



TOURIST DESTINATION COMPETITION

Competition details

Objective

To prepare and deliver in a mixed-nationality team a presentation of a tourist destination including answers/solutions/suggestions to current tourism questions and issues.

The main aim of this year's competition is to promote the city of Leeuwarden and the province of Friesland as a tourist destination. In advance, the student competitors should have researched the tourist attraction of the area, bearing in mind such points as tourism consumer behaviour, different target groups, and types of 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

- Competitors' briefing & announcement of the teams by the Head Judge. Competitors will be informed of all the details of the competition;
- After the announcement of the teams, each team will participate in a "general knowledge of tourism" test with some questions on the area to be presented as well;
- Competitors will be allowed to familiarize themselves with the competition area.

Day of preparation

- Competitors work together in teams on the task they were given during the briefing;
- Competitors hand in the 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.



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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 correct 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 this written test;
- After the briefing, formation of teams and initial test, competitors have a guided tour of local places of interest and in particular the places that will be dealt with in the presentation;
- Competitors are given one working day (6 – 8 hours) to complete the presentation;
- Competitors may bring their own laptops and any material they have gathered on the destination they are about to present. 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;
- All rules and regulations must be adhered to, including the General AEHT Competition Rules;
- The (Head) Judge's decision is final.