



UWI TODAY

THE UNIVERSITY OF THE WEST INDIES · ST. AUGUSTINE CAMPUS

SUNDAY 25TH MARCH, 2012



Take a CLOSER LOOK

Take a closer look is the invitation that is the theme of The UWI's 2011 Annual Report which is being presented at the annual Campus Council meeting in two days. For an accountant it could offer the scrutiny of an audit; for a scientist, it might be associated with the magnification required for the study of minutiae. While it connects to transparency and accountability – essential concepts in the forelock of good governance – it is also driven by the recognition that sometimes our gaze can be so fixed at what's happening at eye level that we miss out on what's happening underfoot. Unseen, there is an energetic, focused community going industriously about its business of building. *To see it, you just have to take a closer look.*



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HONORARY DOCTORATE for Professor Reddock

The UWI Deputy Principal for the St. Augustine Campus has been recognized by the University of the Western Cape in Bellville



Professor Rhoda Reddock was conferred with an Honorary Doctorate by one of the leading tertiary level institutions in South Africa earlier this month. The UWI Deputy Principal for the St. Augustine Campus is well known for her research, scholarship and community service, which has been recognized by the University of the Western Cape in Bellville. Past honorees include Nelson Mandela, Basil Davidson, Oliver Tambo and Graca Machel. The University's Chancellor is Archbishop Emeritus Desmond Tutu.

Rhoda Elizabeth Reddock is professor of Gender, Social Change and Development and former head of the Centre for Gender and Development Studies at The UWI St. Augustine Campus. Her research and teaching interests have been multidisciplinary but have been concentrated in the broad areas of development studies, women, masculinities and gender. She has served as consultant to a number of regional and international agencies, including the CARICOM Secretariat, European Union (EU), Food and Agriculture Organisation (FAO), the International Labour Organisation (ILO), United Nations Development Programme (UNDP), the United Nations Development Fund for Women (UNIFEM), AWID and the Government of Trinidad and Tobago.

She holds a BSc Social Administration from The UWI (St. Augustine and Mona Campuses), a Masters of Development Studies from the Institute of Social Studies, The Hague and a *Doctorat*, Social Sciences (Applied Sociology) from the University of Amsterdam. A graduate of Bishop Anstey

High School, Prof Reddock's academic career began as a lecturer at Cipriani Labour College and associate lecturer at the Institute of Social Studies, The Hague. She began her UWI career as a research fellow at the Institute for Social and Economic Research of the UWI St. Augustine Campus in 1985; then became a lecturer in the Department of Sociology in 1990. She was actively involved in the process leading up to the institutionalisation of gender studies at UWI and assumed her former position as head, Centre for Gender and Development Studies, St. Augustine in 1994.

Prof Reddock was a founding member and first chair of the Caribbean Association for Feminist Research and Action (CAFRA); an advisor to the Global Fund for Women and a member of the Regional Advisory Committee of the Global Coalition on Women, Girls and AIDS established by UNAIDS. She is also a founding member of the Caribbean Network on Studies of Masculinity. In addition she has served as deputy chair and Chair of the personnel committee of the Board of NIHERST (The National Institute, Higher Education Science and Technology) from 1996-2003 and on the board of the Mount Hope Patients' Trust Fund. More recently she has been lead researcher of the action /research project – *Breaking the Silence: Child Sexual Abuse and Implications for HIV* which is spearheading a national campaign.

FROM THE PRINCIPAL

Do Take a Closer Look



We've just come to the end of the reporting period for 2010-2011 at the St. Augustine Campus and in just two days our Campus Council will meet to review the year and plan for the next. The Campus Council functions practically as a board of directors does for a corporation, and at this meeting, we are required to present our Annual Report and our Audited Financial Statements for 2010/11 for discussion with key stakeholders in the public and private sectors as well as the regional UWI.

The year under review added many dimensions to the Campus – some of which are described on the following page – and was not without its challenges. From broad external factors such as the national, regional and international financial climate to those more specific to the management of tertiary level institutions; we've weathered many changes. They have been instructive in shaping how we perceive and plan for the future.

We set our sights on a few key areas of development: Responsibility, Responsiveness, Relevance and Impact and Repositioning, and these broad frames have been a guide to our development.

It is reflected in the financial prudence we applied to campus management. It is reflected in our efforts to respond to the calls for greater access and to expand our presence and offerings to a wider group, especially at the post-graduate level. It is reflected in the nature of the research that has been conducted, in diabetes, for instance, that answers to a growing malaise in Caribbean society that has dire repercussions for the region's health and human resources. It is there in the repositioning of key offices to intensify their focus and impact, such as the transformation of the Business Development Office to the Research Development and Knowledge Transfer Office and the International Office becoming the Office of Institutional Advancement and Internationalisation. It is there in working towards the creation of a Faculty of Law, a Faculty of Food and Agriculture and a Faculty of Science and Technology to continue to enhance quality through institutional accreditation by ACTT and programme accreditation through various international and regional bodies.

It is there in many different things we accomplished over the past year, many of which may have passed under the radar of the general public. This is why we urge you to take a closer look, and to discover or perhaps, re-discover the many ways in which your university, the UWI St. Augustine Campus, is continuing to build on its 52-year-old tradition of academic excellence and to shape national and regional development for the future.

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Pro Vice Chancellor & Principal

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CAMPUS NEWS



ANNUAL REPORT 2010/2011

What we did last year

At the annual Campus Council meeting of the St. Augustine Campus of The UWI, the Annual Report is presented. This meeting, chaired by Central Bank Governor Ewart Williams, is scheduled to take place on March 27. Discussions will include a review of the reporting period, 2011, and plans for the year ahead. The following is a summary of some of the activities of 2011, which form part of the Annual Report.

EXPANDING ACCESS

The UWI has a mandate to expand access to communities across the region. In February 2011, the Government of Trinidad and Tobago granted 100 acres of former Caroni sugar lands for the construction of what will be the St. Augustine South Campus. Located in Debe, construction was scheduled to begin this year with the first intake of students from the Faculty of Law to come in August/September.

There were important developments in Tobago as well, albeit not as dramatic. Students in Tobago have for many years been able to pursue programmes at the UWI St. Augustine using distance learning technology. While it has made tertiary education more affordable and accessible, it is not the ideal. The campus expanded the number of face-to-face options available to persons interested in pursuing the Diploma in Education, and for the first time, the International Master's in Business Administration (IMBA) was delivered this way in Tobago.

Regionally, using distance learning technology, the first "Summer Programme" in the OECS (St. Kitts) was offered and the number of programmes delivered in conjunction with universities in Suriname and Guyana continues to grow.

RELEVANT RESEARCH

In 2008, in implementing our 2007-2012 Strategic Plan, we paid particular attention to the need to improve support for and supervision of our graduate researchers and to encourage more students to choose to pursue postgraduate research degrees. While progress was steady in the first two areas, in 2011, despite only minor fluctuations in the overall campus population and the number of postgraduate students (increases of 3% and 7% respectively), the number of graduate students pursuing research degrees was up 33%.

We have sharpened our research focus on projects that are relevant to the current and future demands of our region and where there are potential partnerships – local, regional and international. Two excellent examples of such partnerships in 2011:

DERPI

After testing almost 70,000 school children aged 5-17 years in Trinidad during 2009 for urine glucose, the findings of the Diabetes Education Research and Prevention Institute (DERPI) Project were presented. The Project was established through a \$5m grant from Mrs Helen Bhagwansingh to provide information about the prevalence of diabetes among children and adolescents in Trinidad and Tobago and to determine early preventative measures. With the incidence of

childhood diabetes increasing three-fold locally over the last decade, this important partnership between private sector donors and The UWI has the potential to save the lives and improve the quality of life for thousands across the Caribbean.

m-Fisheries

The m-Fisheries project, a collaboration between the UWI and MIT, put smart-phones in the hands of more than four dozen fisher-folk and created mobile applications that could help them catch more fish, get better prices on the local market, and maybe even save their lives.

CALL AND RESPONSE

During the 2011 reporting period, current students, graduates, employers and readers of publications like STAN, Pelican and UWI Today were surveyed to find out more about them and how they could be better served. New partnerships were formed with organisations such as the Trinidad & Tobago Bureau of Standards and the ACCA and earlier partnerships bore fruit with the introduction of new programmes in Education, Journalism, Accounting and Creative Design – Entrepreneurship.

Within the UWI family itself, the St. Augustine Campus has been working closely with our colleagues at Mona on the establishment of a Faculty of Engineering there to meet the growing need for qualified persons in that locale.

