



Call for Organisations
5th Annual Summer School
Leadership and Governance for Sustainable Tourism
2017

Selection Criteria

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1. Introduction

The purpose of this booklet is to provide organisations with a set of recommended criteria they must meet to host the Annual Summer School. Because this is a high level Summer School, any organisation interested in hosting this event, should meet the criteria established. If not all requirements are met, the organisation must explain why and how it can compensate in other ways.

This event is a good opportunity for the hosting organisation to promote itself, as it will be internationally exposed within the tourism sector

About the Annual Summer School

FEST – Foundation for European Sustainable Tourism – and the ETC - European Travel Commission - organize an annual Summer School in July, where key stakeholders, project management practitioners, funders, policy makers, academics and entrepreneurs discuss and exchange knowledge, and present innovative projects in sustainable tourism. It has been set up in the context of the EU Lifelong Learning Programme project “Project Management for Sustainable Tourism”.

The Summer School aims to be:

- a) A knowledge hub to share practices on how to plan and manage tourism funding with sustainability;
- b) A knowledge hub to improve project management and effectiveness in the tourism sector;
- c) A funding marketplace to develop joint funding proposals, developing concept notes and matching skill sets between professional project managers and organisations;
- d) A networking event to disseminate best practices and papers related to the theme “Project Management and Sustainable Tourism”.

Requirements

1.1. General Requirements

1. Eligible organisations are:
 - Public tourism authorities;
 - Private tourism organisations/associations;
 - Convention and visitors bureaus;
 - Chambers of commerce;
 - Universities;
 - Other suitable local, regional or national organisations.
2. The Summer School takes place in the **first or second week of July** for **3** days. The third day is dedicated to a field study visit.. It can be possible to organise a PM4SD Foundation Training Course, which lasts three additional days (to be discussed only after the organisation has been selected);

3. The organising committee will give consideration for geographical rotation. The Summer School has, so far, taken place in the following countries:
 - Italy (2013);
 - Finland (2014);
 - Spain (2015);
4. Preference will be given to locations with an attractiveness and/or novelty appeal for an international audience;
5. The hosting organisation must assure security and safety of the Summer School participants;
6. The hosting organisation should appoint a coordinator for all logistical and organisational aspects, who will act as a liaison.

1.2. Location and Accessibility

1. The location where the Summer School is to be held must offer security and political stability;
2. The site must be accessible by public transport and have good and international air, road and rail connections, conveniently served by major common carriers. If this is not possible, transfer service must be provided to speakers.
3. Ideally, the conference venue should be in a central location. Additionally, there must be accommodation within walking distance of the venue.

1.3. Venue

1.3.1. General Venue Requirements

The main venue of the conference should have these facilities:

1. Registration Desk and/or Information Desk;
2. Accessibility for delegates with disabilities;
3. Easy access to toilets, including easy accessibility for disabled delegates;
4. Additional rooms for possible parallel sessions;
5. Additional space/room(s) for coffee breaks and lunches.

1.3.2. Conference Room Requirements

1. The room where the conference will be held must have a capacity to sit, comfortably, 100 people.
2. The preferred seating arrangement would be theatre style;
3. The conference room must have internet access (wireless);
4. Podium for speakers;
5. Projector and computer;

6. Ability to plug in speakers' and delegates' laptops to the project system;
7. Roundtable discussion space for 5 people on stage. The ideal would be to have 5 microphones, but if it is not possible, 1 wireless microphone so that they can pass between themselves;
8. Two wireless microphones for questions and answers;
9. Video recording of all presentations (on-site and video-conference), uploaded as Youtube files after the event. Each presentation will require branding addition (3 seconds video added at the beginning with the presenter name, title of the presentation, conference location and date);
10. Optional: Ability to combine on-site and video-conference presentations
11. Optional: Live streaming of all presentations during the conference;
12. Optional: A second projector, visible to delegates, to display live Twitter #pm4sd results.

1.4. Accommodation

1. Several options of accommodation for delegates should be within walking distance of the venue, to minimise the need for organised transport.
2. Speakers and staff should be accommodated in one hotel. The host organisation can negotiate a fee reduction, given it is a large group booking.
3. Accommodation must be at a reasonable price. It should not cost more than €70 per night. Ideally, the host organisation could negotiate a fee reduction for delegates of the Summer School with 2 or 3 hotels.

