

INTRODUCTION

As part of our local tourism awareness programme, the Cayman Islands Ministry of Tourism and Ports & Department of Tourism will host the 2024 Tourism Speak-Off 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 Ministry of Tourism and/or Department of Tourism-sponsored events. The 2024 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 Cayman Islands in September 2024.

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 2024 Tourism Speak-Off Competition will be conducted in the format of a Board of Directors meeting, where participants will be discussing and responding to topical tourism issues. Each participant's goal is to persuade each other, the audience, and 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

CRITERIA FOR SUBMISSION

- Must be a student enrolled in a Cayman Islands secondary school.
- Must be 14 - 17 years of age as of 1 September 2024.
- Actively involved in school debates, general knowledge quizzes, etc.
- Knowledgeable of tourism
- Must not have been a past Tourism Video Competition winner or Ambassador.
- Create a video presentation on one of the topics provided by Cayman Islands Department of Tourism

OVERVIEW - COMPETITION RULES & GUIDELINES

PRELIMINARY COMPETITION – VIDEO COMPETITION

- Students are pre-screened to reduce participants to four (4) finalists, through the adjudication of their video, on one pre-determined topic.
- Students who are selected to move on to the Tourism Speak-Off Final Round will be given three topics to select from and one mystery topic. Each student will be required to present their ideas on one topic in a cogent response to the audience and a panel of judges.

FINAL COMPETITION – SPEAK OFF

- Students will select a topic beforehand, to research and present during the competition.
- Participants will be challenged to compile and organise information and give their oral presentation in an effective manner (persuasive, factual, & timely).
- In addition to the research topic, a mystery topic will be given to participants for an impromptu response.

COMPETITION FORMAT

Preliminary Competition:

- Participants interested in entering the competition must submit a video presentation on **one** of (3) topics. The topics will be provided in the student's information packet upon registration.
- Participants will be judged on the following criteria:
 - Reasoning, Persuasion & Evidence of Research (50 Points)
 - Creativity (20 Points)
 - Delivery (20 Points)
 - Originality (10 points)
- 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.

Registration for video competition deadline: 15 March 2024 at 11:59PM

Video competition submissions deadline: 22 March 2024 at 11:59PM

Finalists will present at the 2024 Tourism Speak-Off Event to determine the 2024 Tourism Ambassador

Final Competition:

At the 2024 Tourism Speak-Off Competition students are required to prepare and come ready to present their ideas on **one** of two topics. Each student will be given three (3) minutes to express his/her ideas on the chosen topic.

Students will be given opportunities to present their ‘position’ on each topic in clockwise order, presentations will be judged according to the criteria set out in the *Judging Guidelines*.

In accordance with the format of Caribbean Tourism Organization’s Youth Congress, there will be an audio-visual portion in the final. Students are required to use audio-visual aids to enhance/reinforce their idea being put forward on the prepared topic. **The audio-visual aid must be designed, develop, and produced by the student. It cannot take the place of the spoken presentation/delivery, but instead must complement and enrich the presentation and be within the allotted three (3) minutes.**

Mystery Topic:

- Students will be asked to respond to a “Mystery Topic”. Therefore, participants will have to answer spontaneously, based on their general knowledge about tourism.
- One minute will be given for participants to prepare for the “Mystery Tourism Topic”. Presentations will be for one and half minutes each.

2024 Tourism Speak-Off Event: 1 May 2024

2024 Tourism Ambassador Winner Announcement at Tourism Speak-Off Event: 1 May 2024

JUDGING

Participants will be judged on the following criteria:

1. Content (40 Points)
2. Knowledge/ Presentation (30 points)
3. Creativity (15 Points)
4. Delivery (10 Points)
5. Originality (5 points)

SCHEDULE OF MAJOR ACTIVITIES

Schedule of Major Activities	2024 Tourism Ambassador Competition Dates
Registration Deadline	March 15 th
Deadline Video Competition Submission	March 22 nd
Preliminary Review (To determine 3 – 5 Finalists)	March 25 th – 27 th
Announcement of Finalists	March 29 th
Tourism Ambassador Speak-Off	May 1 st

