



TOURISM MANAGEMENT

MAIN GOALS

Assess participants' knowledge on the Tourism area, namely the theoretical domains (touristic systems, tourist attractions structure of the offer, types of tourism) and the tourism information topics, but also their ability to adapt to situations of immediate resolution.

TASKS

Before the beginning of the challenges, the jury will brief the participants, and will answer any questions about the challenge.

1st Stage – Individual Quiz

Tourism Management Quiz

A Quiz will be conducted, in which participants will be tested for their theoretical knowledge about Tourism Management field, namely general topics of Tourism (concepts and functional systems).

2nd Stage – Individual Challenge

Presentation of the city of Évora

The contestants need to create a presentation that depicts the most relevant aspects of this touristic destination, also applying their technical knowledge. Competitors must suggest and create an itinerary around the main attractions of the city.

The presentations should have a PowerPoint format or any other similar presentation format, using images and information that will be available for the competitors to select and organize, to build their exposition.



Participants evaluated on:

- Presentation and posture
- Communication skills
- Adaptability
- Mastery of the English language
- Focused technical aspects
- Presented Attractions and resources
- The use of nowadays market tendencies in tourism
- Relevance of the information presented
- Compliance with the established time

DURATION

1st Stage – Tourism Management Quiz

30 minutes

2nd stage – Tourism Management Challenge

2 hours Preparation + 10 minutes Pitch

CRITERIA FOR THE EVALUATION

1st Stage – Tourism Management Quiz – 40%

2nd stage – Tourism Management Challenge – 60%

NORMS

- All Students in competition must wear their school uniform during the competition
- Competitors must bring a pen and some sort of electronic device (Tablet or Laptop)
- Competitors are responsible for having any additional materials they might need to execute the tasks
- Competitors that surpass the time limit will be penalized

JURY

Trainer of the competition area

MATERIAL MADE AVAILABLE BY THE ORGANISATION

- Desks | Video Projector

Omitted exceptions and other questions regarding this regulation may be further discussed and solved by the competition jury and by the organization.