

JAMAICA

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

2024 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: _____

2024 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: 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 Junior Minister of Tourism, 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.

TOPIC TWO: 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 Junior Minister of Tourism, 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.

TOPIC THREE: 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 Junior Minister of Tourism, 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.

TOPIC FOUR: 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 Junior Minister of Tourism, 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.