

JAMAICA

Jamaica Tourist Board, 64 Knutsford Boulevard, Kingston 5, Jamaica, W.I. Tel: 876 929 9200-19 Fax: 876 920-0456

Dear Principal/ Staff Advisor,

The Jamaica Tourist Board (JTB) wishes to take this opportunity to invite students from your school to participate in the '**GTTP Sustainability Competition 2018**'.

The GTTP (The Global Travel & Tourism Partnership) is sponsoring the 2018 Sustainability Competition to help focus our attention on the need for sustainable practices not just in Travel & Tourism but also in our daily lives.

This competition is meant to help both students and teachers have a better understanding of sustainability and the complexities around it. To aid in your understanding, GTTP has developed a short course that explains what sustainability is, its three pillars, and the different ways it can be applied in daily life. This course, **Passport to Sustainability**, is available on the website <http://sustainability2018.com/home/#about-competition>. Students can refer to this material (Passport to Sustainability) as they research their chosen organisation.

The Competition

Students participating in the competition must research how an organisation carries out its activities in a sustainable manner and then document their findings in a **800 – 1200** words essay, accompanied by original photos. Students must submit their entries on the website <http://sustainability2018.com/home/#about-competition> by **2018 September 15**. Students are also required to complete and submit the GTTP Sustainability Competition Registration Form to **The Jamaica Tourist Board by 2018 September 15**.

- ✓ All essays must be uploaded on <http://www.sustainability2018.com/#about-competition>.
- ✓ All registration forms must be sent to The Jamaica Tourist Board

All registration forms must reach the Jamaica Tourist Board by **Saturday, 2018 September 15th**.
Registration Forms should be sent to the following address:

Tourism Awareness Unit
Jamaica Tourist Board
64 Knutsford Boulevard
Kingston 5

OR

Email: tacjamaica@visitjamaica.com
Fax: (876) 929-9375

OVERSEAS OFFICES: MIAMI: 1320 South Dixie Highway Suite 1100, Coral Gables, Miami Florida 33146, USA. **TORONTO:** 303 Eglinton Avenue East, Suite 200, Toronto, Ontario M4P 1L3, Canada. **LONDON:** 1-2 Prince Consort Road, London SW7 2BZ.

STEP1-Browse the **Passport to Sustainability** and decide which area of the customer journey interests you the most: sustainable destinations, or transportation, or accommodation, or food, or activities. After you have chosen the area, find a company you think has excellent sustainability practices in your chosen area.

STEP 2 -Research why the company you selected is a good example of sustainability. Compare your findings to the information in [Passport to Sustainability](#) located on website to be sure the company really is acting sustainably.

STEP 3 -Write an essay that explains your choice. Your essay should be between 800 – 1200 words. When you submit your essay, include the number of words in it on the [Entry Form](#).

STEP 4 -Using your smart phone or camera take pictures that illustrate the sustainable features of the company. Submit no more than 3-6 photos. At least three photos must be your own work. You may include additional photos from another photographer or the company only if you have permission from the photographer or owner of the photos. All photos must be in PDF format. Put a caption on each photo. You must include the [Photo Permission Form](#) to use the photo with your entry if you use a photo you did not take yourself.

STEP 5 - Prepare your essay as a Word document and include your photos with captions as part of the document. Put your name as the file name for your document. Upload your entry form and your Word document (essay with photos) here before 2018 September 15. All entries become the property of Global Initiatives, Inc./GTPP.

Helpful Hints

Your essay should assess the impact you think the company's practices have on one or more of the three pillars of sustainability that are described in [Passport to Sustainability](#).

Your essay will be judged on **content** (70%) and **style** (30%).

Content: Do you provide evidence that supports your statements about the organization? Do you include an assessment of the impact? Do you explain how others could adopt the same or similar practices and why they should?

Style: Is your essay interesting to read? Do your photos add to our understanding of the company? Your essay must be in English. We recognize that English is a second language for many students, so we will be looking for clear and creative writing more than perfect grammar.

Important Deadlines:

- **Saturday, 2018 September 15** – Submission of Entry Form (Website)
- **Saturday, 2018 September 15** – Submission of Essay (Website)
- **Saturday, 2018 September 15** – Submission of Photo Permission Form (Website)
- **Saturday, 2018 September 15** – Submission of Registration Form (JTB)

PRIZE

- Up to three essay writers in each country will receive cash prizes.
- Up to three international winners will receive additional cash prizes.

The competition details are also posted on our website www.tacjamaica.com. If you need further clarification, please do not hesitate to make contact with Ms. Chaniek Lewis or Ornella Bailey at 908-5207 and 908-5208 respectively.

We look forward to your student's participation and your continued support.

Sincerely,

Wackene Morgan
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