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Ministry of Tourism, Sports and Culture

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Press Announcement

The Ministry of Tourism, Sports and Culture is pleased to announce that Ms. Jhe'auti Craigg, St Vincent and the Grenadines' representative, has been selected as the winner in the Caribbean Tourism Organisation (CTO) Primary School Tourism Writing Competition.

Jhe'auti, a student of the Belmont Government School was among 44 participants from 26 schools who participated in the regional contest.

The competition featured two writing streams: the **Formal Writing Stream** that included works that count as either essays or prose, and the **Creative Writing Stream** that included works that count as poems or short stories. Students were eligible to submit an entry for one stream only.

Ms. Craigg participated in the age 10-12 Creative Writing Stream category where entrants were challenged to conceptualize and describe a new adventure tour or to suggest ways that the CTO can help make tourism in the Caribbean more sustainable. Students in both categories were also given the option of writing on whether they felt tourism does indeed contribute to making the Caribbean region a better place, or to identify an adventure tourism activity in their countries and deliver a sales pitch to encourage tourists to experience that activity.

Jheauti's essay explored a new adventure tour which included hiking, exploring waterfalls, birdwatching, visiting the petroglyphs, beaches and Fort Charlotte. She nicknamed it the Neapolitan package, "because I love Neapolitan ice cream." She advised visitors to "get ready to be wowed by our naturally picturesque island."

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"You can revel in a massage under one of our waterfalls, but where the Neapolitan Tour is different is the helicopter ride to take in an aerial view of our mountain leading to our volcano. What better way for daredevils than to be suspended by ropes to the top of the volcano and then hike down into the crater" Jheauti wrote. "If that tour is way too exciting, she recommended "a normal tour with a stop at Dark View Falls".

The Writing contest was held as part of the activities for the International Year of Sustainable Tourism for Development and CTO's year of Adventure. It sought to enhance primary school students' awareness of tourism and its value and contribution to the region's social and economic development. It was also meant to challenge the students to think of creative ways of strengthening sustainable tourism development in the region.

Amanda Charles, the CTO's sustainable tourism development specialist, whose department spearheads the Climate Smart Sustainable Tourism Forum stated that she is "very pleased with the level of interest exhibited in this initiative, as evidenced by the diversity of participating schools."

She furthered that "the submissions were all of a high calibre, with the students displaying depth and creativity in their compositions. It is clear that even at the primary school level students are aware of the importance of tourism to the region, can speak eloquently about tourism in their countries and have some insight into the opportunities and challenges associated with tourism development."

As a part of the grand prize, Jhe'auti will be receive an all-expenses paid trip on behalf of the CTO to the Climate Smart Sustainable Tourism Forum themed Good for Us, Better for All, which will be held in St Kitts from September 6th - 8th 2017.

Jhe'auti along with three other Caribbean primary school students ranging in age from 8-12, will be honoured for their excellence in tourism writing.



The Ministry also recognizes the achievement of national entrant Ms. Leonique Matthews of the New Grounds Primary School who was shortlisted by the Caribbean Tourism Organisation (CTO) as one of three regional finalists in the Caribbean Primary School Tourism Writing Competition.

Congratulations on behalf of the Minister of Tourism to Ms. Jhe'anti Craigg for producing the winning submission, finalist Ms. Leonique Matthews and all the primary schools who participated in the competition.