



Foundation News



April 2009
Issue 2

FROM 1998 TO 2008 CELEBRATING 10 YEARS OF COMMITMENT AND EDUCATIONAL SUPPORT!!!

In 2008, the CTO Foundation celebrated a 10-year milestone in helping Caribbean nationals enhance their education and skills in tourism/hospitality and language. The successes of the CTO Foundation over the last 10 years result from the commitment and dedication of its Board of Directors and a number of key partners, including Interval International, American Express, American Airlines, the CTO Chapters worldwide and other benefactors who, like the CTO, recognize the value of developing a cadre of leaders in the Region to manage the critical work of the tourism sector in the future.

The Foundation's record speaks for itself. While the CTO Foundation was established in 1997, its first award was made in 1998. Since then, over US \$555,000.00 has been spent providing 46 scholarships and 90 study grants to 136 beneficiaries.

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INTERESTING FACTS ABOUT THE CTO FOUNDATION OVER THE PAST 10 YEARS

- ◆ The **top 7** Caribbean countries that have been awarded the most **scholarships** are:
 - Jamaica (11 scholarships)
 - Barbados (8 scholarships)
 - Trinidad (7 scholarships)
 - Dominica, Grenada, St. Lucia and St. Vincent & the Grenadines (2 scholarships each)
- ◆ The **top 5** Caribbean countries that have been awarded the most **study grants** are:
 - Trinidad (16 persons)
 - Jamaica (11 persons)
 - Barbados (11 persons)
 - St. Lucia (8 persons)
 - Dominica (4 persons)
- ◆ The **top 3** education institutions selected by the beneficiaries are:
 - University of the West Indies (28 persons)
 - University of Surrey, UK (17 persons)
 - Johnson & Wales University, USA (11 persons)
- ◆ 3 persons have been helped with their studies in 2 successive years of their programmes
- ◆ 9 persons have been awarded study grants for language training
- ◆ From a total of 46 scholarships awarded, 9 were awarded to males and 37 to females
- ◆ From a total of 136 awardees, 24 were male and 112 were female



1ST SCHOLARSHIP RECIPIENT IN 1998



ACOLLA LEWIS CAMERON

I continue to be eternally grateful to the Caribbean Tourism Organisation (CTO) for the first Michael Manley Scholarship to pursue postgraduate studies in Hospitality and Tourism Education at the University of Surrey in the United Kingdom (UK). The experience at Surrey in 1998 opened a world of opportunities in terms of furthering my studies or pursuing other forms of professional development. I opted for the former, after having been awarded a full scholarship to pursue doctoral studies in Tourism Education at the Buckinghamshire Chilterns University College (BCUC) in the UK. My three years at BCUC, 1999-2002, cemented my interest and desire to explore the area of Tourism Education. While at BCUC I had the opportunity to lecture at the undergraduate level for two years, which has been instrumental in my career choices and development to date.

On completion of my doctoral studies, I accepted a full-time position at the Birmingham College of Food, Tourism and Creative Studies in the UK as a Tourism Lecturer. It was at this institution that I had the opportunity to develop my teaching skills along with receiving exposure to tertiary tourism curriculum development. My time at the College was short-lived as personal circumstances coupled with an offer from the University of the West Indies (UWI), St. Augustine for the position of Tourism Lecturer resulted in my return home to Trinidad in December, 2003. *(continued on page 3)*

ABOUT THE CTO FOUNDATION

Education, education, education – for deserving Caribbean nationals wishing to further themselves in tourism and hospitality industry studies. The Caribbean Tourism Organization Foundation was established in 1997 as a not-for-profit corporation, registered in New York State, in the United States of America, and formed exclusively for charitable and educational purposes.

The aim of the Foundation is to support persons interested in pursuing studies in the area of tourism, hospitality and language training, who demonstrate high levels of academic achievement and leadership, and who express a strong interest in making a contribution to Caribbean tourism.

Published by the
Caribbean Tourism
Organization Foundation, Inc.

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FOUNDATION SUPPORTS MANAGEMENT OF COASTAL RECREATIONAL TOURISM WORKSHOP

The CTO Foundation provided US \$10,000 in support to the Commonwealth Regional Training Programme entitled **Management of Coastal Recreational Tourism**, from June 30 to July 11, 2008, in Barbados.

Organizations involved in the implementation of the programme included the Commonwealth Secretariat, the University of the West Indies and the University of Malta. The course covered a range of topics including Principles of Coastal Recreational Tourism, Beach Management Theory and Practice, Natural Coastal Hazards – Impacts on Tourism, Coastal Erosion and Management Options, Legal Issues, Water and Waste Water Management and Cruise Tourism.

THE 2006 AND 2007 SCHOLARSHIP AND STUDY GRANT BENEFICIARIES



FAYLENE ARIANE SCRUBB (St. Vincent & the Grenadines) — 2006 scholarship winner
MSc. Tourism Management, University of Surrey, United Kingdom

In 2006 when I learnt that I was awarded one of the two CTO Foundation Postgraduate Scholarships, a sense of disbelief mingled with the elation and pride I felt. For the previous five years I had been working as the Communications Manager in the St. Vincent and the Grenadines Ministry of Tourism. I had therefore become exposed to and aware of the work of the CTO throughout the Caribbean, particularly in the area of tourism education and training.

