



Canadian Academy of  
Travel & Tourism  
Académie Canadienne  
du voyage et du tourisme



Each year the **GLOBAL TRAVEL & TOURISM PARTNERSHIP** (GTTP) holds a case study writing competition on a selected topic. Each member country sends two students and their teacher to an international conference in Nice, France. At this meeting, each team presents their case study and meets students and teachers from all GTTP member countries.

The topic for 2012 is "Innovation in tourism". What innovations are making travel & tourism more successful in your country? What innovations would you recommend that could make it more successful? Innovation has several definitions. Generally it means **something new that adds value**. Here is one person's definition.

My definition of innovation: The Ability to Deliver New Value to a Customer. After all, it is not innovation until the customer says it is. While most of us have traditionally associated innovation with technology advance... innovation can be as simple as a new way of doing things or a new way to create customer satisfaction. (Jose Campos)

These are some of the questions you may want to address in your writing, looking at causes/effects, evidence, community opinion, stakeholder concerns, and other factors you feel are important. The situations will vary enormously from urban to rural, but you need to decide "What does this tourism innovation mean in my country, my city, or my region? What are the problems or opportunities it presents?" Your case study approach should answer the "so what?" question. That is, you need to be able to explain why anyone should give consideration to the situation you have researched for your case study. Once you have found an example and researched it, you and your classmates need to draw conclusions, and make recommendations, if appropriate.

Any CATT school can submit one entry to represent Canada at the GTTP international conference. Only **one** school from Canada will be selected. The Canadian representatives will be chosen by a panel of educators after a review of all applications.

[www.cattcanada.ca](http://www.cattcanada.ca)



## SUBMISSION REQUIREMENTS

Your application will be evaluated against a set criteria and one school will be chosen to represent the Canadian Academy of Travel & Tourism as the GTTP Canada Team. Applications can be submitted to CATT in either English or French; however, submissions to the international GTTP are required to be submitted in English and students must be prepared to present at the international conference in English.

Your case study proposal must at a minimum have the following items outlined:

- Case Study Problem Statement
- Case Study Problem Description
- Detailed Case Study Outline
- Detailed listing and description of intended research sources
- Sample Interview Questions (if applicable)
- Outline of intended notes for the Instructor (provided by teacher)

The GTTP document “How to Write a Good Case Study” (available on their website [www.gttp.org](http://www.gttp.org)) will also help you create a superior case study. Refer to past case studies on [www.gttp.org](http://www.gttp.org) for examples of completed case studies.

In addition, there must also be letters of support from:

- School District/Division office
- Support from the administration
- Support from parents of students

**Note this travel opportunity takes place in November 2012. Students and teacher must be participating in the CATT program in the 2012-2013 school year.**

**All case study proposals must be submitted by January 31<sup>st</sup>, 2012.**



## LOGISTICS, SCHEDULE AND LOCATION

For your information, outlined below are the requirements for final presentations and case studies. These are not required at the time of the application, but **the school chosen to represent Canada at the international conference will be responsible for completing the final case study as outlined below.**

Each country team must prepare three basic items:

1. A **presentation** that will explain their research and findings to the group. The presentations can include a power point presentation, a video, music, posters, enactments by students, demonstrations, folk art materials – whatever media the students feel will help their audience understand their case in their country. Computers are available for use in presenting power point or other forms of presentation. (If power point is used, students must remember that they must not stand and read their slides as this is too boring for the audience.)

If students want to provide short **handouts** during the presentation, there needs to be copies for the other students, teachers, and conference attendees.

The Amadeus Center where presentations are made is technologically up-to-date. Presentations are scheduled for one hour each to allow time for set-up of any equipment, the actual presentation, and questions from the audience. There is no set time requirement as each country team must make its own judgment with respect to the length of their presentation – they can be as short **as twenty minutes or as long as forty or more.**

2. A **written case study** for use by students and a **guide for teachers** who want to use the case study in their classroom. This case study and teacher's guide will be posted on the GTTP website. The case study should be provided in the following formats and number of copies:
  - **One PDF format** file that is for use on the web site. If the case study is lengthy, the case should be broken down into "chapters" to allow for easier downloading. (Please refer to the cases on [www.gttp.org](http://www.gttp.org) for examples of the size of 'chapters' that are readily downloadable.) Pictures should be kept to a minimum to permit speedier downloads.
  - **One (1) paper copy** is to be brought to the conference for the GTTP Director

### **Acknowledgements:**

All printed materials developed by students must have the GTTP logos and must acknowledge the Global Partners and the Aldo Papone Endowment. The correct Global Partner names and logos can be found on the GTTP website under “**Global Partners**”. The GTTP logos, the Global Partners’ names and logos, and also the name “Aldo Papone Endowment” **must** appear on the back cover of the case study and on an inside front page. Students can provide any other acknowledgements as appropriate, but the ones referred to above are essential. Any presentation handouts must include these acknowledgements.

### **The Location:**

The conference is held each November in Europe. Past locations have included Nice, France and Munich, Germany. Students and teachers will be housed at a nearby **Starwood** Hotel.

Amadeus and Starwood are Global Partners of the GTTP and, along with other Global Partners, provide the meeting place, hotels, and meals. Lufthansa provides flight tickets for the country teams.

In the past, students and teachers have arrived on a Sunday, have their presentations on Monday and Tuesday, sightsee and enjoy France on Wednesday, and leave on Thursday. Teams wishing to stay longer can do so, but at their own expense and assuming that space is available on Lufthansa for their desired departure date. All travel arrangements are made in September and finalized in late October. **An expense for country teams is transport to and from airports.**

### **Insurance/Frequent Flyer Number:**

**Participants must have health insurance, a valid passport, and are responsible for obtaining visas if required.** The GTTP Director will provide visa documentation (hotel reservation confirmation and air ticket confirmation). Other forms will be sent to the GTTP Director in each country. Go online to obtain Lufthansa Frequent Flyer numbers.

### **Other:**

Participants may wish to **bring souvenirs** of their country for the other participants. This is nice, but not necessary. If a country team wants to do so, enough copies should be brought for all participants (**TBD/around 30**). In the past, students have brought tee shirts, pins, craft items, travel brochures about their country, and cookies. No team should incur a large expense for such mementos – postcards will do nicely. In some countries, business partners and tourism ministries provide souvenirs for the students to take.