

Abrahams

back as Tourist Ind. Board head

Gleaner Northcoast Reporter
Jamaica's tourist industry starts its 1973-74 administrative year with Mr. Eric Anthony Abrahams continuing in the role of Director of Tourism, Chairman of the Jamaica Tourist Board and chief executive of that Government-financed statutory body.

Mr. Abrahams was a member of the board for 1972-73 which was appointed by the Minister of Industry and Tourism, the Hon. P. J. Patterson, after the 1972 general election. He has been Director of Tourism since 1970.

The Jamaica Hotel and Tourist Association, the governing body for hoteliers and allied members who have a vested interest in the Jamaican tourist industry will also go through its 1973-74 administrative year with the 1972-73 president Mr. John Issa who has been unanimously re-elected for another year.

Mr. Issa's re-election took place at the Jamaica Hilton Hotel on Saturday at the J.H.T.A.'s annual general meeting.

The Minister of Industry and Tourism, the Hon. P. J. Patterson announced at the J. H. T. A. banquet at the Jamaica Hilton Hotel on Saturday night the names of some of the 1973-74 members of the Tourist Board.

Near future

Those names announced publicly were Mr. John Issa, president of the Jamaica Hotel and Tourist Association and a director of Issa Hotels; Mr. Lionel Reid, managing director of Ramparts Inn in Montego Bay and Mantalent Inn in Ocho Rios; Mr. Sydney Gordon, taxi transport operator of Montego Bay; and Mr. Rupert Mullings, Deputy Financial Secretary in the Ministry of Finance and former director of planning, research and statistics, at the Jamaica Tourist Board.

This reporter told by Mr. Patterson that other members of the Board who will be formally announced in the near future are the Hon. G. Arthur Brown, chairman of Air Jamaica and Governor of the Bank of Jamaica; Mr. Moses Matalon, chairman of the Urban Development Corporation; and Mr. Don Bice, Permanent Secretary in the Ministry of Industry and Tourism.

Mr. Douglas Burke, General Manager of the Jamaica Tourist Board's northcoast operations with headquarters in Montego Bay, has been made Assistant Director of Tourism, in charge of Industry and Product.

Mr. Burke has served the board for 14 years after having six years' experience in the hotel industry and three years in public relations and cottage management.

He has been active in committee projects, in Montego Chamber of Commerce and local service clubs, as well as on the Development and Tourist Committee of the St. James Parish Council and the Montego Bay Waterfront Advisory Committee of the

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Ministry of Mining and Natural Resources.

This new division of the board which he will head will be responsible for all facets of standards, training and product improvement and development, as well as for liaison and co-ordination with all branches of the tourist industry.

Mr. Burke will also be chairman of the Hotel Licensing Committee. The division will encompass the existing Visitor's Service Bureau, Special Projects, and northcoast offices of the board in Montego Bay, Ocho Rios and Port Antonio.

Mr. Howard Gaynair has replaced Mr. Burke as general manager for the northcoast area of the board. He has had several years of sales and hotel experience and joined the board two years ago. He has since served as Assistant sales manager and as assistant to the Director of Marketing in New York.

Lecturer

Appointed Director of Operation for North America is Miss Marcella Martinez, who has spent several years in the Jamaican Mission at the United Nations and has for the past three years been director of public relations for the Jamaica Tourist Board.

Replacing Miss Martinez as director of public relations is Miss Winnifred Ridsen, who has been with the board for three years, serving first in the Public Relations Department and later as

secretary of the board. Prior to joining the board's staff, Miss Ridsen was a lecturer at the University of the West Indies.

Mr. Hugh Gentles has been appointed assistant director of public relations. Mr. Gentles, who has been with the board for nearly a year, has several years' experience in radio, theatre and advertising.

Mr. George deMercado has been appointed Sales Manager. He has had 15 year's experience in the airline industry. He will fill the post made vacant when the former sales manager, Mr. Harry Knowles, resigns.

Mrs. Annette Haley has been appointed sales manager, northcoast area. She joined the board's staff seven years ago after experience in the airline and hotel fields.

Mr. Audley Clarke has been appointed board secretary to replace Miss Ridsen. He has been with the board for four years and has served both locally and in the New York office. Prior to joining the board, Mr. Clarke had several years of airline experience.

Mr. Bernie Rickman has been appointed assistant sales manager. He has been with the board's sales department for four years.

Mr. Ainsley Elliott, who has been with the board for three years, has been appointed director of planning, research and statistics. Mr. Elliott was formerly a senior economist in the Ministry of Finance.

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