1.5. Catering

1. Coffee breaks and lunches should be arranged at the conference venue (in accordance with point 5 within the chapter "2.1 General Venue Requirements". If such is not possible, coffee breaks and lunch must not be further than a 10 minute walk from the venue;
2. Buffets or lunch boxes must come with a variety of choices, to include vegetarian and other dietary considerations, as well as samples of local cuisine.

1.6. Social Activities

We highly encourage the host to organise social activities before, during and after the event, to encourage a 4-5 day stay. Such activities can be:

- Welcome dinner (before the event starts);
- Dinner in local and traditional restaurants during the event;
- Excursions to showcase responsible tourism projects in the region, and spouse city tours during conference days, to encourage

On day 3, a study visit is to be organised. The aim of this visit is to:

- Provide a practical case-based context for the wider discussions of PM4SD principles at the Summer School;
- Bridge the gap between theory and practice, which is a critical element of the project management qualification, particularly at practitioner level.

1.7. Marketing Requirements

The marketing strategy is crucial for the dissemination and awareness of the Summer School. It is **extremely important that the host organisation has the knowledge and operational capacity to implement the marketing strategy**, together with FEST and the ETC.

1. The host organisation should have the credibility and influence to engage their government and industry associations in participating in the conference, and showing commitment to better manage funds for sustainable tourism projects;
2. Ideally, the host organisation should have a **communications/media office**, in order to promote the event and attract press coverage, as well a photographer;
3. Ability to market the conference to the domestic market (other members of the board will promote it to the international market);
4. Ability to record the presentations, as well as the ability to hire (if the organisation does not have one) a photographer to take pictures during the event;
5. The organisation should have the appropriate equipment to print promotional material, invitations, etc.

1.8. Financial Requirements

1. FEST and the European Travel Commission are two non-profit organisations. This means that *a priori* there is not a secured budget and the host organisation, upon application, **must have funding/budget already allocated for the event**, considering such costs as:
 - a. Travel and accommodation costs for speakers and FEST and ETC staff & board members (a maximum of 4-5 people in total);
 - b. Communication and Marketing;
 - c. Transfer services (if applicable);
 - d. Catering;
 - e. Other relevant costs, i.e., translation services (the Summer School is in English only);
2. **We highly encourage the host organisation to establish sponsorships agreements** (both monetary and in kind) as way to partially (or totally) cover the costs of the Summer School.
3. Several categories of registration fees will be set up, considering the different categories of delegates, for instances, students will have a reduced fee compared to full-time professionals. **The fees will revert, in total, to FEST that can be used to cover costs if there is a lack of funding.** Note that the fees must include, at least, lunches, dinners and

possible transfer services for delegates. Excursions and similar types of social activities can have an additional fee if they bring additional cost to the host organisation. The fees are to be agreed together with the host organisation.

Organising Committee

The Summer School Organising Committee will be constituted by the host organisation plus two representatives from FEST and one representative from the ETC. The Committee will:

1. Outline the organising activities that will have to be delivered;
2. Manage the budget for the Summer School;
3. Be responsible for attracting international speakers for the Public Conference;
4. Plan a communication strategy (alongside with the communications/media office, if the organisation has one) in order to promote and disseminate the Summer School;
5. Update the Summer School website: <http://www.summerschool.festfoundation.eu/>
6. Publish conference proceedings with summaries of the presentations from the keynote speakers, and with short papers submitted by academics and practitioners on their experiences in project management. Ideally, this should be done in partnership with a local university.

Application Submission

All organisations interested in hosting the Summer School must submit their application, in writing (paper or email), until **30th November 2016**. Organizations that respond to the criteria will be contacted for an interview and/or a meeting.

FEST will evaluate all applications, and the final result will be announced to the winner on **20th Decembre 2016**.

The Summer School will be announced to the public on during the first two weeks of December. The application is submitted to:

FEST / Jlag
Micro Business Centre
26 Rue de la Loi, 2nd floor
1040 Brussels, Belgium

Or

summerschool@festfoundation.eu

Summer School Board Members

Eduardo Santander, ETC director



Silvia Barbone, *Foundation for European Sustainable Tourism*
Anne-Maria Mäkelä, *Seinäjoki University of Applied Sciences*
Susana Conde, *GSTC*