FINANCES

The Campus understands the financial constraints facing regional economies and the effect that is having on our key funding agents and supporters, staff and students. We continue to focus on increasing efficiency in both academic and administrative areas, and while sacrifices have been asked and made, we have not compromised the quality of our output or our level of service to our stakeholders.

Our ability to meet the challenges we face depends heavily on our staff and our ability to transform the leadership and culture of the campus. In one related initiative the Works Department has been designated the Facilities Management Division, with its new Director expected to have a different approach to the maintenance and management of the physical infrastructure of the Campus. Another seemingly unrelated change was the removal of almost all of the fences on the main campus. The physical effect has been to bring administrative support staff into more direct contact with students. Administrative changes ranged from campus tours as part of our recruitment drive, to testing an online examination system and the introduction of a new cost-effective IP/Voice PBX solution.

COMMITTED TO OUR STUDENTS

Staff have been enrolling and qualifying in the Scholarship of Teaching and Learning programmes at a steady pace and attendance at workshops and seminars related to Instructional Development continues to be high. This should result in a steady improvement in teaching and learning.

While work continues on the construction of teaching spaces, new CCTV cameras are helping to improve on-campus security, an ambulance service has been introduced, and digital screens installed at key locations on the Main Campus and at Mt. Hope now provide students and the general campus population with up-to-date information on admissions, registration, examinations, services and events.

COMMITTED TO OUR STAFF

During the period under review, wage negotiations were concluded with the West Indies Group of University Teachers (WIGUT) representing Academic, Senior Administrative and Professional Staff. Negotiations with the Oilfields Workers' Trade Union (OWTU) representing Administrative and Technical Services Staff (ATSS) are ongoing.

Recruitment and retention of academic staff remains a challenge, particularly in areas such as Medical Sciences and Engineering and among staff recruited internationally. One new initiative in this regard is a partnership with the Ministry of National Security to quickly resolve immigration issues. This facility is also available to international students.

COMMITMENT TO OUR COMMUNITY

The UWI is well known for its conferences, seminars and forums on current issues. The names COTE, BBF and the popular SALISES Forums are familiar in local and regional business circles and attract speakers and attendees considered to be at the top of their fields. Apart from these, this year we also hosted forums that touched on issues such as road accidents, and the sustainable development of coastal communities.

The Tele-health programme and others from the Faculty of Medical Sciences bring relief to citizens while providing practical experience to students. All Faculties are increasing opportunities for the integration of community projects into coursework. The expansion of the online resources of the Campus Libraries and the launch of online journals in various fields, apart from providing avenues for publication, also make the research and knowledge of the campus more widely available to the general public.

COMMITTED TO QUALITY

Our local accreditation exercise was completed at the end of 2010, and the Campus was awarded institutional accreditation by the Accreditation Council of Trinidad and Tobago (ACTT) in May 2011 for a period of seven years. We submitted to the accreditation process not only to provide public assurance, but to take advantage of an opportunity to re-examine and refine what we do and how we do it.

We celebrated 50 years of research with a publication showing the work of 50 top researchers on the campus, and with the TT Chapter of the Alumni Association, we recognised 50 Distinguished Alumni. In addition, a number of UWI buildings now bear the names of some of those who made sterling contributions to the development of the campus and the University. Small, elegant signs dot the landscape, succinctly telling the stories of each landmark, and providing daily reminders to the campus population that they are the inheritors and custodians of a proud legacy.

■ ENVIRONMENT

Streets transformed by rising water, strewn bits and pieces of plastic and various forms of waste surface after just a few minutes of rainfall. We expect it; we complain about it; but what are we doing about it? This much-too-familiar scenario should be enough to convince even the most uninterested observer that Trinidad and Tobago is nowhere near where it should be with respect to recycling.

While there are some who are aware of the importance of recycling and do in fact recycle, their numbers are way too few. How do we encourage our country to start recycling, and more, to make it a habit?

Why recycle?

Did you know that the Beetham Landfill in Trinidad accounts for approximately 65% of this country's waste? Did you know that the average person generates approximately 4 lbs of waste every day, and this amounts to roughly 1,000 tons reaching the landfill daily? It's no wonder this is found overflowing into our rivers, seas, drains, roadways and just about everywhere! Recycling immediately reduces the quantity of waste that reaches the dumps and this alone has obvious benefits.

Research conducted by the Trinidad and Tobago Forestry Division estimated that the forest is home to 678 known species of amphibians, birds, mammals and reptiles, and at least 2,259 species of plants, of which 10.4% are endemic.

The Government should develop a sustainable material management system; waste paper and cardboard boxes can be recycled. This would alleviate the pressure on our natural resources such as our forests, reducing the number of trees destroyed and hence, the extent of destruction and disruption to our very sensitive wildlife. While this may seem an insignificant point to some, let us remember where food chains begin and the domino effect that may result from disruption at just one level.

So, what can the average citizen do to help alleviate this problem? A simple thing like composting is another way to encouraging recycling. A great deal of food matter is deposited into the landfill from food processing, pre- and

Recycling Our Minds



PHOTO BY: AFDERA SCOTT

post-consumer utilization, and institutional locations. Most landfills are not designed to break down organic waste. In their present condition, decomposition of food and other waste material produces methane, a greenhouse gas that has a global warming potential that is 72 times over that of carbon dioxide (over 20 years). Endorsing a compost system would reduce the volume of noxious greenhouse gases emitted into our atmosphere, thus contributing to a cleaner and healthier environment.

Compost is a great source of minerals essential for good plant growth. In this light, organic waste can alternatively be

collected by an assigned body, from businesses, households and various institutions and be deposited at a designated site. The mulch can then be distributed or reasonably sold to farmers to produce organic and healthier agricultural products.

The media can assist in creating awareness of recycling. Our local newspaper and television stations provide an efficient way of broadcasting this message and are able to design it to appeal to different categories of people.

With the revolution of technology, information can be transmitted on popular social networks such as Facebook and Twitter in a straightforward and speedy manner.

The Ministry of Education can also introduce the concept of recycling to the school curriculum in the form of seminars, dramatization, competitions and school field trips. They can also promote the development of environmental clubs in schools in which various recycling projects can be undertaken. Allowing students to become proactive and understanding the significance of recycling would lead to a cleaner and eco-friendly T&T.

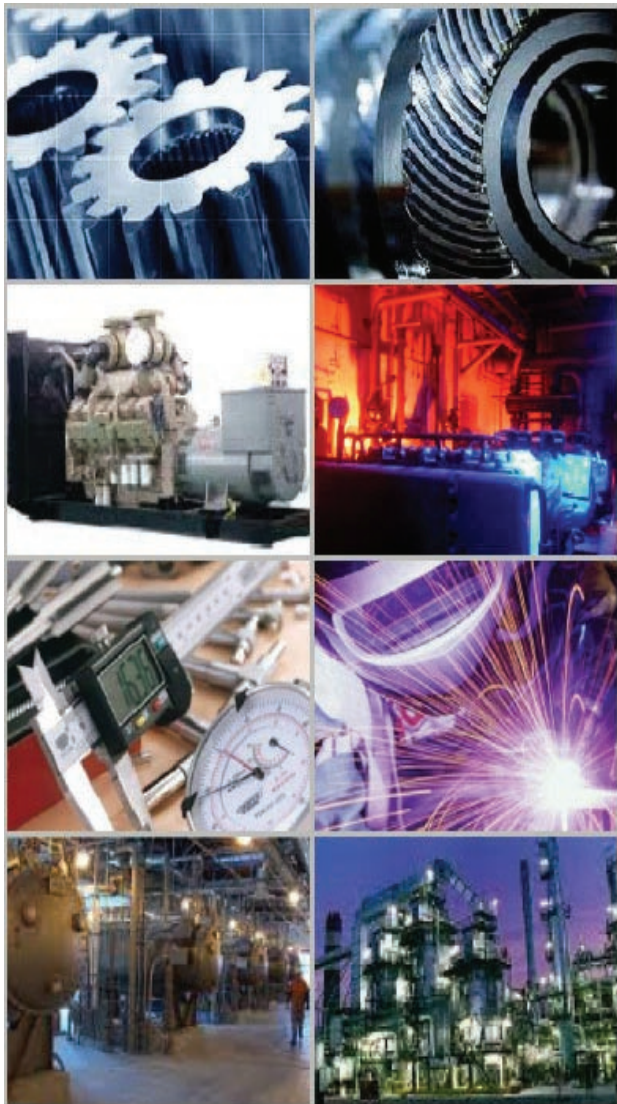
Communities need to work together and take responsibility for their negative actions towards the environment. Waste is often discarded on roadsides and in drains, contributing to constant flooding. Individuals should take up this matter with their local councillor, who will be able to direct them on the measures that should be taken to initiate recycling programmes in their community.

