

2015

GLOBAL TRAVEL & TOURISM PROGRAMME



**INTERNATIONAL
RESEARCH
COMPETITION**

ADVENTURES!



Win a trip to FRANCE in November 2015!

**THEME:
Sustainable
Adventure
Tourism**



This competition is open to all grade 11 learners studying Tourism in South African High Schools

SUSTAINABILITY

Sustainability attempts to balance financial, social and environmental factors to facilitate responsible business decision making over the immediate and long term.

TECHNOLOGY SOLUTIONS

Sustainable technologies use less energy, fewer limited resources, do not deplete natural resources, do not directly or indirectly pollute the environment, and can be reused.

THE PRIZE

Win a trip to NICE in France for **one Tourism teacher** and **two grade 11 learners** to attend the annual Global Travel & Tourism Learner and Teacher Conference. Get a cash grant to help developing a case study.

Note:

Further information on the competition topic can be found on www.gttpsa.org

Enquiries:

Email: director@gttpsa.org

Competition rules:

- The competition is only open to high schools that offer Tourism as a subject.
- The competition is only open to Grade 11 learners.
- Learners must be South African citizens.
- Learners must work in pairs.
- The proposal must be submitted in English
- Only **ONE** entry per school is allowed.
- All entries must be accompanied by a completed entry form.
- Official entry form, FAQs, assessment instrument and this pamphlet are available on the GTTP-SA website: www.gttpsa.org

Include in the research...

1. An explanation of adventure tourism
2. An explanation of sustainable tourism.
3. What makes an Adventure Tourism business sustainable?
4. How does an existing Adventure Tourism business incorporate sustainable tourism practises in its daily operations?
5. What are the problems associated with sustainability in an Adventure Tourism business?
6. How can technology help an Adventure Tourism business in its sustainability efforts?

Important Note:

The South African winning team will be required to develop their proposal into a **full case study** with **learner activities and an educator's guide**.

The case study will be presented at the Global Travel and Tourism Learner and Teacher Conference in France. The GTTP-SA will provide assistance to the winning school.

Closing date for entries:

24 JULY 2015

HOW TO ENTER

Learners must...

- work in pairs
- write a 4-page research (A4 size—typed) about Sustainable Adventure Tourism.
- Submit this proposal **to your teacher** who will mark it using the assessment instrument provided.
- Email the best research along with the entry form to: gttpsa11@gmail.com or fax to 0866 560 981

Questions to consider when you are doing your research:

Are there adventure tourism companies in your area that have figured out how to be sustainable?

How have they done that?

What are the costs (efforts) associated with making adventure tourism sustainable?

What are the opportunities?

What role, if any, has technology in their sustainability?

Read case studies of previous winners on the international website:

www.gttp.org