

# JAMAICA

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

## 2023 JUNIOR MINISTER OF TOURISM

### PUBLIC SPEAKING COMPETITION

#### Student Entry Form

Name and Address of School: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Name of TAC Staff Advisor: \_\_\_\_\_

Staff Advisor's Contact Number: \_\_\_\_\_

Staff Advisor's Email Address: \_\_\_\_\_

Name of TAC Student Representative: \_\_\_\_\_

Student's Date of Birth (dd/mm/yy): ( \_\_\_\_ / \_\_\_\_ / \_\_\_\_ ) Grade Level: \_\_\_\_\_

Signature of TAC Staff Advisor: \_\_\_\_\_

Name and Signature of School Principal: \_\_\_\_\_

# 2023 Junior Minister of Tourism Public Speaking Competition

## TOPICS

Participating students are required to prepare and come ready to present their ideas on **ONE** of the three topics outlined below. Each student will be given **three (3) minutes** to express his/her ideas on the chosen topic. The students are also required to answer a mystery question.

### 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 Junior Minister of Tourism, share 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 Junior Minister of Tourism 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 Junior Minister of Tourism, highlight **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.