Several factors resulted in the deferral of my studies in Tourism Management at the renowned University of Surrey in the U.K. to 2007, but it was well worth the wait! The Surrey experience will forever be embedded in me. It was not just an opportunity to further my studies; instead it turned out to be a cultural exchange as well as bonding, acclimatizing, exploring and ultimately sharing with colleagues, lecturers, flatmates and those who were just curious about what life in the Caribbean is like.



BRENT SMITH (Trinidad & Tobago) — 2006 scholarship winner
MSc. Tourism Development, University of Surrey, United Kingdom

Having been granted the privilege through the Caribbean Tourism Organization (CTO) via a scholarship to pursue the Master of Science Degree in Tourism Development from the University of Surrey, Guildford, UK, it is with pleasure that I write sharing my experience.

This scholarship has aided my professional development by boosting my theoretical knowledge of Tourism Policies and Procedures (in the capacity of developing Tourism Master Plans and Governmental Acts), Sustainability and Environmental concerns contributed through its development (especially the growing concerns for Global Warming, Climate Change and CO2 Off Setting) and the appraisals and viability of tourism projects tendered.

It has further lent to my understanding and capabilities within the area of Project Management (Monitoring, Evaluation and Control) and a better grasp of the concepts involved in the Development and Planning of Tourism. In this regard, I sincerely wish to thank CTO for granting this opportunity to me and to further thank God for blessing me with the wisdom, knowledge, understanding and capability to pursue and advance my career.



SHELLECIA BROOKS (Anguilla) — 2007 scholarship winner
MSc. International Management with Tourism (Distinction), University of Exeter, United Kingdom

The scholarship from the CTO foundation contributed financially to the fulfillment of my goal of pursuing a Masters degree in International Management with Tourism.

I am currently employed with the Ministry of Tourism working with the Anguilla Tourism Sector Development Project. I believe that working in the public sector will give me the opportunity to learn about tourism in Anguilla from a policy perspective. I am passionate about tourism and sustainability issues and subsequently hope to contribute meaningfully in this area, to the direction of tourism in Anguilla and the Region.



ANDREA CHURCH (Grenada) — 2004 & 2007 study grant winner
BBA Hospitality Management, Monroe College, New York, United States

I am honored to be one of the recipients of the Caribbean Tourism Organization Study Grants. My dream of studying Hospitality Management became a reality because of your unwavering support. The knowledge and skills I have acquired have transformed and enhanced me. Gratitude is the memory of the heart and to Caribbean Tourism Organization Foundation I am forever grateful.


THE 2008 SCHOLARSHIP AND STUDY GRANT BENEFICIARIES

In 2008 the CTO Foundation awarded 6 scholarships and 7 study grants to Caribbean nationals totaling US \$55,000. Here's a look at our winners:

CTO FOUNDATION SCHOLARSHIPS WINNERS 2008




SYNETHIA ENNIS – Jamaica
MBA Int'l Hospitality & Tourism Management
Schiller International University
United Kingdom



BASIL JEMMOT – Barbados
MSc. Hospitality with Tourism Management
University College Birmingham, United Kingdom
(Audrey Palmer Hawks Memorial Scholarship)



PRIYA RAMSUMAIR – Trinidad & Tobago
MSc. Tourism Development
University of Surrey
United Kingdom



ZANE ROBINSON – Jamaica
MSc. Hospitality Management
Florida International University
Florida, USA




PATRICIA SMITH – Jamaica
MSc. Tourism & Hospitality Management
University of Technology
Jamaica




DIANE WHYTE – Grenada
MSc. Tourism & Hospitality Management
University of the West Indies, Barbados
(Audrey Palmer Hawks Memorial Scholarship)

CTO FOUNDATION STUDY GRANT WINNERS 2008




JUNELLE ERNEST – St. Lucia
BSc. International Hotel & Tourism Management
Johnson & Wales University
United States




DERLON FELIX – Trinidad & Tobago
BSc. International Tourism Management
Johnson & Wales University
USA

No image available


SHALAKA MCFARLANE – Jamaica
BSc. Hospitality Management
Florida International University
USA



RAMÓN MORENO – Dominican Republic
German
Sprachen Akademie
Germany



KENNEDY PEMBERTON – St. Kitts & Nevis
BSc. International Tourism Management
University of the West Indies
Trinidad & Tobago



O'NEAL RICHARDS – Antigua & Barbuda
General Managers Program
Cornell University
USA



RACQUEL RUSSEL – Jamaica
BSc. Tourism & Hospitality Management
University of Technology
Jamaica



1ST SCHOLARSHIP RECIPIENT IN 1998: ACOLLA LEWIS CAMERON

(Continued from page 1)

I recently commenced my sixth year at the UWI where I co-ordinate the Tourism programme. To date, I have developed both an undergraduate degree in International Tourism Management and a Masters programme in Tourism Development and Management. I continue to research and publish in the areas of Tourism Planning and Policy Development, Tourism Education and Destination Marketing in the Caribbean. Currently, I am working on a text entitled 'Strategic Destination Marketing: Case Studies from Small Island Developing States'.