The deposit refund system is also good. Basically, this involves returning all cans and bottles to the relevant companies and receiving cash in return. In order for this system to work, the Government can issue subsidies or grants to companies that would compensate for the additional cost that the company incurs when the products are recycled. This may indirectly give manufacturers an incentive to design products at a lower cost.

Imagine a world where a single person from every community, no matter how big or small, took steps to encourage recycling in their community in their own way. This would certainly prove to have an immense effect on the way that the world tackles the importance of recycling.

Students in the Faculty of Science and Agriculture doing a Semester I course in Environmental Economics were asked to work in groups and produce papers on various environmental issues. This is an extract from the paper presented by a group comprising Anastasia Ramsaroop, Samantha Seepersad, Srilana Amarnath, Sarissa Narine, Sarvani Churai and Julia Miller.

■ CAMPUS NEWS



Engineering all accredited

The Department of Civil and Environmental Engineering has been advised by its accreditors, the Joint Board of Moderators (JBM), UK (Institutions of Civil, Structural & Highway Engineers) that they have recommended the accreditation of all five programmes submitted. All these programmes have been deemed compliant with the

UK-SPEC. The programmes are BSc Civil Eng; BSc Civil with Environmental Eng; MSc Civil Eng; MSc Civil with Environmental Eng, and MSc Construction Management. This is the first time the MSc Construction Management has been accredited in the history of the Department. Accreditation cover all intakes between 2009-2012.

Here is the status of accreditation for other programmes within the Faculty of Engineering.

■ Chemical Engineering

BSc Chemical & Process Engineering
2011-2015 intakes (IChemE, UK)

■ BSc Petroleum Geoscience

2010-2016 intakes (e Geological Society, UK)
2009-2013 intakes (Energy Institute, UK)

■ MSc Chemical and Process Engineering

2010-2015 intakes (IChemE, UK)

■ MSc Petroleum Engineering

2010-2014 intakes
(Institute of Materials, Minerals & Mining, UK)
2009-2013 intakes (Energy Institute, UK)
2011-2013 intakes (IChemE, UK)

■ Electrical and Computer Engineering

BSc Electrical & Computer Engineering
Up to and including 2012 intake
(Institution of Engineering and Technology (IET), UK)

■ Geomatics Engineering & Land Management

BSc Geomatics
Up to and including 2017 intake
(Chartered Institution of
Civil Engineering Surveyors (CICES), UK)

■ Mechanical & Manufacturing Engineering

BSc Industrial Engineering
BSc Mechanical Engineering
BSc Mechanical Engineering (minor in Biosystems)
MSc Manufacturing Engineering
MSc Production Engineering & Management
MSc Production Management
MSc Engineering Management
Up to and including 2015 intake (IMechE, UK)

MEDICAL STUDENTS GET THEIR OWN SPACE

The UWI Faculty of Medical Sciences has begun work on a Student Study/Recreational Centre to be built at the Eric Williams Medical Sciences Complex at Mt Hope.

St. Augustine Campus Principal Professor Clement Sankat noted that expansion at Mt Hope has not been at the same pace in recent times as at the St. Augustine Campus, but the medical students' needs were the same.

He explained that the St. Augustine Campus did not own the facilities where the Faculty of Medical Sciences was housed.

"This is the second building which the campus has constructed at Mount Hope. The first was the Veterinary School," said Professor Sankat.

He said the recreational centre will be outfitted with computer labs, study rooms, meeting rooms, and recreational facilities for lawn tennis and table tennis and a minimart.



On March 12, 2012, a sod-turning ceremony was held to herald the beginning of construction of the Student Study/Recreational Centre at Mt Hope. The occasion was attended by (from left) Dr. Vishi Beharry, Past president of the T&T Medical Students Association, the Honourable Dr. Fuad Khan, Minister of Health, Senator the Honourable Fazal Karim, Minister of Science, Technology and Tertiary Education, Professor Clement Sankat, and Dr. Ian Sammy, Deputy Dean of the Faculty of Medical Sciences. PHOTO: ANEEL KARIM

The Caribbean has long been attractive to those who seek sun, sea and sand. But sun, sea and sand no longer offer a competitive advantage. Too many destinations offer the same amenities, and consumers are more interested in acquiring unique and memorable experiences. New ways have to be found to lure tourists. One such way is through food, the growing niche market of culinary tourism.

The Acorn Consulting Partnership, in a report prepared for the Caribbean Tourism Organization, defines niche tourism marketing as a specific market segment that can be tailored to meet the interests of the customer.

Culinary tourism, which describes travellers who visit an area specifically for its food, is a growing tourism market that has the potential to generate millions of dollars in the economy. It includes food festivals, cooking schools, wineries, restaurants, visits to farms (local markets), food shows, and epicurean retreats. This type of tourism, already popular in the restaurants of Vietnam, Thailand, Canada, and other nations, is growing in the Caribbean, but not at the rate of its potential.

Caribbean tourist destinations recognize the importance of food to Caribbean culture and the need to promote something more than the sun, sea and sand, but need to invest in creating a new niche for cultural tourism that can diversify their tourism product.

“Culinary tourism became popular as the steady increase in interest in food channels, travel shows featuring local and regional cuisine, food documentaries and online culinary travel shows, and recipes, prompted more consumers to visit destinations specifically to avail themselves of a new food and wine experience.”



Dr. Jo-Anne Tull from the Department of Creative and Festival Arts, UWI. PHOTO: RICHARD SPENCE

Niche tourism marketing is not new to the Caribbean. The Caribbean offers a wide variety of cultures, which is evidenced in the diversity of food on the different islands. This diversity is due to the historical connections with Africans, Chinese, Indians, Spanish, English, French, Germans, Middle Easterners and Dutch. The variety of different ethnic foods and the increase in the interest of different foods, allows for a perfect marriage of food and tourism in the Caribbean in the form of niche tourism marketing.

Culinary tourism became popular as the steady increase in interest in food channels, travel shows featuring local and regional cuisine, food documentaries and online culinary travel shows, and recipes, prompted more consumers to visit destinations specifically to avail themselves of a new food and wine experience. Erik Wolf, president of the International Culinary Tourism Association, has defined cultural tourism as “the pursuit of unique and memorable culinary experiences, often while travelling.” His definition does not restrict culinary tourism to travel far from home, but include such activities as “trekking across town to try out a new restaurant.”

In an unpublished thesis, “Food Tourism and the Culinary Tourist,” Sajna Shenoy identified five dimensions (activities) of culinary tourism, which include: dining at restaurants known for local cuisines, purchasing local food products, consuming local beverages, dining at high quality restaurants, and dining at familiar chain restaurants and franchises. Shenoy described the culinary tourist as the tourist who, at the destination, frequently dines and purchases local food, consumes local beverages, dines at high-class restaurants, and rarely eats at franchised restaurants. In addition, the culinary tourist segment was more educated, earned higher income and was characterized by its variety-seeking tendency towards food.

Culinary tourism in the Caribbean is generally associated with food festivals. The Caribbean has a long-standing tradition of food festivals that target the natives. This practice has been extended overseas where Caribbean festivals, with a strong emphasis on food from the islands, are held in major cities worldwide. These festivals mainly attract Caribbean expatriates living in the cities and surrounding areas, but in recent years have been promoted to the larger population in those areas. Islands that are dependent on tourism can use festivals as an opportunity to capitalize on the culinary tourism market. Some islands, such as St. Maarten and Barbados, recognize the benefits of the new niche in culinary tourism and are promoting their countries as the top food destinations in the Caribbean. However, other islands, such as Jamaica and Puerto Rico, are beginning to use food to attract the tourist, but have not tracked the success of the promotions.

Festivals were one of the niches identified in the Acorn 2008 report.

All of the countries identified were listed as having a niche festival market. In the Caribbean, over 100 festivals are held annually. However, the music festivals some of which showcase food, are the ones mainly promoted to foreign tourists, while the food festivals are particularly designed for local residents. Tourists are always welcomed, but these festivals are not usually promoted externally. Yet, the tourists who attend these festivals can be used as an effective conduit for word-of-mouth promotion. In addition, there are numerous globally held Caribbean festivals, such as the Jerk Festival, that promote Caribbean food. The festivals expose different people to the food and culture of the Caribbean and serve as a good market place for Caribbean immigrants in different parts of the world.

