

## **INTRODUCTION**

As part of our local tourism awareness programme, the Cayman Islands Ministry of Tourism and Ports & Department of Tourism will host the 2023 Tourism Video Competition. The competition is open to students currently enrolled in a Cayman Islands secondary school who are between 14 and 17 years of age.

The winning student will be designated “Tourism Ambassador” for a period of one year, as part of their prize. The “Tourism Ambassador” may be given the opportunity to take part in suitable tourism activities throughout the year including at Ministry of Tourism and/or Department of Tourism-sponsored events. The 2023 Tourism Ambassador will have the opportunity to represent the Cayman Islands and participate in the Caribbean Tourism Organisation's Tourism Youth Congress which will be held in the Turks and Caicos Islands in October 2023.

## **OBJECTIVES**

The objectives of the competition and the Tourism Ambassador programme is to help develop students’ in-depth knowledge of tourism and the issues which impact the business locally, regionally, and internationally, giving them valuable experiences through their interaction with each other. In addition, students will develop useful communication, reasoning, and public speaking skills that will serve them throughout their lives.

The 2023 Tourism Speak-Off will be conducted in the format of a video competition where participants submit their pre-recorded response to one of the three topical tourism issues outlined. Each participant’s goal is to persuade the panel of judges that their ideas have the greatest merit.

## **PROGRAMME GOALS**

- To ensure that secondary school students develop an accurate understanding of and respect for the importance of tourism to the country
- To expose students to the various elements of the tourism product
- To assist students in becoming more involved and aware of Caymanian, Caribbean and world tourism issues
- To provide support for the Cayman Islands Government’s Human Capital Development goals

## BENEFITS

- Greater awareness of the connections between tourism and other industries;
- An increased appreciation of the tourism industry in the Cayman Islands, the Caribbean and the world;
- An enhanced awareness of the importance of tourism to the Cayman Islands;
- Development of Communication Skills;
- Development of Critical-Thinking skills;
- Social Development;
- Development of Language Arts Skills

## COMPETITION DETAILS

- **Registration and Submission Deadline:** 18 September 2023 at 11:59PM
- **Tourism Ambassador Winner Announcement:** World Tourism Day, 27 September 2023

## CRITERIA FOR SUBMISSION

- Must be a student enrolled in a Cayman Islands secondary school
- Must be 14 - 17 years of age as at 8 October 2023
- Actively involved in school debates, general knowledge quizzes, etc
- Knowledgeable of tourism
- Pick one of the topics listed (below) and create a video presentation
- Video presentation must be audible, well-lit, and of good quality
- Video Presentation must be 3 minutes maximum
- Business attire to be worn in video presentation
- Must not have been a past Tourism Video Competition winner or Ambassador

## EVALUATION CRITERIA

Participants will be judged on creativity, originality, message content, and delivery. The decisions of the judges will be final.

Criteria	Description	Maximum Score
Creativity	Entries must be the students' own work, in the student's own words, and may include personal experiences and thoughtful observations. Videos must reflect that the student has carefully	20 points

	examined and thought through the topic.	
<b>Content</b>	Content will be assessed on how aptly the student addresses the topic selected. Judges will consider the extent to which the ideas are compelling and whether the ideas are presented logically.	20 points
<b>Delivery</b>	Students will be evaluated on their ability to speak knowledgeably, effectively, and confidently.	20 points

**JUDGING PANEL**

Judges will be representatives drawn from the Cayman Islands Department of Tourism, the Cayman Islands Tourism Association, and the Sister Islands Tourism Association.

**TOPICS**

Choose **one (1)** topic from below to virtually present on:

**TOPIC 1: PROMOTING MULTI-GENERATIONAL TRAVEL**

Some call it “multigenerational travel,” others call it “grand tripping.” The idea of grandparents traveling with their children and grandchildren is very evident today and, for the past 10 years, has been one of the fastest growing segments of the travel industry, according to the Travel Industry Association in the U.S.A.

According to travel experts, the most important part of organising a three-generation vacation is to be able to accommodate everyone’s needs.

**As Tourism Ambassador in your country, share what advice you would give to your government to facilitate and promote multigenerational travel to your country and how your country’s tourism products and services should cater to the varied needs of the three generations.**

## TOPIC II: ATTRACTING CAYMAN ISLANDS YOUTH TO CAREERS IN TOURISM

It is said that the Caribbean is the most tourism-dependent region in the world and one in every four persons either directly or indirectly works in tourism in our region.

More countries in the Caribbean are increasingly turning towards tourism as their main economic activity, as their other traditional industries diminish. The Cayman Islands has been developing its tourism industry since the early 1900s and has experienced explosive growth in the past 50 years. Given the substantial numbers of employees recruited from around the world to serve the needs of Cayman Islands visitors, it is clear that the Cayman Islands, as does the region, needs a highly skilled tourism workforce to continue to be competitive globally.

The tourism industry has roles which offer strong wages and salaries, high levels of personal and professional fulfillment for the postholder, varied opportunities in many tourism sub-sectors including accommodation, food and beverage, adventure and recreation, attractions, transportation, tourism services, the travel trade, and numerous entrepreneurial opportunities.

**As Tourism Ambassador in your country, share the measures would you recommend be put in place to encourage more young people to seriously consider lending their talents to build and grow Cayman Islands tourism for the betterment of the country.**

## TOPIC III: SUPPORTING COMMUNITY TOURISM

Community development and tourism development have much in common, including their potential impacts. When properly understood and managed, they can even be combined to great effect ... generating valuable mutual benefits. Credible research studies now also show a surprisingly harmonious overlap of visitor and resident values.

### Local Community Values and Growing Trends in Visitor Values

- Authenticity
- Respect for environment
- Concern for community wellbeing
- Managed, sustainable levels of development
- Retain local character / seek distinct local character

Careful integrated tourism planning, marketing and management practices can aim to deliberately reflect and target such trends - as part of a wider strategy to maximise tourism's benefits, while minimizing potential, undesired impacts.

As Tourism Ambassador, share your ideas on how to get local communities to benefit from tourism and allow tourists to benefit from what the local communities have to offer.

**TOURISM AMBASSADOR PROGRAMME ACTIVITIES AND DATES\*:**

<b>DATE</b>	<b>EVENT</b>	<b>DESCRIPTION</b>
<b>9 - 13 October 2023 (Turks &amp; Caicos Islands)</b>	CTO Regional Tourism Youth Congress	Cayman Islands representative and participant in CTO-wide tourism debate / speak-off.
<b>13 April 2024</b>	Taste of Cayman	Annual Event – Tourism Ambassador visits various stalls and serves as a judge in the Heavy Cake Competition.
<b>Q2 2024</b>	Cayman Islands Annual Tourism Conference and Showcase	Programme participant (support provided). Meet and greet with the public and visiting overseas guests
<b>September 2024</b>	International Scuba Diving Hall of Fame	Programme participant (support provided). Meet and greet with the public and visiting overseas guests.
<b>TBC</b>	Tourism Speak Off	Emcee for event. Handover to new Tourism Ambassador.

*\*subject to change*