During my time at the UWI, I have engaged in several consultancy projects with the Ministry of Tourism and the Tourism Development Company in Trinidad and Tobago. In keeping with my passion for education, I had the opportunity to deliver the feature address at the graduation ceremonies of five (5) different primary and tertiary institutions across the island. I am also a Director on the Board of Directors at the Tobago Hospitality & Tourism Institute, Tobago.

Without a doubt, the CTO has provided me with a solid foundation upon which I continue to build. It is my intention to continue working towards the further development of tourism education at all levels in the region. I look forward to partnering with the CTO as we develop tourism in a sustainable manner in the Caribbean.



WHAT'S NEW AT THE CTO FOUNDATION

Memorial scholarships, in the names of **Audrey Palmer Hawks** and **Arley Sobers**, are being offered under the CTO Foundation.

In 2006, the Audrey Palmer Hawks Memorial Scholarship Fund made a generous donation to the CTO Foundation, with a request that scholarships be offered in the name of **Audrey Palmer Hawks**. Audrey was the past Director General of the Caribbean Tourism Association, predecessor to CTO, and a former Senator and Minister of State for Tourism in Grenada. Mrs. Hawks was born in Guyana and grew up in Grenada. Between 1978 and 1987, she was chief executive of the Caribbean Tourism Association (CTA), becoming the first woman, as well as the first West Indian, to head the organization. Audrey died of cancer in her early forties, in 1987.

In 1989, the Caribbean Tourism Research and Development Centre (CTRC) merged with the Caribbean Tourism Association (CTA), to become the Caribbean Tourism Organization (CTO). This association was established in 1951 as part of the economic development strategy for the Caribbean. Mrs. Hawks was responsible for marketing the Caribbean region as a tourist attraction to travelers in the United States and Canada.

In October 2008, by acclamation of the CTO Board of Directors, a decision was made to offer a scholarship in the name of Arley Sobers.

The CTO Foundation is sincerely grateful to the Florida-Caribbean Cruise Association (FCCA) who very generously donated the initial US \$10,000 to that memorial Scholarship.

Learn more about the
CTO and the CTO
Foundation at
www.onecaribbean.org

Arley Sobers, the former Director of Information Management and Research at the Caribbean Tourism Organization, passed away, suddenly, on October 14, 2008. Arley dedicated over two decades in the service of the Caribbean Tourism Organization. He was determined to ensure that Caribbean tourism statistical information and research, undertaken and disseminated in the name of the CTO, was accurate, reliable and properly validated, thus reflecting the very high standards which he demanded of himself and of those who worked with him.

Beginning in 2009, an annual scholarship will be awarded to a Caribbean national, already employed in the tourism industry, who wishes to further his/her studies in Research and/or Statistics, with an emphasis on the tourism sector. The recipient of the scholarship must demonstrate a high level of commitment to Caribbean tourism, have a keen interest in conducting tourism research and/or compiling and disseminating tourism data for policy and decision-making at the highest levels.

CTO has launched an appeal for donations to establish and sustain the Arley Sobers Scholarship, details of which can be found on the CTO website www.onecaribbean.org. The CTO Foundation looks forward to receiving donations from Caribbean tourism industry stakeholders to help keep alive the memory and legacy of the late Arley Sobers, and to continue the Foundation's important work.

CTO'S FOUNDATION BOARD OF DIRECTORS

- Jacqueline Johnson, Chairperson, *MarryCaribbean.com*
- Hugh Riley, Treasurer, *Caribbean Tourism Organization*
- Bonita Morgan, Secretary, *Caribbean Tourism Organization*
- Sylma Brown Bramble, *Caribbean Tourism Organization*
- David Gilbert, *Interval International*
- Michael Ronan, *Royal Caribbean Cruise Line*
- Janet Johnson, *Bahamas Ministry of Tourism*
- Richard Kahn, *Kahn Travel Communications*
- Gordon Shirley, *University of the West Indies*
- Marsha Miller, *Condé Nast Traveler*
- Michele Paige, *Florida-Caribbean Cruise Association*
- Karl Rodney, past Chairman, *Carib News*
- Justin Brennan, *Travel + Leisure*
- Elga Sharpe, *City of Los Angeles*
- Barbara Gillam, *Audrey Palmer Hawks Scholarship Fund*

CTO'S MISSION

The Caribbean Tourism Organization's main objective is the development of sustainable tourism for the economic and social benefit of Caribbean people. The CTO provides to and through its public and private sector members, the services and information to accomplish this goal.

Support the CTO Foundation TODAY!

We'll be happy to receive your contribution to this very important cause. Sign up now and support the future leaders of Caribbean tourism.

Name: _____ Title: _____

Company: _____

City: _____ State/Province: _____ Zip: _____

Phone: _____ Fax: _____ Email: _____

Enclosed is my check for \$_____ Bill my: [] AMEX [] MC [] Visa [] Discover card in the amount of US \$_____

Card No. _____ Exp. Date: _____

Cardholder: _____ Signature: _____ Date: _____