



2025 REGIONAL TOURISM YOUTH CONGRESS

TOPICS

At the 2025 Regional Tourism Youth Congress, students are required to prepare and come ready to present their ideas on **ONE** of the four topics outlined below. Each student will be given **three (3) minutes** to express their ideas on the chosen topic. The students are also required to answer a mystery question.

Topic #1: The 3 New S's of Caribbean Tourism

Sustainable Tourism is defined by the Caribbean Tourism Organization (CTO) as

“ Tourism that makes optimal use of **social, natural, cultural and financial resources** for national development on an **equitable** and **self-sustaining** basis, to provide a unique visitor experience and an improved quality of life through partnerships among **government, the private sector and communities**. — One Caribbean, 2020 ”

Traditionally, Caribbean tourism has been centered on Sea, Sun, and Sand. However, modern trends are reshaping the tourism landscape to focus on innovative, sustainable, and inclusive approaches.

As Junior Minister/Commissioner of Tourism, share your thoughts with your fellow ministers on three (3) key strategies or innovations that can transform tourism in the Caribbean. Focus on effectively integrating smart technologies, ensuring sustainable practices, and promoting social inclusion to enhance the overall visitor experience while benefiting local communities.

Reference



One Caribbean. 2020. Caribbean Sustainable Tourism Policy Framework 2020. One Caribbean. Accessed December 5, 2024. <https://ourtourism.onecaribbean.org/resources/caribbean-sustainable-tourism-policy-framework-2020/>

Topic #2: Leveraging Heritage Tourism For Development

“ Encouraging and supporting heritage tourism is one of the best things we can do for Caribbean island nations. It has positive economic impacts at the grassroots level, establishes and reinforces identity, differentiates you from other islands in the Caribbean, helps to preserve a nation’s cultural and historical heritage, and facilitates harmony and understanding amongst peoples. — Scher, 2022 ”

Heritage tourism refers to travel that centers around experiencing the cultural, historical, and natural treasures of a destination. It involves visiting places, artifacts, and activities that authentically represent the stories and people of the past and present. This type of tourism often includes exploring historical sites, museums, monuments, and traditional events.

As Junior Minister/Commissioner of Tourism, present to your colleagues your Ministry's research on the potential for developing 'Living History Experiences' as a unique tourism product for your destination. Include three (3) actionable recommendations for implementing or enhancing such experiences in your destination.



Reference

"Heritage Tourism in the Caribbean: The Politics of Culture after Neoliberalism" by Philip W. Scher, published in the Bulletin of Latin American Research

Topic #3: Connecting the Caribbean With Sustainable Transport

“ Sustainable transportation is not just about reducing emissions; it's about creating a resilient and efficient system that supports the economic and social well-being of Caribbean communities. — Smith et al., 2023 ”

Tourism stakeholders from Caribbean Tourism Organization member countries have emphasized the importance of improving transportation links between destinations to facilitate multi-destination travel. This enhancement can significantly improve the visitor experience and contribute to the growth of the regional economy.

As Junior Minister/Commissioner of Tourism, present to your colleagues a recommendation for an innovative and sustainable transportation option that can be developed or improved to enhance connectivity within the Caribbean region. Outline three (3) key strategies to effectively support and implement your recommendation.



Reference

Phillips, W., Nicholson, G., Alleyne, A., & Alfonso, M. (2023). Policy considerations for sustainable transportation in three Caribbean small island developing States. ECLAC Subregional Headquarters for the Caribbean.

Topic #4: Digital Transformation in Tourism

“ Digital transformation is not just about technology; it's about reimagining how we create value for customers and how we can enhance their travel experiences through innovative solutions. – UNWTO ”

Digital transformation is revolutionizing the tourism industry, reshaping how businesses operate and how travelers experience their journeys. It involves integrating digital tools into every aspect of tourism - from marketing and booking to customer service and on-the-ground experiences.

As Junior Minister/Commissioner of Tourism, share with your colleagues three (3) technological advancements that your destination's tourism sector has utilized to enhance its unique travel experiences. Highlight the impacts these advancements have had, such as their effects on tourism businesses, local communities and the overall visitor experience.



Reference

UNWTO. (n.d.). *Digital Transformation | UN Tourism*. Retrieved from <https://www.unwto.org/digital-transformation>



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