



The Next Tourism Generation Competition 2021

About the competition

This competition is organised by the Next Tourism Generation Project in collaboration with the Tourism Society Cymru and PLANED.

The competition is aimed at people studying at institutions of further or higher education, or at young people at the start of their careers. The aim for this is to help promote and inform the future of sustainable skills within the tourism & hospitality industry in Wales.

Competition entry eligibility criteria

The competition is open to any individuals fitting **one** of the following two criteria:

- i. students of any age who are enrolled at institutions of further education or higher education in Wales on courses that have a component relating to tourism and travel, hospitality, events, heritage or food and beverage

or

- ii. young people aged between 16 and 25 (on 31 August 2021) who are employed (whether seasonally, part-time or full-time) by a business, or self-employed, in the field of tourism and travel, hospitality, events, heritage or food and beverage, in Wales (this includes those who are on furlough at the time of submitting an entry as well as those who may have been recently made redundant from an eligible position due to COVID).

Applicants who are successfully shortlisted will be asked to provide evidence of their eligibility. This could take the form of a short written reference by a member of staff at your place of education or by a manager at your place of work.

Competition question

Applicants are invited to answer the following question.

**What should the future of tourism in Wales look like?
And what skills and training will the next generation of tourism professionals need to support this sustainable development?**

Applicants should think specifically about and make reference to one of the following four categories in their response:

- Tourism **industry** and infrastructure
- **Digital** tools and technology
- **Environment** and ecology
- Local **communities**

Entries will be judged according to the relevance of their answer to the category they choose.

Submitting an entry

Entry Form

Entrants will be required to complete a **brief Entry Form** which will capture details about them.

The Entry Form will include a short paragraph about their **Digital Response**. The paragraph should be less than 250 words, and act as an introduction to the Digital Response. All text should be checked for clarity, spelling and grammar. This text will not be marked, but can be used to contextualise, clarify or highlight content within the Digital Response.

Written entry forms will be welcomed in English or Welsh.

Once completed, the Entry Form should be sent by email to ntg@planned.org.uk.

Digital Response

Candidates will be asked to **submit a Digital Response** for the competition. This could take the form of a video, a website, a PowerPoint or similar presentation, or something else such as an app or a digital marketing campaign. Candidates will not be judged on their technical skills, but rather on their response to the question and their creativity.

Please remember the following in creating a Digital Response.

- i. Digital responses will need to be available and accessible to judges either through an open website (e.g. as a video on YouTube or other openly accessible website) or made available on any online

platform, including cloud storage such as OneDrive or DropBox, using a link or password protection. The full web address or URL must be given in the entry form, along with any details such as username or password that need to be used to access the file. Access to the Digital Responses **should not** be subject to any sort of expiry (e.g. an expiry date or limited to a specific number of times that judges can have access).

- ii. Digital Responses do not need to be too big; videos should be less than five minutes long and other forms of Digital Response should take a similar length of time for judges to observe and evaluate.
- iii. All written elements within the Digital Response, including captions or subtitles, should be checked for appropriate clarity, spelling and grammar.

Digital Responses will be welcomed in both English and Welsh.

Website for entries

The Entry Form in both English and Welsh can be found on the Next Tourism Generation website, at the following URL : <https://nexttourismgeneration.eu/event/ntgwales2021/>

Digital Responses can be hosted anywhere that judges can access them, full links must be given in the Entry Form.

Completed Entry Forms should be sent by email to ntg@planed.org.uk.

Deadline for entries

The deadline for competition entries is **midnight on Friday 30th April 2021**.

Data Protection and Intellectual Property

It should be noted that all information provided to us in submitting an entry will be treated securely by PLANED who are assisting Cardiff Metropolitan University in processing competition entries. All personal information will be strictly handled in accordance with Data Protection Law. Your details will not be shared with any other parties other than with specific members of the panel of judges for the express purposes of judging the competition. Entry Forms will be stored securely by PLANED and will be deleted within one week following this competition awards ceremony, with the exception of the data of winners and those highly commended.

Digital Responses will remain as the property of those who create and submit them, and permission will be sought separately and in writing should any of the competition organisers wish to share or use the Digital Response in any way other than for the purposes of judging this competition.

For any concerns regarding data protection or intellectual property in this competition, please contact ntg@planed.org.uk.

Judging and shortlisting

Judging will take place following the deadline for applications, with a panel of sector specialists appointed by the competition partners, each judge will be appointed to judge categories that are specific to their area of expertise.

Entries will not be disadvantaged if they are studying at a lower level than other entrants.

Judging Criteria

Section of entry	Guidance	Available marks
Entry Form		
Summary to Digital Response	<p>Summarise the information contained within the Digital Response.</p> <p>Include written reference to anything that you wish to contextualise, clarify or highlight within the Digital Response.</p> <p><u>Do not include any additional information, as marks are not given for this summary.</u></p>	0
Digital Response		
Description of the future of tourism in Wales.	<p>The Digital Response should be used to illustrate how at least one aspect of tourism in Wales might evolve in the near future.</p> <p>This description of the future should clearly link to the entry category (e.g. industry, digital, environmental, community).</p> <p>It might identify positive impacts of this predicted future, but will also identify issues that may impact on training needs among individuals working in the tourism and leisure sector.</p>	30
Identification of the skills and training that will be needed in the future described in this response.	<p>The Digital Response should clearly articulate how people that work in tourism and leisure might need to adapt, with specific reference to skills and training.</p> <p>This should make reference to the view of the future described earlier.</p> <p>There should be clear identification of issues in this future that require a different approach to training or the development of new skills within the sector.</p> <p>There should also be a clear articulation of knowledge and/or skills needed to mitigate issues described here.</p>	30

Creativity	Creative thinking can be demonstrated in the nature of the responses to the competition questions. Creativity can also be demonstrated through the presentation of the Digital Response, either through choices made in selecting the medium or through design choices in creating the digital response.	20
Understanding	Clear understanding of the connection between learning and employability.	10
Professionalism	Appropriateness of content to the leisure and tourism sector including quality of presentation standards, style and tone of language used. Attention to detail. Please note this is <u>not a judgement of technical ability</u> .	10
Total marks available		100

Prizes

Shortlist

All those individuals that are shortlisted will be invited to attend an exclusive tourism **#NTG2021 Symposium** as well as to the **Award Ceremony** on the same evening, during **Wales Tourism Week 2021**.

The Symposium will feature talks and presentations from industry leaders and experts. There will be a chance to network with other finalists and to meet those working in the sector.

Winners will not be announced or informed prior to the Awards Ceremony.

Plans for a physical, face-to-face Symposium and Award Ceremony in 2021 are subject to COVID-19 guidelines. The organisers may deem it appropriate to plan for a digital or virtual equivalent. If physical events do take place, participants will still have the option of joining them virtually.

Category Winners

Four prizes will be given, each prize to a single winner of each of the four categories.

Winners will receive £250 in cash. Prize money will not be exchangeable for anything else, and prizes will be paid into UK Bank or Building Society Accounts within 31 days of the winners being announced and notified.

An overall winner will be chosen and announced from one of the four category winners. For clarity, there will not be any additional prize money given to the overall winner.