Trinidad and Tobago’s annual carnival is a strong draw for returning natives and a large number of tourists who return each year not only for the music but also for the

Polina Silve

Time to put Culinary

BY M A R C



ish the rware y Tourism on the table

IA TAYLOR



local cuisine. Other islands such as St. Maarten, Jamaica, Barbados and Puerto Rico are including festivals in their promotional communications. They are creating a niche that focuses on the tourist that travels for food.

The promotion of food or culinary tourism in the Caribbean is relatively new and is usually included in the promotion of the local festivals. In nineteen of the twenty-three countries, based on the profile presented in Acorn's report, culinary tourism is already available. However, the report cautioned that the level of product development and sophistication varies. More is needed to promote culinary tourism in the Caribbean.

In comparing the culinary activities in the Caribbean, I focused on the islands of St. Maarten (promoted as the top culinary tourist destination in the Caribbean), Jamaica, Puerto Rico and Barbados. I tried to identify the promotional activities of the four islands to assess the cultural tourism gaps in the promotion of the destinations.

I looked at the islands' official websites for culinary/food promotions and how the information was incorporated into their marketing. As most travellers use the internet for finding destination information I looked at online information on Caribbean food festivals and events. To compare the websites, an inventory of the countries listed by the Caribbean Tourism Organization was used to first identify countries that list culinary tourism as one of their target markets. The next step was to inventory the countries' main tourism websites to identify the extent of promotion on culinary tourism. The third step was visiting major travel websites that promote food travel, including food festivals, events, and tours. The two sites used were FoodReference.com and About.com that are both known for their promotion of culinary tourism events (food festivals).

The final step involved unstructured telephone interviews with tourism officials in St. Maarten and Jamaica, to learn what marketing strategies were used to promote culinary tourism in both islands and how it was promoted outside of the Internet. The Jamaica interview revealed that culinary tourism, a niche they are actively pursuing, is done mainly through familiarization trips, visits to countries, food and music festivals overseas and public relations agencies. Familiarization trips are organized for travel writers, travel agents and tour operators to give them a firsthand experience of the culinary talents and the variety of local foods. The tours include cooking lessons, visits to the local markets to plan menus, visits to the coffee plantation, locally recognized restaurants, and time with the hotel Jamaican chefs. The Jamaica Tourist Board also invest part of their promotional dollar in specific countries, such as China (where they had just ended a six-month promotional trip). They set up portals in busy malls and city centres and handed out promotional material and gifts as a way to stir interest for the island. The other strategy used was to promote the foods of the island. The official website lacked information on the first visit, but had a lot more subsequently.

It is clear that efforts to develop culinary tourism marketing have been made in the Caribbean islands that were the focus of this exploratory study. However, two gaps in these efforts were obvious: inconsistency in promotion and lack of clarity about what culinary tourism entails.

The lack of consistency was obvious from the type of information available on websites known to promote culinary travel activities and the link back to tourist agencies that could provide further information for potential travellers who visit such sites.

The lack of clarity became evident in the conversations with tourism officials. While some destinations have brought travel agents to their destinations and included culinary tourism in some promotional material, the culinary tourism products are not well defined and so the tourist coming to



One of the Exhibitors brought in by the Ministry of Arts and Multiculturalism. PHOTO: RICHARD SPENCE

“Niche tourism marketing is not new to the Caribbean. The Caribbean offers a wide variety of cultures, which is evidenced in the diversity of food on the different islands.”

an island for the culinary experience might not receive the experience and amenities expected.

Culinary tourism holds tremendous potential for Caribbean tourism destinations, but there must be more than just a declaration that an island is a culinary destination. The islands must conduct substantial research and product development so that they are able to give tourists a sophisticated and full experience that would be comparable to other destinations in Asia and even Europe. Added to the sun, sea and sand, the Caribbean now has to sell its sweet hand.



This is an edited extract of a paper presented by Marcia Taylor PhD called “Culinary Tourism in the Caribbean: Promotional Gaps and Opportunities in Creating a Niche Market,” which was delivered at the 2nd International Tourism Conference in January 2012. The conference was themed: Tourism, Culture and The

Creative Industries: Exploring the Linkages, and was hosted by the Department of Management Studies, UWI, St. Augustine Campus, Trinidad in collaboration with The Ted Rogers School of Hospitality and Tourism Management, Ryerson University, Canada and London Metropolitan University, UK.

Professor Nouriel Roubini, of the Stern Business School, New York, has been dubbed Dr Doom because of his gloomy but accurate prediction of the economic crisis in the United States in 2008. He continues to predict difficult times ahead for the global economy, suggesting that it might take this entire decade to recover from the fallout of the current economic crises facing the world.

Among the responses to help solve the current dire world economic situation is a return to optimism. It is argued that the crisis has made people, encouraged by Prof Roubini, to view the future too pessimistically. Behavioural economics purports that mental states are germane to economic activity and economic decision-making is never completely rational or indeed logical. There is a negativity dominance, according to Nobel Economics laureate Daniel Kahneman in his book “Thinking Fast and Slow.” He suggests that the brains of humans contain a mechanism that is designed to give priority to bad news. Because of this, the self is more motivated to avoid bad self definitions than to pursue good ones.

However, Barbara Ehrenreich in her book “Brightsided: How positive thinking is undermining America” (2009), argued that in fact, mindless optimism was at the core of a variety of ills in the US including the economic crash. She argued that spending more than you earn and fooling oneself with the belief that things would always work out well was at the heart of the decline in US fortunes. This runs in direct contradiction to the era of positive psychology and the growth of a billion dollar self-help industry, all founded on the idea that the adoption of optimism and the law of attraction will at best solve or at worst help us to cope with every life problem.

Optimism as a personality trait has been described as a belief in positive outcomes, the capacity to see the glass as half full instead of half empty regardless of the present circumstances. Its polar opposite is pessimism where the belief is for negative outcomes, again in spite of the circumstances. They therefore reflect a way of looking at the world. While optimism and positive psychology have been blazing a trail, depression has been gathering steam as the illness that best summarises the contemporary life experience. This is leading younger people to commit suicide and engage in destructive behaviour as they try to cope with unprecedented access to information and influence. Self worth is taking a battering. In some ways this is not surprising as it has been shown by researchers that raising self esteem decreases materialism while increasing materialism decreases self esteem. The use of material possessions as a strategy for coping with feelings of low self worth is thus easily established.

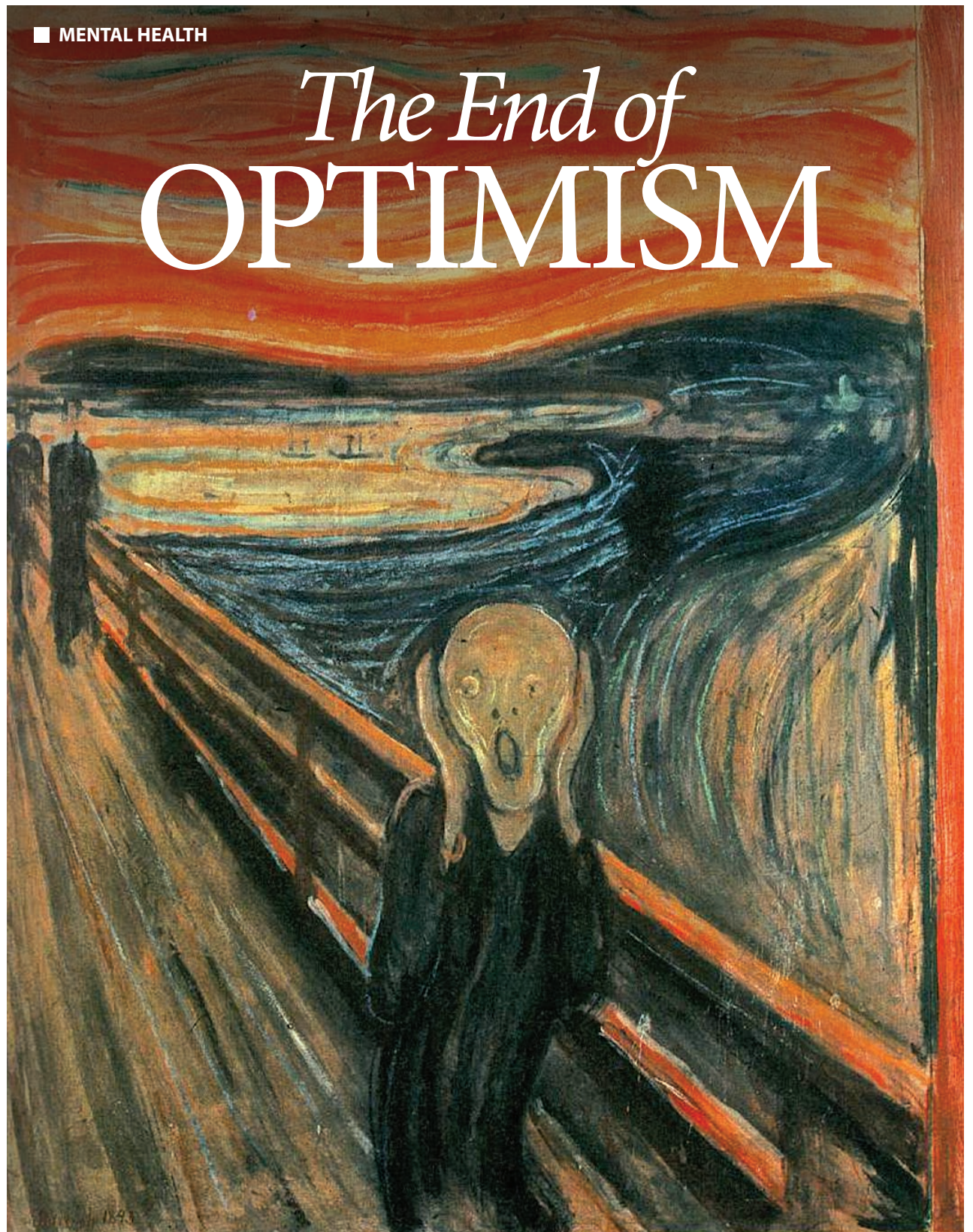
In addition, there is copious health psychology literature linking optimism with improved outcomes in a variety of illnesses and also in preventing or delaying the onset of these illnesses. It has been reported that people who score highly on optimism scales have 55% decreased all cause mortality and have decreased morbidity from cardio and cerebrovascular disease: that is, heart attacks and strokes. They also survive longer with breast cancer and generally report less distress with a range of cancers and other serious chronic illnesses.

