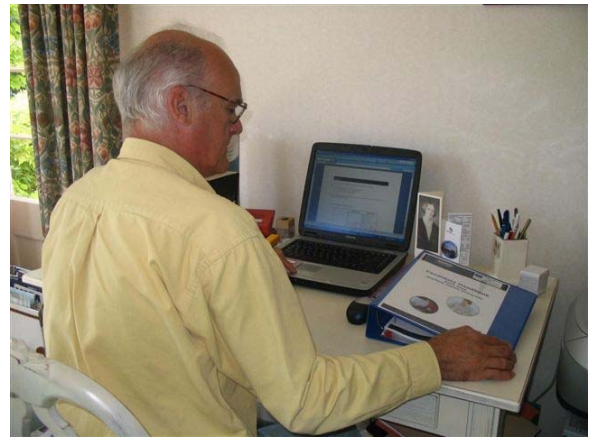


Keith Kaye, England – Case Study

Biography –

I was born too many years ago, in Huddersfield, amongst the dark satanic mills. Qualified as a Chartered Management Accountant and worked in the Motor Industry at home and overseas for over 30 years. I am now a business adviser in Scarborough and I am the Tourism Skills Broker for York and North Yorkshire. I am currently developing a Tourism Enterprise Pilot in conjunction with the LSC and the Area Tourism Partners.



VocMat –

The Vocmat Project has allowed me to extend my knowledge of the Tourism Industry particularly in terms of the challenges facing the many tourism providers, large and small, resulting from globalisation, environmental issues and competition. As a person with only recent experience of tourism the project has helped me to further my knowledge of the sector and has hopefully opened the door to further studies. The learning process has been such that the studies could be undertaken without impacting too greatly on the other aspects of work and family life. Overall it has been a challenge and has given me a sense of achievement in working at this academic level. The facility to communicate with tutors, mentors and other students although in some cases hundreds of miles apart and the access to the study materials in various formats has been particularly useful.