

AEHT 2020 Online Conference and Competitions

Tourist Destination Presentation

Objective

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

Tourism worldwide has suffered a severe blow because of Covid-19, thus dropping in many countries to a mere fraction of its pre-virus levels. The theme of this year's Tourist Destination Competition will focus on this detrimental impact on tourism within Europe and how the trend may be reversed when C-19 has eventually run its course. Competitors will be required to present a vision for the future of tourism in a specific European country. For preparation, competitors should study the destination Iceland, while bearing in mind the country's strengths and weaknesses as a destination as well as what opportunities and threats there are for the future development/restructuring of its tourism when holiday travel becomes an option again. The exact competition topic will be announced at a formal briefing for all competitors at the end of November.

Teams & Language

Language

It is compulsory that English (oral and written) is the language to be used in all stages of the competition. Minimum level of English is B2 (according to the EQF).

Teams

Teams will consist of two students from different schools and countries and will be drawn by random selection by the head judge.

Technical requirements

The competition will take place online – both the preparation and the presentation. The presentation will be delivered via Microsoft Teams, so good knowledge of that particular application is required. In addition, competitors need to have a good and stable network connection and access to communication media such as Teams, Zoom, WhatsApp, Messenger, Facetime, e-mail etc. in order to collaborate in the team. The official software for visual material in the presentations is PowerPoint. It is absolutely necessary that competitors provide their exact personal email addresses for communication and be quick to respond to emails from teammates and competition organisers at all times.

Organisation and Schedule

23 November: Teams will be announced through the official AEHT channel and competitors requested to make contact with each other.

25 November: Online briefing on Microsoft Teams. Announcement of the exact competition topic.

2 December: PowerPoint slides to be uploaded on Teams no later than by 17:00 (GMT+1)

3 December: Presentation in front of judging panel on Microsoft Teams at a time given by the head judge and organisers.

Presentation

- Each team has 15 minutes to make a presentation of their work on the topic given during the briefing.
- Both team members should take an active part in the presentation and show evidence of research and topic knowledge as well as evidence of a 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 within the team as well as with the audience (panel of judges) 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 and their approach to the competition theme.
- From 23-25 November, team members must make contact with each other. In case of communication failure, the head judge must be notified without delay. Complaints about level of English or communication problems will not be accepted after the briefing.
- Competitors are given five working days (plus a weekend) to complete the presentation.
- All rules and regulations must be adhered to, including the General AEHT Competition Rules.
- The (Head) Judge's decision is final.