

## Andrew Sharpe

### Personal details

Age 28

Single

Born in the Parish of Manchester, Jamaica



### Tourism experience

Started in tourism at the age of twelve, as an assistant in a restaurant

Trained on the Cayman Islands – one-year work experience as a chef

Other tourism jobs: hotel front desk, car rental supervisor, night manager of a small hotel, check-in clerk for a charter airline

### Present job

Runs his own tour company ('Authentic Caribbean Holidays Ltd.')

Promotes 'Unique Jamaica' programme (adventure travel)

Attends trade fairs

Runs in-school programmes for Jamaican students to teach tourism development, sustainability, and community tourism

Offers internships and work experience for university students

'There's so much to do in tourism. There are many aspects: hotels, water sports, tour operation, travel agents.'

### What do you need to succeed in tourism?

'Working in tourism is about love – love for the industry. If you don't love it, forget it. It's a people industry. It's providing service. It's people enjoying and experiencing your culture. That's crucial. If you don't have that love, it doesn't make sense. If you work in the industry, you've got to love it.'

## It's my job

Read about Andrew Sharpe from Jamaica.

- 1 When did Andrew start working in tourism?
- 2 What jobs has he done in tourism?
- 3 What does he do now?
- 4 What does he think is important when you work in tourism?
- 5 What does he want to do in the future?

### What do you like about tourism?

'You get to experience different cultures, coming to Europe to see how they operate and live, what they like ... In Europe you see something done differently which can help you with the same procedure back home, looking at it from a different angle. Even travelling inter-island, visiting various islands, then you see "OK, this island does it this way, we do it that way", and so forth.'

### What do you do to relax?

'As a Caribbean, part of our life is enjoyment – having fun, our music, food, culture – it's natural for us. I play cricket. I love cricket, with friends, on the beach, and football ...'

### What's the future for you?

'My goal is hopefully to become Minister of Tourism, Director of Tourism, that's my main goal. You have to have a rounded knowledge of the industry, from ground level to the top.'