Optimism is now being replaced by conscientiousness as the best health protecting and reinforcing personality trait. Being able to do and persist with the work to maintain health and attend to the details that would optimize health behaviour seems to be the key to good health. This also implies discipline and long term adherence to best evidence-based practice.

Here in Trinidad, optimism is never in short supply as people ignore global problems with the familiar yet ludicrous refrain that God is a Trini. It is unclear where and how this originated, but in other cultures, particularly those

■ MENTAL HEALTH

The End of OPTIMISM



BY PROFESSOR GERARD HUTCHINSON

“Here in Trinidad, optimism is never in short supply as people ignore global problems with the familiar yet ludicrous refrain that God is a Trini.”

with a high tolerance for alcohol and religious rituals, it has also been reported. It probably reflects an intrinsic fear of mortality which is also related to negative perceptions of self. In psychoanalytic terms, it is a kind of reaction formation.

That may be changing as a combination of the negative world economic situation and the seemingly intractable social and political problems in the country are beginning

to undermine this perspective. Trinidadians are remarkably adept at holding two and sometimes several contradicting positions at the same time. This has prompted some to suggest that we would rank quite high in a world hypocrisy index.

The non-communicable chronic disease statistics in Trinidad, which show high rates for diabetes and

hypertension and high rates of the complications of these diseases, would then suggest that our brand of optimism has been in short supply. Alternatively, other habits arising out of mindless optimism such as excessive drinking, non compliance with treatment and preventive regimens, and a lack of conscientiousness are responsible for the persistence of negative outcomes. Given the economic crises and our health situation, the key might be to develop judicious optimism and more closely correlate our behaviour with observable reality as against wishful thinking.

Surveying the newspapers, that barometer of zeitgeist, I have found that on a daily basis between 55% and 65% of news stories carry bad or negative news, whether they are related to crime, economic problems, international hostilities or accidents like the recent crash of a cruise liner. This also undermines a sense of optimism, and in a year where predictions have been made about the end of the world, it is no surprise that optimism may be on the decline. There is the pervasive sense that the pie is shrinking, whether it be economic or physical resources.

This makes loss aversion even more powerful. When this is allied to a sense of entitlement, as in a society where people have been led to believe that the State is directly responsible for their income-earning, then acrimonious battles are far more likely.

Even the guru of positive psychology Martin Seligman who authored the much touted book “Authentic Happiness” is rethinking the approach. He writes in his latest book (“Flourish”) that the idea that optimism is always good is a caricature and it misses the importance of negative emotion. He suggests it must be paired with reality testing to ensure that overly positive expectations are not misplaced. Reality testing is perhaps the most important function of our minds and reflects the capacity to accurately gather information from both the internal and external world, then to interpret this information effectively and adaptively and so inform decisions and actions that would be appropriate and ultimately beneficial. According to Kahneman however, most of us view the world as more benign than it really is. Kahneman also notes that we tend to exaggerate our ability to forecast the future, which in turn fosters overconfidence.

The ability to test reality effectively is the necessary accompaniment if positive results from optimism are to be obtained. It also ensures that that behaviour, both individual and group, can be consonant and adaptive. This will be what is necessary to overcome the optimism bias that might be intrinsic to so many people and prevent them from acting in ways decrease the greater good.

Roubini himself at the World Economic Forum in Davos recently concluded has called for a change in policy priorities in order to fashion a response to the economic crisis. He suggested a greater focus on human capital to give growth to skills, jobs and education in order for workers to compete. He also suggests that rising inequality between the rich and poor is the greatest source of geo-economic, social and political instability. He called for solutions to the world's economic problems to be derived from a comprehensive assessment of the situation for all of the world's inhabitants.

This resonates with Trinidad and Tobago where, while the education system has sought to create opportunities; it has not been sensitive to those with social and developmental problems that would deny them the facility to utilize the available opportunities. The result is crime and social instability and the need for a welfare state which seems increasingly out of sync with the economic realities of the modern world unless it minimizes the gap between rich and poor.

In the light of recent reality, a dose of pessimism might be necessary to counter the likely pain of loss that will inevitably occur if we continue on our present path. Prevention by helping our youth and general population to view the world more realistically and set their expectations accordingly is what is needed to diminish the spread of depression as the archetypal illness of the twenty-first century.

God might be depressed too, as a survey of the world's situation is not comforting, even with the optimism bias that comes from sharing nationality with Trininis.

The end of optimism is here.

■ CAMPUS HISTORY

President and Principal *but first of all Engineer*

BY PROFESSOR
BRIDGET BRERETON

When several buildings of the Faculty of Engineering were given new names in November 2011, it was no surprise that one of them—Block 13—was renamed in honour of G.M. Richards, currently the President of the Republic of Trinidad & Tobago.

Like Ken Julien, Richards was one of the small group of men (no women yet, it seems) who built up the Faculty from its humble beginnings at the start of the 1960s. Like Julien, too, he began his working life in the nation's oil industry. Still a teenager, on leaving school he became a staff trainee at UBOT (later taken over by Shell) in 1950. He went to Britain for his tertiary education, gaining BSc and MSc degrees in chemical engineering from Manchester in 1955 and 1957, and a PhD from Cambridge in 1963. (Only the best universities for him.) Once he had obtained his first degrees, he held management posts at Shell in the late 1950s and the early 1960s.

But Richards soon felt the lure of the new Faculty of Engineering, joining the Department of Chemical Engineering in 1965. He became part of the dynamic team of West Indians who entered the Faculty soon after it opened its doors in 1961—Julien, Harry Phelps, Compton Deane, George Sammy, Desmond Imbert. These relatively young men were catapulted into leadership positions in the Faculty after most of the senior British academics, the Faculty's founders, left St. Augustine.

Richards served as Head of his department, and in 1974 he succeeded Julien as Faculty Dean, holding that position until 1979. During those years, aided by oil boom money and the strong support of the Eric Williams government, the Faculty forged ahead: student numbers rose steadily, new buildings were planned and construction started, new programmes and disciplines were brought on stream. Colleagues from the less favoured faculties looked on with awe as the splendid new edifices began to rise before our envious eyes.

Both as departmental Head and as Dean, Richards built up the Department of Chemical Engineering, established strong links with the British Institute of Chemical Engineering, secured international accreditation for the Department's programmes, and developed its capacity in process industry. In general, he helped to make the Faculty an internationally recognized body, whose graduates came to hold leadership positions nationally, regionally and abroad.

In 1980, Richards was plucked out of the Faculty of Engineering to become St Augustine's first Deputy Principal, and also a Pro-Vice-



Chancellor within the regional UWI system. And in 1985 he succeeded Lloyd Braithwaite as Campus Principal, holding that post until his retirement from UWI in 1996. It fell to him to steer the campus through some very difficult years, years of financial stringency and constant worries about how the bills (including staff salaries) would be paid from month to month. But his characteristic calm, geniality and good humour helped to bring the campus through to better days by the early 1990s.

