GTTP
THE GLOBAL TRAVEL & TOURISM PARTNERSHIP
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INSIDE TRACK-TOURISM EDUCATION

News from Jamaica
Essie Gardner

Greetings from Jamaica

TAC students cleaning up the beach

GTTP Jamaica students are all members of the Tourism Action Clubs, the voice of youth tourism in the country. In Jamaica, tourism is not taught as a subject in school and students in tertiary education who are interested in exploring more about tourism join a club. Guided by the Jamaica Tourist Board (JTB), students participate in a range of activities to build knowledge of the sector and its impact on nation building.

The first TAC was established at Excelsior High School in Kingston in 1995, and through the clubs, students can access the GTTP portal, enter national and international competitions, and have the opportunity to represent their country at the international student/teacher conference and events. Club activities are based on three pillars, education, community engagement and recreation, and clubs meet regularly at a national level via Tourism Youth Forums, Career Expos and International Coastal Cleanup Day activites.
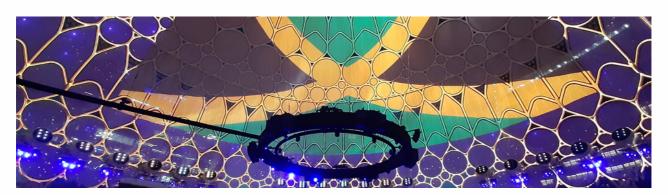
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GTTP Jamaica student Theondra Hamilton wins the Entrepreneurship and Innovation in Tourism Essay and travels to the World Expo Dubai

GTTP student Theondra was delighted to be selected as Jamaica's Youth Ambassador to the World Expo in Dubai. Theondra said: "The 14 hour flight from NY to Dubai gave me a new appreciation of air travel. When I arrived, I was filled with awe at the modern architecture and clean environment in Dubai. The event coincided with Jamaica National Day where our culture was celebrated and I felt very proud to be a part of the celebrations. The Expo was a major learning experience for me and I believe Jamaica can adopt some of the technical advances which I saw, especially virtual reality tours, artificial intelligence and the internet of things. (IoT). We can also do more as a country to preserve our beaches, rivers, springs and mountains. I am so grateful to be part of GTTP and the TAC which offers these unique opportunities.

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Shalia Lewis meets the Hon. Edmund Bartlett, CD, MP, at the CTO Press Conference, Grand Cayman. Shaila is Staff Advisor for the Tourism Action Club of Mannings School in Westmorland, Jamaica.

Youth delegates share how they would rethink tourism.

GTTP Teacher Shaila is keen to encourage students to join the Tourism Action Club at her school, which she says 'is different from the rest' as it helps to build awareness of the numerous opportunities within the industry. Shaila says the club provides room for students to identify and showcase their talents and participate in the country's leading industry.

Shalia wants to encourage other teachers to get involved with TAC. She says there are so many opportunities to make a mark, helping students with online courses, setting up exhibitions, competing in local and international competitions, being part of a beach clean-up. TAC's provide a platform for young people to begin their journey in tourism.

TAC has provided Shalia with the opportunity to travel and learn about other cultures and share ideas on the best ways to teach students about the sector.   She traveled to Budapest in Hungary and to the Caribbean Tourism Youth Congress in Grand Cayman where, says Shalia, students shared their ideas about Agro-Tourism, Experiential Tourism and Community Based Tourism.   "These students make me proud to be Jamaican".

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GTTP students seek answers to their concerns about working in the sector, which does not dampen their enthusiasm for a career in T&T.

Now let's hear from Anne:

It is great to hear how engaged students are in Jamaica, not just with learning about Travel & Tourism, but also looking after their community, and importantly, having fun! For students to be given a platform to voice their opinions will mean that we can all learn more about expectations, helping to improve the perception of the industry and encourage more young people to join.

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