

CMEx focuses on youth

THE CARIBBEAN Media Exchange (CMEx) is placing priority on youth to guide the successful development of sustainable tourism in the Caribbean.

Organisers of the 20th edition of the CMEx meeting to be held from December 1 to 5, 2011 in St Thomas announced plans for the development of a CMEx Youth Network to include Virgin Islander, Caribbean and American students who will bring fresh approaches to the reinvigoration of the region's tourism product.

CMEx, in partnership with the United States Virgin Islands (USVI) Department of Tourism, is encouraging younger citizens to participate in the 10th anniversary session of CMEx which starts with a welcome reception hosted by Governor John deJongh Jr and includes participants drawn from the media, tourism, civil society, and academia in the Caribbean, North America and Europe.

USVI Tourism Commissioner Beverly Nicholson-Doty said it was important that "the best and brightest of our youth recognise the



CMEx Board Director Lelei LeLaulu chats with St Lucian students at CMEx 2009

huge role sustainable tourism can play in conserving our fragile environments while enhancing culture, health, wealth and general quality of life for islanders."

"CMEx continues to recognise the key contributions of youth," said CMEx President Bevan Springer, who noted the inclusion of student

delegates over the years has led to the formation of an ad hoc CMEx youth wing. CMEx has enlisted the help of New York University's School of Continuing and Professional Studies to provide structure to the youth engagement.

Exploring the theme 'Communicating for Clarity and

Prosperity', delegates will examine how practitioners in the Caribbean public-relations and marketing sector can help promote sustainable tourism development.

In the current recession, topics touching directly on the industry such as airlift, fuel prices, the environment, tourism linkages and

tapping emerging markets have assumed an added urgency.

Since 2001, the CMEx has produced 19 conferences and symposia throughout the Caribbean and North America to underscore the value of the region's largest industry, tourism, in bettering the health, education, culture, environment and wealth of Caribbean communities, at home and abroad, in a climate-friendly fashion.

The upcoming CMEx meeting, hosted by the USVI Department of Tourism, is supported by American Airlines, Bahamas Ministry of Tourism, Barbados Tourism Authority, Barbara Pyle Foundation, Caribbean Hotel and Tourism Association, Caribbean Business Enterprise Trust, Caribbean Broadcasting Union, Caribbean Tourism Organization, Choice Hotels International, 4P Group, Marketplace Excellence, michaelD. Communications, Ruder Finn, Spirit Airlines, Sugar Bay Resort & Spa, Tourism Development Company of Trinidad and Tobago, and The SpeakEasy MEDIA Foundation.

Western Hospitality Institute (W.H.I.) International Guest Presenters



Professor David Wright
Seneca College - Canada



Mr. Derek Pearse
L Ron Hubbard & Scientology Institute - Canada

Western Hospitality Institute (WHI) proudly talks to Jamaica, Professor David Wright from Canada's largest college (Seneca College) during this month, November 2011. Seneca College has over one hundred thousand (100,000) students enrolled in over 16 campuses across Ontario, Canada.

Professor Wright is a Tourism Professor and also a Curriculum specialist. He will be delivering guest lecture presentations to WHI students and will be conducting training sessions with faculty members.

Also visiting from Canada is Consultant/Trainer, Mr. Derek Pearse, from the L Ron Hubbard Psychometric Evaluation and Scientology center. He will be at WHI delivering Psychometric Evaluation and training for employees and students.

This serves to showcase that while at WHI students are developed professionally and are also developed personally. The guest lectures will serve as a continuation of WHI's commitment to diversify the knowledge imparted in the classroom and to internationalize the students' education. Seneca College is one of WHI's longest serving educational partners. Seneca employed a WHI BSc graduate, Sonia Reid, as a professor and she was recently promoted as the General Manager of Seneca Hotel. WHI BSc students travel to Canada during the summer. While in Canada they are accommodated at Seneca's first class student housing facility. Professor Wright will be doing curriculum training with WHI lecturers and Tourism lectures with the students.

The Psychometric program was discovered in Canada by WHI's President, Dr. Cecil Cornwall. He stated that the program will serve to aid the students with the requisite training after they have completed the Oxford Personality Assessment which is evaluated at the Institute in Canada. In summer 2011, the institution introduced the program to all its BSc students while they were studying in Canada for the summer. The students found

the program to be extremely helpful. The program serves to evaluate the student's personality, job readiness attitude and aptitude and provide the requisite training to aid the students towards a pathway of positive personality development. The institution has now introduced the Oxford Personality Assessment test as part of its entrance requirement and the results are evaluated by the team of experts at the Scientology Institute in Canada. Where the students fall short on the Psychometric Evaluation the requisite training is provided by the Canadian experts.

Dr. Cornwall highlighted the positive factors he considered in instituting the psychometric testing in the institution was on the basis that the students would receive the requisite training to enhance and develop the attitude for the Hospitality & Tourism industry. He further noted that there are several psychometric testing used only to eliminate persons from passing entrance tests or screenings for a job but this psychometric program he has instituted serves to aid the process of development of those students and employees who are lacking in the various areas captured by the psychometric evaluation. Some of the outcomes include but not limited to: temperament, coping skills, stability, responsibility, desirable, normal and unacceptable state to name a few. Once these areas are identified then the requisite training will aid the students in preparation to land the job, pass the test to success and to develop a great concept of self.

He stated that the courses at WHI are carefully developed and delivered to aid the students in a developmental role, so it is imperative that the institution's programs are not static,

but evolves so as facilitate the implementation of all the necessary personal and professional development programs to aid the students personally and professionally. As a result it creates a balanced graduate. WHI believes that once a student is personally and professionally balanced then he/she is mentally charged to chart a positive career pathway. WHI does not exist to turn out geniuses with great depth of book knowledge, but ensures that the students interpret and apply the vast body of knowledge learnt or gained in the classroom coupled with the high level of social skills, orientation and exposure.

Currently, a Western Hospitality Institute employee, Mrs. Sonia Kong-Quee, is in Canada training at the Scientology Institute using the L Ron Hubbard model of delivery in areas such as personality assessment, personality development training, diametric assessment, application training, various levels of personality communication training, work place & personal efficiency training plus a host of other areas. The knowledge she receives will aid the students locally to continue to develop the requisite industry attitude.

The great blend of Professor David Wright, who will be delivering Global Tourism & Curriculum Development seminars, and Consultant Derek Pearse, who will be delivering the Psychometric Assessment Training and Evaluation, focusing on "Personal and Work Place Efficiency" will allow all our students and employees to benefit greatly from these two great minds.

Please Google "Western Hospitality Institute" to read more on this great institution.

• Advertiser