**David Hughes Memorial Award 2022**

**Invitation to Enter**

TMI, as the professional organisation for people studying and working in tourism destination management, understands how valuable it is for undergraduates to have the opportunity to gain experience of working in tourism whilst studying for their degree – and to have that experience recognised. That is why we run the **David Hughes Memorial Award** each year. The Award is open to undergraduate students on TMI Recognised courses.

The entry criteria for our 2022 Award:

1. Students who have completed either a physical or a virtual work experience placement(s) as part of their studies;
2. Students who have worked on a project or assignment either for a destination, or a Destination Management Organisation (DMO);
3. The placement/project can have been undertaken for a tourism/event/hospitality organisation or attraction provided it included an opportunity to consider/review the wider destination.

Entries take the form of a short report on the placement/project experience, the way it complements the students’ learning, and the impact it has both in terms of the student’s professional and personal development and their understanding of destination management in practice.

**The closing date for submissions is 5 pm on Wednesday 17 June 2022.**

What’s on offer for the winner?

* One year’s FREE Associate membership of TMI, the voice of destination management;
* The opportunity to engage in a one to one professional mentor meeting, with a senior TMI member and/or experienced destination practitioner;
* A complimentary delegate place at the TMI Annual Convention - to hear the latest developments in destination management and be able to network with leading professionals in the sector;
* If relevant, a small bursary will be available to cover reasonable UK travel costs to attend the event should it take place in a physical setting;
* Opportunity to write a blog piece about their placement/project experience for publication on the TMI website and associated platforms;
* A certificate recognising their CPD engagement with regards to destination management;
* Be the subject of a TMI Press Release to showcase their achievement and that of their University’s recognised course.

We recognise that many students undertake their placements in hotels, event companies or attractions as well as in tourism management related organisations, and welcome entries reporting on placements/projects in these as well as in destination management organisations. All we ask is that if your placement was in hospitality, events or attractions, you demonstrate in the report that:

a) you have a good understanding of how your placement organisation fits into the destination and;

b) how you have developed your skills and understanding not just of the placement organisation but also of the wider destination in which it sits.

To enter, please tell us about your placement/project on the entry form below. Your answers should include examples from projects and/or activities you undertook, challenges you encountered and problems solved during your placement/project experience. You can illustrate your achievements by including links to any posts, PR, events or announcements that are related to your involvement with the organisation. You may include relevant attachments (eg pdf copies or photographs of work undertaken) if you wish.

The judging panel will consist of practitioners and academic members of the Tourism Management Institute. Panel members will be looking for your report to:

* Demonstrate your understanding and knowledge of the aim/objectives of undertaking a placement/project in relation to developing your own employability and professional skills;
* Demonstrate that you have acquired knowledge and understanding of destination management, the role of organisations in a destination and the way your host organisation works both in itself and in relation to the destination;
* Show evidence of your personal development through acquiring new skills/enhancing existing skills and applying them to situations arising in the placement/project, or how they might be applied in the context of destination management;
* Demonstrate critical reflection on and analysis of problems and situations you encountered, the way you tackled them and what you have learned from this.

You must complete sections A, B & C of the entry form with all required information. You do however, have the option of completing Section D as set out on the form, or alternatively as a short video clip (or other creative medium) instead of you answering the set questions/tasks should you wish to.

Please email your entry to:

**Joyce Cawthorpe, CPD Co-ordinator, TMI:** [**cpd@tmi.org.uk**](mailto:cpd@tmi.org.uk) **by 5 pm on 17 June 2022**

**David Hughes Memorial Award 2022 Entry Form**

**Section A:**

|  |  |  |
| --- | --- | --- |
| Student Name: |  | |
| Course Title: |  | |
| University Name: |  | |
| Contact Email & Telephone Number: |  | |
| Student Signed: |  | Date: |

**Section B:**

|  |  |  |
| --- | --- | --- |
| Name of Course Leader: |  | |
| Contact Details: | Email: | |
|  | Telephone: | |
| Tutor Signed: |  | Date: |

**Section C:**

|  |
| --- |
| Name of Tourism Organisation (for whom you undertook the placement/project): |
| Dates of Placement/Project (start & finish): |
| Name of Key Contact/Supervisor at the Organisation and their Email Address: |
| **Testimonial:**  Please attach a short (max 100 word) quote from your placement/project supervisor supporting the stated contribution you have made to the organisation. |

**Section D**

Please answer the following questions (boxes will expand, but pay attention to word count limits):

|  |
| --- |
| 1. Give a brief overview of your placement/project and your role and responsibilities (Max 150 words). |
|  |
| 2. Please tell us about your aims/objectives when undertaking this placement or project and how you thought this experience might help shape your career aspirations in tourism. What professional skills have you acquired during your placement or project that you feel might be applicable for your future in destination management? (Max 200 words). |
| Aims/Objectives:  Skills and Future Aspirations: |
| 3. Give a brief explanation of how the placement/project you were involved in helped you develop an appreciation for destination management principles and priorities. Give practical and/or specific examples of activities you were involved in throughout your time supporting the named organisation (Max 200 words). |
| 4. Reflecting on your experience, summarise the key contributions you feel you have made to the organisation during your time with them (Max 150 words). |

**Please email your entry to** [**cpd@tmi.org.uk**](mailto:cpd@tmi.org.uk) **(Joyce Cawthorpe) by Friday 17 June 2022**