

## TMI Tourism Student Inspiration Award 2025\* (Undergraduates)

The **TMI Tourism Student Inspiration Award 2025\*** recognises outstanding student contributions to the tourism industry. This is an opportunity for the student to showcase their work, gain important recognition both for themselves and their university and make an impact in the evolving world of travel and tourism.

We are delighted that our 2025 Student Awards have the support of **VisitEngland** – the national tourist board for England.

*\*This TMI Student Inspiration Award 2025 was originally known as the David Hughes Memorial Award to honour the memory of David Hughes, former President of TMI, a much respected colleague who made a significant contribution to the TMI community.*

### Eligibility

- Open to all students on TMI Recognised Undergraduate courses
- Course leaders are asked to invite up to 2 students to apply for the 2025 Award.

### Submission Requirements

Applicants are invited to submit the following:

- A 5 minute narrated PowerPoint video presentation based on one of the topics outlined in the 'task' document – see last 2 pages of this document
- A short written explanation (maximum 100 words) about the presentation outlining why they have chosen this topic/why this aspect of tourism interests them
- A brief testimonial (maximum 100 words) from their course leader supporting the submission

### Judging Criteria

Applications will be evaluated based on:

- Innovation and creativity – originality of ideas/approach
- Relevance – connection to current or future trends in tourism
- Practical Impact – real-world application or benefit to the industry
- Clarity & Presentation – Professionalism, communication and overall quality

We are delighted that **VisitEngland** will be part of our judging panel for our 2025 Student Awards.

### The Award includes:

- A one-to-one professional mentor meeting with an experienced destination practitioner which will deliver valuable career advice
- A complimentary delegate place at the 2025 TMI Annual Convention to hear the latest developments in destination management and be able to network with leading professionals in the sector
- A small bursary will be available to cover reasonable UK public transport travel costs to attend the event
- One year's FREE Associate membership of TMI, the voice of destination management
- Opportunity to write a blog piece about your submission for publication on the TMI website

- A certificate recognising your achievement
- Be featured in a TMI Press Release to showcase your achievement and that of your University's recognised course.

### Key Dates

Applications open	Tuesday 6 May 2025
University confirms applicant names	Friday 30 May 2025 (Maximum 2 applicants per institution)
Course leader submits applications	Friday 4 July 2025
Finalists announced	September 2025

Please email:

1. Applicant names (up to 2) **By 1700 hrs Friday 30 May 2025**
2. Award Applications **By 1700 hrs Friday 4 July 2025**

**To:** Joyce Cawthorpe, Project Manager (HE Recognition Scheme), TMI  
**E:** [joyce@rjcconsulting.co.uk](mailto:joyce@rjcconsulting.co.uk)

## TMI Tourism Student Inspiration Award 2025 (Undergraduate) – APPLICATION COVER SHEET

Student Name		
Course Title		
University Name		
Name of Course Leader		
Student University Email & Mob No		
Tutor University Email & Mob No		
Student Signed		Date
Tutor Signed		Date

### Written introduction from the student applicant – Appendix 1

Student applicant to submit a short explanation (maximum 100 words) outlining why they have chosen this topic/why this aspect of tourism interests them.

### Testimonial – Appendix 2

The course leader is asked to attach a short quote (maximum 100 words) supporting the students' application.

Please email the application to include:

1. This completed and signed application cover sheet
2. Written introduction (as above) – Appendix 1
3. Testimonial – Appendix 2
4. Narrated PowerPoint video presentation
5. Pdf version of the PowerPoint presentation

Joyce Cawthorpe E: [joyce@ricconsulting.co.uk](mailto:joyce@ricconsulting.co.uk) by **1700 hrs on Friday 4 July 2025**

## **TMI 2025 Tourism Student Inspiration Award (Undergraduate)**

### **TASK – Narrated Digital PowerPoint Video Presentation (5 minutes)**

#### **TOPIC Choices**

##### **Option 1**

Imagine you have been invited to be interviewed for a destination management position with a tourist board/DMO and have been asked to prepare a digital presentation on one of the following topics. Please choose a destination you know well eg your home town/city, the location in/close to where you are studying or a location you have studied in-depth as part of your studies or on a field trip.

- Present your ideas on how the chosen destination can encourage/excite visitors to visit in a more sustainable way eg 'sustainable' itinerary ideas and demonstrate the benefits this would deliver to the destination.
- Present your ideas on how the destination can involve/work with the local community to enhance the visitor experience for both visitors and local residents and avoid negativity ie residents feeling negative towards visitors
- Present an idea/s for a new low or no-cost social media marketing campaign to attract a new visitor market to the destination eg could be targeting the 20-30 year old market; or to position the destination as a highly accessible destination

##### **Option 2**

##### **Consultancy or Research Project**

Present the key outcomes of a consultancy or research project based on a destination or visitor attraction which you have undertaken as part of your course and demonstrate the tangible benefits it will deliver to the destination/attraction.

##### **Option 3**

##### **A career in destination management**

**Either:**

- Discuss any work experience opportunity you may have undertaken that is relevant to destination management. Outline how you have contributed to the success of the destination and how this has convinced you about the value of a career in destination management.

**Or**

- Present up to 5 reasons why tourism/destination management is a great career choice with the aim of exciting tourism students about the potential career prospects in the sector.

##### **FORMAT**

Submit a digital presentation file as a narrated PowerPoint video or MP4 (5 minutes) along with a pdf version of the PowerPoint presentation.

Presentation should include:

- Introduction: introduce yourself and the presentation purpose
- Main content
- Conclusion: a summary slide at the end

- Length: 5 minutes

### **Judging Criteria**

Submissions will be evaluated based on:

- Innovation & creativity – originality of ideas
- Connection to future trends in tourism
- Practical impact – real-world application or benefit to community/industry
- Clarity & Presentation – professionalism, communication and overall quality

JC/TMI/2025