

THE CENTRE FOR HOTEL AND TOURISM MANAGEMENT

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The focus at the Centre of Hotel and Tourism Management in 2007-2008 was to continue repositioning to meet the needs of our students, staff and hospitality community.



The Centre's focus will remain the same in 2008-2009. This will continue to strengthen our relations with the local community and other external stakeholders. We will also continue to focus on enhancing our teaching methodologies and further strengthening our student internship programs. Student satisfaction surveys and course evaluation surveys will be monitored closely as part of our continuous improvement process. New marketing incentives will be initiated to increase and stabilize student enrollment numbers. A new initiative is also underway in the creation of a CHTM Alumni Association.

WORK OF THE DEPARTMENT

Student Centered Activities

Enrollment

New admissions for the year totaled 41, a decrease of 18 students or 30.5%, compared with the 2006/2007 academic year. The current student population of 96 consists of 41 new and 55 returning students.

The demographics of the new enrollees reflect a significant change. Only 30 of the 41 new students came from the traditional, Caribbean market, a decrease of 10 students or 25% compared to the previous academic year. There appears to be a downward trend in the number of traditional, Caribbean enrollees into the program.

Given the competition from tourism programmes offered at St. Augustine and Mona, faculty expected a fall-off in the numbers. However, we did not anticipate such a drastic overall decrease.

TABLE 1 ADMISSIONS DETAILS

	2006/2007 Admissions	2007/2008 Admissions	Change	Change %
TOURISM	21	23	2	9.5%
HOTEL	38	18	(20)	-52.6%
TOTAL	59	41	(18)	-30.5%
MALE	7	7	(0)	0%
FEMALE	52	34	(18)	-52.9%
TOTAL	59	41	(18)	-44%
BAHAMIAM	19	11	(8)	-42.1%
NON-BAHAMIAM	40	30	(10)	-25.0%
BAH: NON-BAH%	59	41	(18)	-30.5%
PART-TIME	14	10	(4)	-28.6%
FULL-TIME	45	31	(14)	-31.1%
FULL: PART TIME%	59	41	(18)	-30.5%

TABLE 2 GRADUATION DETAILS

	Awarded	First Class	Upper Second Class	Lower Second Class	Pass
HOTEL MANAGEMENT	21	3	5	11	2
TOURISM MANAGEMENT	17	2	6	9	–
TOTAL	38	5	11	20	2

Student Internships

All the students were successfully placed in internship positions, with some already confirmed in full-time positions. Additionally, many of our students have sourced internships through international agencies.

Hilton International “Elevator and Leadership Programme:

Hilton International conducted a recruitment fair for third year students who were interested in their elevator programme. The elevator programme is Hilton’s award winning, fast track graduate development programme that aims to develop students to become General Manager of a Hilton hotel or a Senior Manager in their Commercial Group within 5-8 years of starting the programme. The students were excited about this venture.

Fairmont Royal Pavilion

Fairmont Royal Pavilion is a Triple A Four-Diamond property with seventy-two ocean front deluxe rooms. Fairmont Royal Pavilion – Barbados held a recruitment Job Fair at the Centre for Management Trainee positions. Their target was students who were seeking full-time employment after graduating. The recruiters were also interested in students for their leadership programme.

Student Activities

The students participated in numerous extracurricular activities for the year. These include Culturama, which is a display of regional foods; Carnival featuring native countries of the students at the Centre; Mr and Mrs CHTM Competition and National Tourism Week activities.

Teaching Centered Activities

Students from the Nutrition and Diet in Menu Planning course were given the opportunity to participate in the 2nd annual Research Day held on April 11, 2008 and sponsored by the UWI School of Clinical Medicine and Research, in The Bahamas. The theme for this event was “Health Issues in the Bahamas Public Sector.” Students contributed to developing and preparing a four-course menu. This menu had at least ten food recipes and two beverage recipes, and was capable of supplying the needs of the more-than-one hundred participants who attended the seminar.

Students chose the theme: **Healthy Lifestyle, Are You Eating Right?** for their presentation. All dishes prepared were on display, along with documentation on dietary guidelines and sample recipes. Seminar participants were allowed to sample the dishes, and feedback indicated that they were satisfied with the samples.

Staffing

Ms. Christine Rollins has assumed the duty as the Accounts Clerk for CHTM filling the vacancy created by Mrs. Karen Cooper who resigned late last year.

Dr. Jennifer Edwards who had been on Sabbatical leave for the academic year 2007-2008 has returned to her teaching duties.

PAPERS PRESENTED

Zombas Christopher

- “Food Safety Certification in North America”, Food Safety Workshop Caribbean Regional Sustainable Tourism Development Programme, Caribbean Hotel Association, St. Michael, Barbados
- “Expanding the role of the CHTM Alumni Association” Meeting of the Social Sciences Tourism Group, Nassau, Bahamas.

Conferences

Faculty of Social Sciences, Cross- Campus Conference: Mr. Berkley Williamson, February 28 – March 1, 2008, Augustine, Trinidad.

National Tourism Week: January 26 – February 1, 2008. This year’s Theme was, “**A New Beginning**” One of this year’s proceedings was the National Tourism Conference, held on January 31, 2008. At this conference CHTM was represented by Mr. Kirkwood Ferguson, Mrs. Valderine Major and Mr. Berkley Williamson, accompanied by a number of CHTM’s Tourism Management students.

UWI Workshop January 5, 2008

Theme: **Vision for UWI in the Bahamas 2008**, coordinated by Prof. Howard Spencer, Mr. Berkley Williamson, Mr. Kirkwood Ferguson, and Mr. Christopher Zombas. Mr. Berkley Williamson, presented a paper in which he discussed his views on the state of CHTM.