoing on the development of an approach to marketing the Centre and instruments for a market survey are being developed which will assist in the repositioning process. Based on the results of this survey a plan of action is to be developed for the repositioning of the offerings of the Centre to bring them more in line with the expressed needs of the community. Given the early stage at which we are with respect to the goal of repositioning it would be premature to set specific targets. These will be set during the course of 2005-2006.

Early in the academic year the Centre also had to face the challenge of the two hurricanes that affected The Bahamas. Classes had to be rescheduled and a decision was taken to also reschedule the period of internship in light of the damage suffered by many hotel properties in the Caribbean. Despite this the target of having all students placed in an internship was achieved.

The practical preparation of students for the world of work was also enhanced by the continued success of the student restaurants offered on Friday evenings. International field trips also brought students into touch with industry experience. Students also benefited from a career forum in which they were exposed to important skill relating to job seeking as well as representatives of various hotels ready to offer job placements.

Students also benefited from housing upgrading programme. With the cooperation of the Bahamian Government improvements in student housing valued at US \$245,000 was effected. This represents a long anticipated programme in which 4 of the 10 government-owned buildings and the other 6 were renovated.

The Centres' Student Services Manager Mrs Major played a leading role in achieving these results. During the period she was also able to complete her programme of studies for the award of her Master's degree. Mr Zombas also continued to make progress with respect to the completion of his PhD studies and expects to be at the ABD stage at the beginning of 2006. T. Jennifer Edwards received the award for the Best Empirical Based Paper Award at the 2nd Annual National Tourism Conference of The Bahamas in January 2005.

The sample of Student Assessments that were available at the time of completing this report indicated a response rate of 65% and an average Lecturer and Course rating of 3.77 and 3.68 out of 5 respectively. There were five full time members of academic staff one of whom also works as a Student Service Manager.

PAPERS PRESENTED

- **T. Jennifer Edwards.** (1) Leakages and Linkages: Critical Issues in Tourism Export Strategy. (2) Alliances for Branding & Joint Marketing: Tourism Clustering Strategies. United Nations World Trade Organisation, International Trade Centre (ITC) Consultation on Tourism Destination Cluster Development, 6-9 June 2005, Kingston, Jamaica. 16 pages.
- **T. Jennifer Edwards.** Incentives for Sustainable Tourism: Making It Better for Small Hotels in The Bahamas. 2nd Annual National Tourism Conference, Grand Bahama Island, Bahamas on 28th January 2005.

PUBLICATION Peer Reviewed

- .* **T. Jennifer Edwards** "Incentives for Sustainable Tourism: Making It Better for Small Hotels", *Tourism Journal: Growth, Improvement, Sustainability*. The Counsellors, Nassau, Bahamas. (2005):6-12.
- .* **Nikoloas Karagiannis & Christos D. Salvaris.** "The Bahamian Economy" in *The Caribbean Economies in an Era of Free Trade* edited by Michael Witter & Nikolas Karagiannis. Ashgate

Publishing, (2004).

Technical Report

- * **T. Jennifer Edwards** “Innovations in Export Strategy-Building the Tourism Mega-Cluster: What Works and What Doesn’t?”, background paper for UN/ITC Tourism Consultation in Jamaica 6-9 June 2005. 32 pages.

PUBLIC SERVICE

T. Jennifer Edwards

- Member, The Bahamas Ecotourism & Environmental Awareness Steering Committee, The Bahamas Montreal Protocol Steering Committee, The Bahamas National Trust, The Bahamas National Trust, the Chamber of Commerce Legislations Review Committee, the Bahamas Hotel Association (BHA) Environment Committee and the Margaret McDonald Policy Management and Administration Centre Advisory and Steering Committee.

Christos Salvaris

- .– Consultant to the Tobago House of Assembly on the upgrading of the Trinidad and Tobago Hotel Training Institute (TTHTI), Tobago Campus.
- .– **CHTM Staff and Students** collaborated for for the preparation and facilitation of The Bahamas Hotel Association 2005 Disaster Preparedness Workshops, and provided research facilitation services at the Bahamas Hotel Association/ Inter-American Development Bank/ College of The Bahamas Hospitality/Tourism Stakeholders Assessment Meetings for input and feedback related to The Bahamas Hospitality Industry Human Resources Needs.

CATEGORIES OF STUDENTS

The total registration for the year was 98 approximately the same as last year. In addition there were four other students who were completing one or two courses for degrees offered at the Centre who did not have to return. The students at the Centre were equally divided between second and third years. With a slightly larger number of students doing Hotel/Hospitality Management

	Students at the CHTM Hotel Tourism Total			
Year	2	27	22	49
Year	3	26	23	49

Total 53 45 98

At the time of completing this report 22 Hotel and 17 tourism students were schedule to graduate and one student had a course mark on review. Two students achieved a first class, nine upper second, and 27 lower second honours. The break down between Hotel and Tourism Management is given in the table below.

Graduation Statistics for November 2005 for CHTM

	First Class	Upper Second	Lower Second	Pass	Total
Hotel	2	2	12	1	17
Tourism	0	7	15	0	22

While the 2004/2005 academic year proved to be a very challenging one with the change and set up of leadership, the preparation for restructuring, the possibility of a reduced student population and the challenges of student accommodation, CHTM rose to these challenges and in sum had a fairly stable and productive year.