

THE FUTURE OF TOURISM

2019 Tourism Congress | Tourism Industry Association of Canada

STUDENT CONTEST



TIAC wants to know what you think the future of our industry will look like.

Through quick and creative presentations, students are asked to present to the Tourism Congress audience on topics at the heart of TIAC's advocacy mission.

Eligibility: Students who are enrolled in a Hospitality and Tourism program in Canada (no year restrictions).

Prize: Winning student(s) will be given the opportunity to give an 8-minute TED Talk presentation at Tourism Congress 2019 and present their findings to over 300 Tourism leaders.

Submission: Students, as an individual or as a team of two, are to create a 3-minute video and a one-pager of information on their choice of one of three topics. Students are to present **future focused ideas** and **NOT** focus on the problem (we know the problems, we want you to focus on new and innovative solutions!). Submissions can be as creative as you wish, and can focus on the sector broadly (all tourism related industries in Canada) or on a specific area of the sector (for example hotels or national parks).



TOURISM INDUSTRY ISSUES

Sustainability

Tourism is one of the fastest growing industries in the world. What does the tourism industry in Canada need to do to preserve the sustainability of our industry? This can touch on environmental, social, and/or economic factors and ideas.

Labour

Businesses across the tourism sector have been struggling to hire and retain workers. What changes and innovative solutions will make tourism an attractive sector for workers, and help grow the industry?

Technology

Expedia, low-cost airlines, and Airbnb are all examples of game changers in our industry in recent decades. What is the next disruptor for the tourism sector, and how can we prepare to embrace innovative ideas?

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TIMELINE

May 3rd 2019

Submission of a 3-minute video highlighting the topic and your presentation style and a one-pager of information on your topic for TIAC's review

May 10th 2019

Selection complete and students are notified

May 30th 2019

Outline of presentations are due to TIAC

September 6th 2019

Final presentations due to TIAC

WHAT'S IN IT FOR YOU?

- Winners will receive a complementary registration to TIAC's Tourism Congress and accommodations for one night at the Westin Hotel in Ottawa
- Winners will be profiled as a Tourism Congress speaker on TIAC's website
- Winners will be showcased to over 300 CEO and Tourism Leaders

CONTACT

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