



**Stacia Tourism
Junior Commissioner
Competition 2023**

PRESENTATION STRUCTURE

The Statia Tourism Junior Presentation is structured to mirror a CTO Board of Directors' Meeting. There will be two (2) rounds of presentations. Students must come prepared to share their knowledge and views with their fellow colleagues on one prepared topic. The sessions are discussion among the youths, which generates practical ideas that can be implemented at the national/regional levels. Participants will also be asked to address a "mystery" topic.

The St. Eustatius Tourism Development Foundation (STDF) in collaboration with A+ Academic & Professional Training Centre Foundation (A+ APTC) prepares three (3) topics. Students are required to choose one topic to be researched and discussed at each round.

Students are encouraged to use several approaches in the research and preparation of their topics:

- **Ministries of Tourism/Tourism Authorities** – Reach out to representatives at your local tourism office and they will assist you by providing:
 - Guidance in your approach to the topics
 - Tourism resources to aid in your research of the topics
 - General assistance in your preparation for the event
- **Legitimate/Official online tourism publications and websites** – Gather information from credible sources.
- **Social Media** – Expand your research options by using effective social media to engage your contacts in discussion about the topics.

Students are also required to address a mystery topic. Three (3) mystery topics will be put forward. Each student is expected to randomly select a topic from a box containing the three mystery topics.

TOPIC ONE

WELLNESS TOURISM BEYOND THE NORM

Globally, there has been an increased focus on health and wellness. The Caribbean is well placed to take advantage of this by utilizing its nature-based assets; its affinity with herbs and medicinal plants; and its access to alternative therapies, such as forest bathing and the ability to use Caribbean foods as medicine. Given that each destination is different, there is always something unique to offer individuals or groups who are travelling for wellness experiences. (Caribbean Community-Based Tourism Network Forum, CTO October 2022)

As a candidate, share with your colleagues your Ministry's plan to undertake a Wellness Tourism project, which will offer visitors three (3) unique and sustainably developed wellness tourism experiences in your destination.

TOPIC TWO

ACCESSIBILITY TOURISM

According to the World Health Organization (WHO), 15% of the world's population (1 billion people) lives with some form of disability. Accessibility for all to tourism facilities, products, and services should be a central part of any responsible and sustainable tourism policy. Accessibility is not only about human rights. It is a business opportunity for destinations and companies to embrace all visitors and enhance their revenues. <https://www.unwto.org/accessibility>

As a candidate share three (3) innovative ways in which tourism stakeholders and their partners from disabled people's organizations and civil society can work together to provide/enable access, safety, use and enjoyment to/by vacationing visitors with disabilities, without imposing unnecessary obstacles.

TOPIC THREE

BUILDING A RESILIENT AND SUSTAINABLE TOURISM WORKFORCE

The competitive advantage of the Caribbean Tourism Industry will increasingly depend on the availability of skilled labour as well as a high-quality and innovative tourism workforce. The industry is therefore required to create and cultivate a positive environment and peak performing culture where workers can thrive, excel and grow.

As a candidate, highlight to your colleagues three (3) significant tourism workforce issues or challenges presently impacting/facing your country's tourism industry, and share your thoughts on a winning formula for addressing these issues or challenges identified

Time allotment:

- Prepared topic – each student will be given **three (3) minutes** to express his/her ideas on the chosen topic.
- Mystery topic – each student will be given one (1) minute to make notes and prepare his/her response and then given one (1) minute to respond.
- After each student presents, one (1) minute will be given between the presentations for the judges to make notes.

Audio Visual

Students are required to use audio visual aids to enhance/reinforce their ideas being put forward for the prepared topic. **The audio-visual aid must be designed, developed and produced by the student. It cannot take the place of the spoken presentation/delivery but instead must complement and enrich the presentation and must be within the allotted three (3) minutes.** Presentations can be at the beginning middle or end of presentation

Audio-visual aids will be limited to:

- **Video recordings** – students will conceptualize, script, record, and produce a 30- second informative video using any digital tools; or
- **Computer-generated media**, like PowerPoint 2007 to 2010 – students should ensure that all fonts are clearly visible (between sizes 25 – 30 font is preferred) and that all sound clips, if utilized, are working properly.

Videos should preferably be submitted in one of the following video formats:

- Windows Media Video (wmv)
- AVI Video (avi)
- QuickTime Movie (mov)

Audio-visual aids should be submitted to

The link to submit the audio-visual aids will be provided at a later date.

Important:

Participants are not allowed to use any objects to add realism to or enhance the impact of the presentation.

JUDGING CRITERIA

The judging criteria include:

Prepared Topic

- ✓ Knowledge of subject area / Level of preparedness (10 points)
- ✓ Presentation Skills (10 points)
- ✓ Relevant Content (10 points)
- ✓ Appropriate use of audio-visual aids (10 points)
 - Audiovisual aids helped student to convey his/her message more clearly
 - Audiovisual aids helped to increase retention of student's message
 - Audiovisual aids assisted in making the student's message more engaging

Mystery Topic

- ✓ Relevant Content (10 points)
- ✓ Presentation Skills (10 points)

PRIZES

Winner: - Receive a Lenova Tab P11+ 2022, 11in screen with keyboard & mouse
- Be named St Eustatius Junior Tourism Commissioner
- Represents St Eustatius in the 2023 Regional Tourism Youth Congress to be held in Turks & Caicos

Students who participate in the Congress benefit from exposure to the 3Es in Tourism: Exciting, Educational and Entertaining experiences; gain an awareness of tourism within his/her country and throughout the region; experience the tourism product of another country; meet new friends and gain a better understanding of the tourism sector, which is critical to the overall social and economic wellbeing of the Caribbean region.