TOPICS

Preliminary Topic:

(Students select and present on one of the below)

- 1.) As a Tourism Ambassador, recommend a comprehensive platform or approach to the Cayman Islands Government that aims to keep tourism stakeholders, partners, and the public well-informed about news, information, and initiatives within the tourism industry. In your recommendation, address the importance and potential benefits of the proposed platform or approach for key players in the tourism sector as well as the wider public.
- 2.) As a Tourism Ambassador, how would you encourage, and support increased Caymanian participation in the tourism industry through entrepreneurship? Please outline specific strategies and initiatives that you believe will empower Caymanians to take active roles in shaping and deriving benefits from the tourism sector.
- 3.) Considering the recent challenges posed by global pandemic, as a Tourism Ambassador, how would you propose enhancing the resilience of the tourism industry in Cayman against external shocks? Provide innovative strategies and actionable plans that focus on mitigating the impact of external shocks while ensuring sustainable growth and development for the tourism sector.

Final Competition Topics: 2024 Regional Tourism Youth Congress Topics

(Students select and present on one of the below)

- 1.) ADVENTURE TOURISM - Your Ministry has recently reached a milestone with the completion of an innovative Adventure Tourism project. Crafted in partnership with various industry stakeholders, this initiative seeks to elevate the holistic well-being of visitors to our destination – encompassing physical, mental, and spiritual dimensions. As Tourism Ambassador, present this

transformative endeavour to your esteemed colleagues. Explain three (3) key pathways through which this initiative is poised to fulfill its objectives and revolutionize tourism in your destination.

- 2.) SOLO TRAVEL - In recent years, the global tourism industry has seen a remarkable surge in solo travelers. This burgeoning trend presents an enticing opportunity for Caribbean destinations to tap into an unexplored market segment. By comprehending the distinct needs and preferences of solo travelers, destinations can tailor their offerings to deliver unparalleled experiences and secure their lasting loyalty. As Tourism Ambassador, explain your Ministry's keen interest in this market and unveil three (3) impactful strategies your destination is implementing to entice and cater to Solo Travelers.
- 3.) COLLABORATION ACROSS CULTURES - As a pivotal aspect of your destination's strategic approach to diversify tourism source markets, your Ministry is initiating a transformative endeavor known as the "Collaboration across Cultures" initiative, aimed at fostering the ethos of diversity and inclusivity. As Tourism Ambassador, shed light on the motivations driving your Ministry's commitment to this endeavour and delineate three (3) pivotal reasons why your Ministry perceives cross-cultural collaboration as instrumental in shaping a more immersive and inclusive tourism experience within your destination.
- 4.) THE BLUE ECONOMY - In the realm of tourism, Blue Tourism, often referred to as Coastal or Maritime tourism, represents a significant opportunity for destinations blessed with oceanic, sea, or coastal treasures. In alignment with your government's commitment to environmental stewardship, substantial investments are being directed towards the preservation of our marine ecosystems. As Tourism Ambassador, outline to your esteemed colleagues the collaborative endeavours orchestrated by your Ministry, alongside local communities, and industry stakeholders, geared towards promoting responsible tourism practices, combating plastic pollution, minimizing the ecological impact on marine habitats, and fostering the sustainable growth of the blue economy. Outline three (3) of these pioneering initiatives.

PRIZES

1ST Place:

- Designated “Cayman Islands Tourism Ambassador” for 1 year.
- CI\$1,000
- 1st Place Trophy
- Two tickets on Cayman Airways (any destination)
- Department of Tourism Gift Bag – Premium Items

2ND Place:

- CI\$500
- 2nd Place Trophy
- Two tickets on Cayman Airways (Sister Islands)
- Department of Tourism Gift Bag – Premium Items

3RD Place:

- CI\$250
- 3rd Place Trophy
- Gift certificate for Grand Cayman helicopter tour
- Department of Tourism Gift Bag – Standard Items

4TH Place:

- CI\$100
- Participation Certificate
- Gift Certificate for 2 to a local restaurant
- Department of Tourism Gift Bag – Standard Items