

THE CENTRE FOR HOTEL AND TOURISM MANAGEMENT

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– Programme Director

The Repositioning remained the main focus for the Centre for Hospitality and Tourism Management (CHTM) during the academic year. Progress was made with respect to increasing the number of Bahamian students enrolled, diversifying course offerings, enhancing relations with the Bahamian Community and developing closer ties and linkages to the Caribbean Tourism Industry in general and the Bahamian Tourism Industry in particular.



The essential focus will remain the same for 2007-2008. This will require a more aggressive programme of marketing for the Centre in The Bahamas and throughout the Eastern Caribbean; implementing a more diverse set of electives within both programmes; continued strengthening of community and other external relations and the attentiveness to student concerns. The building of relations with other UWI entities including those within The Bahamas and the implementation of succession planning are additional imperatives.

Trends in Student Numbers

To facilitate the intake of Bahamian students the Centre moved to offering its programme in a dual day, evening format. This bore success as the academic year 2006-2007 saw a record level of intake of Bahamian students. Admissions were 5 full-time and 14 part-time. At the same time, admissions remain strong from other countries which totalled 40. This resulted in a total of 59 new admissions. Overall enrolment for the year was 110 including 51 returning students.

The outlook for 2007-2008 was not as good as there was a sharp fall off in applications from a number of countries, notably Trinidad and Tobago. This reflects the growth of competing programmes that are now available throughout the region. It is anticipated that there will only be 41 new admissions in 2007-2008. Greater effort will have to be made to attract students and to ensure that students who join the programme are retained. This primarily relates to the Bahamian students.

There appears to be a trend towards increased registrations in the Tourism as against the Hospitality programme. Admissions in Tourism increased between 2005-2006 and 2006-2007, this trend is expected to hold into 2007-2008. In contrast, the main anticipated decline in new registrations is in the Hospitality programme.

Table 1 below provides a summary of the registrations; comparing 2006-2007 with the previous year. Table 2 presents the data relating to 43 students who met the requirement for the award of the Bachelor of Science Degree.

Table 1 Registration for New and Returning Students CHTM

	2005/2006			2006/2007		
	New	Return	Total	New	Return	Total
Tourism	15	27	42	21	15	36
Hotel	36	38	74	38	36	74
Total	51	65	116	59	51	110
Male	6	6	12	7	7	14
Female	45	59	104	52	44	96
Total	51	65	116	59	51	110

Table 2 Analysis of 2007 Graduates CHTM

	Awarded	First Class	Upper Second	Lower Second	Pass
Hospitality Management	29	3	12	14	0
Tourism Management	14	2	2	7	3
Total	43	5	14	21	3

Course Offerings

The CHTM was designed to originally take students who had completed a year of study at one of the three main UWI campuses. More recently an increasing number of students have been entering having completed a two year associate degree in hospitality management at a community college. To ensure that the programme provides these students with an attractive learning experience it has been necessary to spend the year engaged in discussions regarding the re-articulation of the programme. Based on these discussions, five new courses were designed: Institutional and On-Site Food Service Administration, Food Safety and Sanitation, Event Management, Global Hospitality and Tourism and Quality Service Management.

External Relations

Dialogue was maintained throughout the year with various public and private sector institutions in the Bahamian Community. Discussions were held with the College of The Bahamas (COB) through a joint committee established following the visit of the President of the College of The Bahamas, Janyne Hodder, to the Mona Campus. Based on these discussions, the CHTM paid close attention to issues of articulation. The Centre cooperated closely with the COB's Culinary and Hospitality Management Institute and its Director, Dr Lincoln Marshall, to ensure that facilities were shared as far as was possible to the benefit of both institutions.

The Programme Director along with the Dean and Associate Dean Designate for Hospitality and Tourism visited Rosen College at the University of Central Florida in Orlando with a view to establishing a cooperation agreement.

In order to build relations with our partners in the Hospitality and Tourism sector and enhance the student internship experience a programme of visits to properties that receive our students was initiated during the academic year. Properties in Barbados and Trinidad were visited by the internship Co-ordinator, Mrs Valderine Major.

Staffing

Mr Salvaris, who had been on sabbatical leave for the academic year 2005-2006, was given an extension of leave and returned to teaching in the second semester. Dr Edwards who was due to go on sabbatical leave for the academic year 2007-2008 started this leave early following a period of sick leave that saw her being away for much of the second semester. Mr Kirkwood Ferguson was employed as a replacement for the period of her leave.

PUBLICATIONS

Book Chapter:

- * Anthea M. Karagiannis and Salvaris, Christos. "Sustainable Tourism in The Bahamas: Alternative Policy Considerations", New Directions in Bahamian Policy, Part I: Development Policy Issues. ed. By Nikolaos Karagiannis and Bernard J. Nottage: Mona Digital & Offset Ltd., Kingston, Jamaica, 65-87.

Technical Report:

- * Salvaris, Christos. "Upgrading of Culinary Services in the Tobago Hotel Sector: Final Evaluation Report of the Fast-Track Industry Diploma Program and Agreements made on Long Term Sustainability of this Program". Submitted to PROÉINVEST Management Unit – Centre for the Development of Enterprise (PRIMS-CDE), Brussels, Belgium.

PUBLIC SERVICE

Salvaris, Christos

- Advisor, Tobago House of Assembly on the Tobago Hospitality and Tourism Institute

Berkley Williams

- Member, Steering Committee, College of The Bahamas
Culinary and Hospitality Management Institute