



TOURIST DESTINATION COMPETITION

Competition details

Objective

To prepare and deliver in a mixed-nationality team a presentation of an innovative tour package promoting a tourist destination including answers/solutions/suggestions to current tourism questions and issues at the destination level.

The main aim of this year's competition is to promote Riga with a particular focus on innovative, sustainable, responsible and digital tourism. The exact theme / themes will be announced during the briefing at the start of the competition.

Team & Language

Language

It is compulsory that English (oral and written) is the language to be used in all the competition phases: briefings, initial test, preparation of presentation, and communication with teammates and judges. Minimum level of English B2 (according to EQF).

Teams:

Teams will consist of three students from different schools and countries and will be drawn by the jury.

It may be necessary to form teams of different numbers if:

- The final number of candidates does not add up to make a team.
- One or more competitors are disqualified.
- A competitor abandons the competition or does not show up at all.

Day of the Briefing

Please note that participants in this competition do not attend the Masterclasses advertised in the conference programme. Instead, they proceed directly to guided tour in the city, followed by their competition briefing.

- Competitors will be given a tour of local places of interest related to the competition topic to familiarize themselves with the competition area on the spot.
- Competitors will be informed of all the details of the competition followed by competitors' announcement of the teams by the Head Judge.
- After the announcement of the teams, each team will participate in a "general knowledge of tourist destination management" test with some questions on the area to be included as well.
- Competitors will be given a brief lecture on the exact theme of the competition and how to successfully present the product.

Day of Preparation

- Competitors work together in teams on the task they were given during the briefing. The work is carried out in a location assigned to the competition.
- Competitors hand in their visual aids and hand-outs (if used) to the Head Judge at the end of

the day, or when their task has been completed. No changes are permitted to these materials after they have been submitted.

Day of the Presentation

- Each team has 15 minutes to make a presentation of their work on the topic they were given during the briefing.
- Each team member should take an active part in the presentation and show evidence of research and topic knowledge as well as evidence of sound knowledge in the fields of tourism and marketing.
- The presentation should have a clear direction and be fluently delivered in a professional manner. Body language, interaction with the audience and the answering of questions should help to make the presentation interesting and original.
- Competitors must wear professional clothing or school uniform.

Important Notes

- Teams will be assessed according to professionalism and interpersonal skills (teamwork) as well as the information content and delivery of their presentations.
- During the written team test on the day of the briefing, team members check whether efficient communication in English within the team is possible. If there is serious doubt, the team should report this to the Head Judge immediately. Complaints about language problems will not be accepted after the briefing.
- The competitors do not attend the Masterclasses organised for the other competitions. Firstly, they are given a guided tour of local places of interest and in particular the places that will be dealt with in the competition. Guided tour is followed by competition briefing, formation of teams and initial test.
- Competitors are given one working day (6 – 8 hours) to complete the competition task and presentation.
- Competitors may bring their own laptops and any material they have gathered on the destination they are about to present. Competitors are encouraged to make a thorough study of the destination they will be required to present before coming to the conference. Internet connection will be available.
- It is important that competitors bring equipment to capture images (telephones, cameras, tablets, etc.)
- Teachers or mentors are not allowed to accompany the students at any stage of the competition or preparation other than the announcement of teams at the start of the briefing. They are, however, welcome to join the audience for the actual presentations of the competition topics on the last day of the competition.
- All rules and regulations must be adhered to, including the General AEHT Competition Rules.
- The (Head) Judge's decision is final.