After he left UWI he was called to higher realms of service, becoming President in 2003, a post he still holds. But the President has remained very close to the campus and to his Faculty, returning very frequently to attend functions and to participate in its varied life. It seems you never cease to be an engineer and a St. Augustine man, however elevated you may become.

Bridget Brereton is Emerita Professor of History and author of the 2010 “From Imperial College to the University of The West Indies.”

Of Collaboration and Cooperation

THE NEW RESEARCH DEVELOPMENT AND KNOWLEDGE TRANSFER OFFICE

BY DR. DAVID RAMPERSAD

The St. Augustine Campus of The UWI is no stranger to research. Since the Imperial College of Tropical Agriculture became a place of scholarship and learning after the First World War, this Campus has been involved in significant research, relevant to the needs of the wider society.

The enhancement of the overall research effort of The UWI requires intensification of sourcing funds through an improvement in the capacity for grantsmanship and proposal writing. Preparing proposals for funding, as well as a sound research management system, including project management, financial management, reporting to funders and monitoring and evaluation, are critical. Similarly, the identification, protection and potential for commercialisation of Intellectual Property that results from such research are required. This will redound to the expansion of The UWI's intellectual capital and its national and regional impact in a significant way.

It is in this context that the St. Augustine Campus has created a Research Development and Knowledge Transfer Office. This replaced the Business Development Office which connected UWI researchers and professionals to international opportunities for funding and research application, acted as the interlocutor between The UWI, industry and the wider community, and facilitated partnerships with the public and private sector that generated revenue and new knowledge for all its partners.

Given that research and innovation are identified as priorities in The UWI Strategic Plan, the new office will continue to provide support to researchers in identifying and winning funding for both blue skies research as well as research with commercial potential, the outcomes of which will be expected to have a positive impact on national and regional development.

The Office will thus be the focal point for collaboration between UWI technical experts and organisations in need of their expertise. It will identify suitable experts and work

with partners to formulate projects, ensure sound project management including negotiation of contract terms and conditions, arrangements for use of University facilities, and other administrative and financial matters. It will also facilitate knowledge transfer including technology transfer and will be responsible for the protection of intellectual property and the negotiation of licences and other agreements with industry.

As part of its industry liaison function, the Office is working with one of the Engineering Departments to organize sessions that bring together industry managers with UWI researchers. Companies are invited to discuss what they are looking for in terms of research and development. Such sessions are expected to lead to possibilities for internships for UWI students, sponsored research opportunities for the University and joint projects. The Office is also looking to establish, in the medium term, an Innovation Forum, that will bring together researchers, technology transfer professionals and companies.

The encouragement of sound research requires the appointment of outstanding researchers, sound research practices, adequate funding, and a robust support infrastructure. In addition to support for researchers, the Office will facilitate engagement with the wider community of scholars. The development of a culture of collaboration and cooperation involving a community of peers and researchers who can develop new ideas and, through collaboration,

strengthen each other and form networks with regional and international colleagues and their work in other parts of the world is therefore imperative to the work being done at The UWI. The strengthening of partnerships with other regional institutions as well as with other universities beyond the region will be a major aspect of the work of the new Office.



The office will collaborate with the University Office of Research in these matters including issues relating to research ethics. It will thus engage in the following activities:

- Operate as a clearing house for networking with donors and sharing of technical and funding information with staff
- Support researchers in identifying, proposal preparation and winning research funding
- Ensure that UWI's standards and policies relating to research, commercialization, resource mobilisation, protection of Intellectual Property and Technology Transfer are adhered to
- Establish a comprehensive Research Information Management System
- Gather and analyse Research intelligence
- Train and mentor staff in all aspects of research development
- Nurture and oversee university/industry/public sector Research and Knowledge Transfer
- To ensure that these outcomes materialise, the new Office will engage senior stakeholders across the St. Augustine Campus to strategise and establish mechanisms that support all aspects of the research management life cycle, including knowledge creation, acquisition, storage, organization, distribution, dissemination, and application by leveraging technology as appropriate. The Office will undertake the following:
 - Oversee implementation of a knowledge management system to enable individuals and teams to locate appropriate content quickly and easily
 - Manage the system, continuously adding new materials and improving the way they are organized to support users
 - Train and educate staff on the use of the knowledge management system and provide and/or facilitate ongoing support for users of the system
 - Act as the internal expert on what information is most useful for a given project, and where it can be found
 - Define and co-ordinate a process for continuous knowledge acquisition and development to support the Campus' goals
 - Continuously identify the Campus' proprietary materials, including client service deliverables and methodologies, for inclusion in knowledge management system
 - Continuously identify third party content of value to researchers and other users as appropriate
 - Provide support for research teams undertaking project research and in creating project deliverables
 - Keep staff informed of new proprietary and third party knowledge available, providing updates and/or training as necessary
 - Contribute to Campus initiatives and developments in the area of research and knowledge management

“Companies are invited to discuss what they are looking for in terms of research and development. Such sessions are expected to lead to possibilities for internships for UWI students, sponsored research opportunities for the University and joint projects.”

The winner of The UWI St Augustine News (STAN) Cover Photography Competition was presented with a \$2,000 cheque courtesy Republic Bank Limited and a gift hamper on March 13, 2012. RBL UWI Branch Manager, Maria Fraser, presented the award to Rhoda Bharath (who accepted on behalf of the winner, Sarah Bass).

The photo which is entitled “You-We: The Canvas of Culture,” was the top choice from scores of entries in the 2011 competition. The portrait of a young man whose face is dusted with gold and blue *abeer*, after taking part in the annual *Phagwa* festival in Kendra Village, Trinidad, was featured on the April-July 2011 STAN magazine cover.



Sarah Bass

A postgraduate student in the Faculty of Humanities and Education, Sarah Bass (who is currently abroad) felt the image “spoke poignantly to UWI’s reach, and the immersion and influence of the student body in the cultural expression of Trinidad and Tobago as they extend beyond the physical boundaries of the university.”

It was not an easy choice for the judges, UWI

STAN Editor Anna Walcott-Hardy explained.

“We were pleased with the interest the competition generated, as well as the technical proficiency and versatility shown by the photographers. Choosing a winner was a difficult process because the students and staff at UWI provided such engaging images. The good news is that the Marketing and Communications Department has decided to expand the offerings to winners of the 2012 competition to include a first prize of \$4,000, as well as a second prize of \$1,500 and a third prize of \$1,000. We are pleased that in the past, corporate sponsors such as Republic Bank Limited have supported these creative initiatives and look forward to continuing this tradition in the future.”

The UWI STAN seeks to encourage the Campus Community to appreciate the landscape, architecture, people and/or special events that are linked to UWI and capture this in a high quality digital photograph. The 2012 competition is open to students and staff at the St. Augustine Campus - entries are welcome from 26th March-1st June 2012 at 4pm.

To read more about UWI STAN and the photography competition for 2012 please visit: www.sta.uwi.edu/stan.

Canvas for Photos



SHANI MOOTOO
Giselle Rampaul connects with the award winning author

ONE LOVE, ONE UNIVERSITY
Desiree Seebaran talks with the UWI Student Guild President about politics and power sharing

mFISHERIES
Anna Walcott-Hardy shares the landmark research being done by a dedicated team of UWI Engineers

COVER STAR WINNER
Congrats to our UWI STAN cover photo star

www.sta.uwi.edu/stan

■ BOOK REVIEW

The Priest who Preached Slavery

BY PROFESSOR BRIDGET BRERETON

For a research-oriented university like UWI, its major scholars – people whose work is internationally recognized as cutting-edge – help to make and sustain its reputation in the academic world. In my own discipline, history, they don't come more eminent, or more prolific, than Barry Higman.

Higman is Australian, and in 1967, a young history graduate, he won a Commonwealth Scholarship and took the unusual, even brave, decision to take it up at the Mona Campus of UWI. He stayed there for nearly 30 years. He was one of the early UWI PhDs, then a member of the Mona Department of History, becoming an innovative and excellent head of that department and Professor of History.

Though he took up a prestigious appointment at Australia's leading university in 1996, Higman remained deeply engaged in research and writing on Jamaican and Caribbean history, and (as a UWI Emeritus Professor) in the work of the regional university. He's the single author of 12 scholarly books, 10 of them on Jamaican or Caribbean history. He's the internationally recognised authority on the demographic history of British Caribbean slavery, and on the Jamaican plantation economy during the era of slavery (roughly the 1680s to the 1830s).

Proslavery Priest, his latest book – published by our own UWI Press – is not at all typical of his work. Higman is essentially an economic and demographic historian, and these varieties of history are generally what we call 'structural' – concerned with economic and social structures, broad groups of people and significant trends, prone to deal with statistics and figures and their analysis. His work has been mostly concerned with material life (production, crops, plantation regimes, food) rather than with ideas or individual lives.

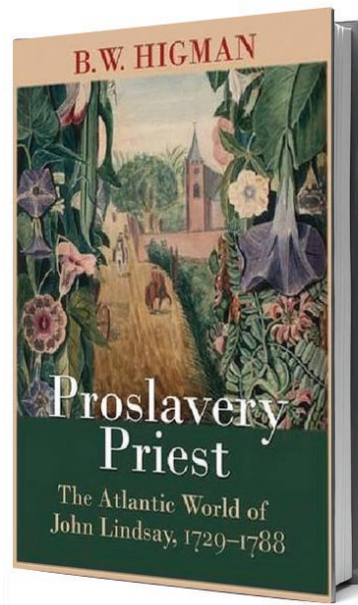
The biographical approach to the past is almost the polar opposite to this kind of history. It deals with one named individual, not broad classes; it follows one person's life, not general trends; it is usually narrative in style rather than analytical. So this is a departure for Higman, his first biography. But as he makes clear in the book's preface, he is interested less in his subject's life, more in what his published and unpublished writings on many different subjects tell us about his mental universe. It's a 'life and writings' rather than a 'life and times' kind of biography.

John Lindsay, born in Scotland in 1729, travelled widely in the 'Atlantic world' – the interconnected world of Britain and Western Europe, North America, the Caribbean and West Africa. His travels included a voyage on a British Navy ship to West Africa, about which he published an account. He came to Jamaica as an Anglican priest in 1759, and remained there until his death in 1788 (except for a few trips back to Britain). He married into the Jamaican plantocracy and was involved in the management of plantations and enslaved people, as well as serving as parish priest in several places, including Spanish Town, then the island's capital.

Lindsay wrote a great deal, though he published only two books, and his extensive unpublished manuscripts have fortunately survived. Higman has used these writings to explore Lindsay's intellectual universe, as a window to the worldview of eighteenth-century planters and others who lived with slavery as a fact of life and sought to justify it on various theological, philosophical and practical grounds.

How could a Christian priest be proslavery? Easily: Lindsay wasn't a missionary, he ministered almost entirely to the white Jamaican population, and he lived in the island at the height of its prosperity as a plantation and slave economy. He himself owned estates and enslaved people. He died (1788) just before the British antislavery movement really got under way.

In his earlier book about his trip to Senegal in 1758-59, Lindsay was surprisingly open-minded – and indeed respectful



■ **PROSLAVERY PRIEST:**
The Atlantic World of John Lindsay, 1729-1788
Barry Higman (*Kingston: UWI Press, 2011*)

– about the African men and women he encountered. But by the time he wrote the long manuscript left unpublished at his death, his views had hardened. Much of this work is in effect a theological justification for the perpetual enslavement of Africans.

Lindsay believed in polygenesis, the view that God created the several 'races' of mankind separately, making them different at the moment of the Creation. This, of course, conflicted with the Biblical story in the Book of Genesis, as well as the present scientific view of the evolution of modern human beings. But it suited Lindsay's purpose, for polygenesis implied that God had created some races as inherently inferior to others, fitted by God to be slaves to the superior ones. It justified, in theological and philosophical terms, a hierarchical world, in which some 'races' were enslaved, some were free and dominant – and all by divine will.

Lindsay did propose reforms in the slave system as practised in Jamaica in the 1780s, including manumission for 'deserving' slaves, and limited schooling and religious instruction for these persons. But his major contribution was to help to create theological and pseudo-scientific racism at its origin – it was really to flourish in the nineteenth century, long after his death. As Higman puts it, he 'erected intellectual systems consciously designed to justify wrong'.

But Lindsay had other intellectual interests. Like many of his contemporaries, he was fascinated by Jamaica's flora and fauna. He was one of a small group of British men who saw Jamaica at the time as 'an exotic place at the forefront of scientific observation'. He wrote extensively on the plants and animals of the island, illustrating his writings (which were never published) with often exquisite drawings, some beautifully coloured. (Many are reproduced in the book in full-colour plates). He was a talented artist and a keen observer, though not a major scientist.

This is a superbly researched, meticulously referenced and well written book on an interesting man and a crucial time in the history of Jamaica and of Caribbean slavery. Higman has done it again!

Bridget Brereton is Emerita Professor of History and author of the 2010 "From Imperial College to the University of The West Indies."

Look out for... **Bocas Lit Fest!**

Look out for the 2012 edition of the NGC Bocas Lit Fest, which takes place from April 26-29, 2012. Partly sponsored by the Faculty of Humanities at The UWI, the second edition of the literary festival features books, writers and writing. The OCM Bocas Prize for Caribbean Literature will be presented on 28 April. The prize includes an award of US\$10,000, sponsored by One Caribbean Media. The inaugural OCM Bocas Prize, presented in April 2011, was won by Derek Walcott's *White Egrets*.

The judges for the 2012 OCM Bocas Prize for Caribbean Literature have announced a longlist of ten books:

■ **POETRY**

The Twelve-Foot Neon Woman,
by Loretta Collins Klobah (*Puerto Rico*)
Tantie Diabliesse,
by Fawzia Kane (*Trinidad and Tobago*)
This Strange Land,
by Shara McCallum (*Jamaica/USA*)

■ **FICTION**

The Ladies Are Upstairs,
by Merle Collins (*Grenada*)
Near Open Water,
by Keith Jardim (*Trinidad and Tobago*)
Is Just A Movie,
by Earl Lovelace (*Trinidad and Tobago*)
Vital Signs,
by Tessa McWatt (*Guyana/Canada*)

■ **NON-FICTION**

Olympian: 75 Years of Trinidad and Tobago in Olympic Sport,
by Basil Ince (*Trinidad and Tobago*)
Colour Me English:
Thoughts About Migrations and Belonging Before and After 9/11,
by Caryl Phillips (*St. Kitts/UK*)
George Price: A Life Revealed,
by Godfrey P. Smith (*Belize*)



EDUCATION FOR LIFE

BY IAN McDONALD

Let us consider what is meant by imparting a good education. Any university must be constantly alive to what is involved.

Education is important not simply for providing information about specific subjects but, more importantly, for the passing on of a whole “culture” of learning, attitudes and behaviour – a variety of distinct “languages” of understanding, including self-understanding. As Michael Oakshott, the English philosopher, writes, “A man is his culture. What he is, he has had to learn to become.”

The good school or university teacher initiates the student into an inheritance of human achievements. This inheritance consists of a variety of abilities. Each of these abilities combines “information” and “judgement”. When united with specific information, judgement generates knowledge or “ability” to do, to make, or to understand and explain – it becomes, in the end, that ability to think easily and compassionately.

What should we look for in the well-educated person? What should we expect for our children in the educational process from nursery school through university into maturity?

First, you should have enough knowledge of your cultural tradition to know how it got to be the way it is. For us in the West Indies the acquisition of such knowledge is not straightforward and indeed the right balance in imparting such knowledge is still being worked out. This is because there are various, closely interwoven, strands in our cultural tradition. Those strands neglected in the past – our Amerindian and in particular our African and Indian heritages – are being given greater prominence as our historians and educators deepen their ability to impart their importance. In the meanwhile the European tradition remains of great importance and it is immature to see something embarrassing or lamentable about the fact that many of the prominent political, scientific, literary and intellectual figures in the tradition which still influences our culture are European, even though the huge majority of us are not ourselves European. This is simply a historical fact whose causes should be explored and understood. To deny or to attempt to suppress the work of such thinkers is not so much racist as unintelligent.

Secondly, the well-educated person needs to know enough about the natural sciences so that he or she is not a stranger in this world of computers and high technology. This means at least knowing enough about physics and chemistry to understand how the physical world is constituted. This would include some knowledge of the general and special



theories of relativity and an understanding of why quantum mechanics is so philosophically challenging. At a minimum, also, you should know enough biology to understand the Darwinian revolution and recent developments in genetics and microbiology.

Thirdly, you need to know something about economics – that is, you need to know enough about how the world works so that you understand, for example, what a trade cycle is, or how interest rates will affect the value of your currency, or how uncurbed government expenditure leads to that biggest of all frauds in any society: inflation.

Fourthly, you need to know at least one foreign language well enough so that you can read the best literature which that language has produced in the original and so that you can carry on a reasonable conversation in that language. One reason, out of many, why this is important is that you can never fully understand one language unless you understand at least two.

Fifthly, you need to know enough philosophy so that the methods of logical analysis are available to you to be used as a tool. One of the most depressing things about “educated” people today is that so few of them, even among professional intellectuals, are able to follow the steps of a simple logical argument.

Finally, and I believe very importantly, a well-educated person needs to acquire the skills of writing and speaking with candour, rigour, and clarity. You cannot think clearly if you cannot speak or write clearly.

These are the specifics of a good education through school and university. There are two other requirements which need to be instilled into young people so that they

can grow into maturity enjoying to the full the marvellous potential of each of their unique lives.

There should be an awareness that the body, in good health and finely tuned, is a source of abounding joy. Such an awareness not only ensures that you appreciate the importance of maintaining physical well-being in yourself but also opens up the prospect of a lifetime in which the enjoyment of games, either as a player or spectator, provides a pure and immensely fulfilling satisfaction.

Finally, the spiritual must find a secure place in your reckoning of the world and your life. This does not, should not, involve dogmatic religion which leads to fanaticism, the cultivation of competing hatreds, and communal strife. It does mean accepting that there is a dimension in life which will always be beyond the explication of scientists and that in this dimension dwells a presence, a force, a law, a God, call it what you will, which establishes an ultimate morality and gives us all recourse ultimately to the hope that everything we do, and everything the world is, is not meaningless.

All this may seem an Everest-tall order but it should not be considered out of reach. No parent should want less for his or her child. Even in these times of increasing economic crisis our educators should never lose sight of the ideal of the well-educated person for all citizens. And all of us, as parents, must do our part to give substance to that ideal in the lives of each of our children.

■ CAMPUS NEWS

Outstanding dissertation



Dr Orlena Broomes, lecturer in the School of Education at The UWI, St. Augustine, has received Recognition of Merit in the 2011-2012 PDK International Outstanding Doctoral Dissertation Award programme. Her dissertation, “More Than a New Country: Effects of Immigration, Home

Language, and School Mobility on Elementary Students’ Academic Development,” investigates the challenges of immigrant children and how these challenges affect their academic performance.

Broomes explored individual student performance on two of Ontario’s provincial assessments related to three factors: a student’s immigration status, whether the student changed schools since starting 1st grade, and whether the student spoke English at home.

“This study shows that Canadian immigrant students appear to perform similar or better than nonimmigrant students and speaking a language other than English does not inhibit academic proficiency,” said Broomes.

“... there are various, closely interwoven, strands in our cultural tradition. Those strands neglected in the past – our Amerindian and in particular our African and Indian heritages – are being given greater prominence as our historians and educators deepen their ability to impart their importance.”

Ian McDonald is a writer and thinker, among other things. In November 1997 The UWI, St. Augustine Campus conferred on him the Honorary Degree of Doctor of Letters (D.Litt.) in recognition of his services to Caribbean sugar, sport and literature. His award-winning novel, The Humming-Bird Tree was first published in 1969.

UWI CALENDAR of EVENTS

MARCH–JUNE 2012

NATION DANCE

16 March–1 April, 2012

Continuing in the 25-year tradition of The UWI's Department of Creative and Festival Arts (DCFA), this year's Production II class will mount "Nation Dance." This unique performance is a collaborative production between DCFA and various communities in Trinidad and Tobago, in celebration of the nation's 50th anniversary of independence.

Nation Dance Schedule

- 16 March – Naparima Hill, San Fernando
- 17 March – QRC Grounds, St. Clair
- 18 March – Temple in the Sea Grounds, Waterloo
- 23 March – Desperadoes Pan Theatre, Laventille
- 24 March – Golden Lane, Tobago
- 25 March – Pembroke Heritage Park, Tobago
- 30 March – Calvary Hill, Arima
- 31 March – DCFA, UWI
- 1 April – DCFA, UWI

For further information, please contact Marissa Brooks at Marissa.Brooks@sta.uwi.edu or Roberta Quarless at 663-2222 or Roberta.Quarless@sta.uwi.edu.



FOREIGN LANGUAGE FILM FESTIVAL

22 March–15 April, 2012

Centre for Language Learning
UWI St. Augustine

This film festival is an initiative undertaken by the Department of Liberal Arts and the Centre for Language Learning (CLL) to foster an interest in learning foreign languages and to provide an opportunity to delve further into the cultures of the people who speak these languages.

Schedule:

- Thursdays: 1-3/3-5pm
- Fridays: 6-8pm
- Saturdays: 1-3/3-5/5-7pm
- Sundays: 3-5/5-7pm

This event is free and open to the public.

To find out more, please contact Ms. Miriam Futer, Foreign Language Film Festival Committee (Chair), at 662-2002 Ext. 84047, or via e-mail at Miriam.Futer@sta.uwi.edu, or foreignlangfilmfest2012@gmail.com, or contact Ms. Vanessa Williams at 662-2002 Ext. 83896, or Vanessa.Williams@sta.uwi.edu.

DCFA 25TH ANNIVERSARY CELEBRATIONS

1-28 April, 2012
UWI St. Augustine

The Department of Creative and Festival Arts (DCFA) celebrates its 25th Anniversary with a series of events, including concerts and a tour to Barbados.

DCFA 25TH ANNIVERSARY SCHEDULE OF EVENTS

PERCUSSION ENSEMBLES IN CONCERT

1 April, 2012

Daaga Auditorium
UWI St. Augustine

This concert features the UWI Percussion Ensemble and the UWI Drumming Ensemble. This concert is carded for 6 pm.

UWI ARTS CHORALE AND UWI STEEL TOUR TO BARBADOS

7-15 April, 2012

Barbados

The UWI Arts Chorale and UWI Steel visit Barbados and perform at the Frank Collymore Hall and the UWI Cave Hill Campus.

UWI GUITAR ENSEMBLE IN CONCERT

21 April, 2012

Department of Creative and Festival Arts, Gordon Street, St. Augustine. This concert begins at 4 pm and features a guitar ensemble repertoire.

MUSIC OF THE DIASPORA

28 April, 2012

Daaga Auditorium
UWI St. Augustine

Music of the Diaspora begins at 6 pm. It incorporates a variety of the Department's musical groups, including the UWI Intermediate Steel Ensemble, the UWI Indian Classical Ensemble and the UWI Caribbean Contemporary Ensemble.

For further information, please contact Josette Surrey-Lezama at 645-0873, or via e-mail at Josette.Surrey-Lezama@sta.uwi.edu.

UWI TODAY WANTS TO HEAR FROM YOU

UWI TODAY welcomes submissions by staff and students for publication in the paper. Please send your suggestions, comments, or articles for consideration to uwitoday@sta.uwi.edu



HEAR MALCOLM GLADWELL

29 March, 2012
Hyatt Regency Hotel,
Port-of-Spain

The Arthur Lok Jack Graduate School of Business (ALJGSB) features internationally acclaimed author, Malcom Gladwell, at the 10th installment of its Distinguished Leadership and Innovation Conference (DLIC). Themed "What Makes the Great Ones Great?" this conference aims to positively reshape business and society. It will examine how talent is shaped and create opportunities to achieve success in any field.

For further information, please contact ALJGSB at 662-9894 ext. 299, or via email at conferencing@lokjackgsb.edu.tt.

SALALM LVII CONFERENCE

16-19 June, 2012

Hilton Trinidad and Conference Centre
Port of Spain, Trinidad and Tobago

The Alma Jordan Library hosts the Seminar on the Acquisition of Latin American Library Materials (SALALM) LVII Conference. This conference is themed Popular Culture: Arts and Social Change in Latin America.

For further information, please contact Ms. Elmelinda Lara, SALALM Conference Coordinator, at 662-2002 Ext 83414, or via e-mail at elmelinda.lara@sta.uwi.edu.

BIOLOGISTS' CONFERENCE

25-28 June, 2012

Daaga Auditorium
UWI St. Augustine

The Department of Life Sciences hosts the 5th European Conference of Poeciliid Biologists. This conference is held every two years and this year, for the first time since its inception, it will be held outside of Europe. Approximately 100 delegates from USA, Canada, Mexico, South America, Britain, Europe, India and Australia will visit The UWI St. Augustine Campus to attend the conference, scheduled to take place from 8 am-5:30 pm each day.

For further information, please contact Dr Amy Deacon or Professor Indar Ramnarine via e-mail at poeciliid2012@sta.uwi.edu.