

CALL FOR SELECTION FOR UNIVERSITY STUDENTS

8th OTIE INTERNATIONAL SUMMER SCHOOL ON TOURISM ECONOMICS

Trapani, Italy

a. a. 2018/2019

The Observatory on Tourism for Islands Economy - OTIE - publishes a call for selection for university students, graduates and post graduates who want to increase their practical and theoretical knowledge and skills in tourism. In particular, OTIE proposes a highly professionalizing training activity that allows to get to know the tourism sector and apply its knowledge in a development plan for the territory to promote tourism in the islands.

The Summer School organized in collaboration with the University of Palermo, aims to provide the technical and scientific content now essential for the training of future professionals in the field of event promotion, destination marketing and tourism in the islands, providing a particular specialization on the subject in question.

The call refers to the summer course:

"Destination Marketing Organization" (Trapani, 08/26/2019 - 08/31/2019), which will take place entirely in English and will involve international experts in the field of Destination marketing management, coming from the University of Malaga, and Palermo. The course foresees the realization of an operational project related to the organization of a marketing plan, which will be presented to the local authorities for the eventual implementation of the same.

BENEFICIARIES

Can apply, within the established deadlines, students enrolled in a three-year degree course, master's degree, single-cycle degree, first or second level master's degree, doctorate and specialization, including Erasmus students. Candidates are required to have knowledge of English equivalent to level B1 of the Common European Framework of Reference.

PARTICIPANTS: max. 20 for each course

PLANNED ACTIVITIES

PART 1:

- Frontal lessons;
- Case studies, methods and research;

PART 2:

- Working group;
- Final project work.

For more details view the brochure, available on the website:

<http://www.otiesummerschool.com/program-503136.html>

APPLICATION PROCEDURE

Complete the application online by **Sunday 28 June 2019** by connecting to the site:

<http://www.otiesummerschool.com/bull-registration-form.html> .

The activities related to the Summer School will follow the schedule:

- 26 August: Opening ceremony and institutional greetings
- 27-28-29 August: Frontal lessons + project work

- 30 August: Closing ceremony
- 31 August: Complementary activities and final dinner

For technical assistance send an e-mail to training@otie.org.

SELECTION CRITERIA

A Commission composed by the Executive Staff of OTIE will evaluate the applications received based on the following criteria:

- curriculum vitae;
- motivational letter;
- knowledge of the English language.

The Commission will send a communication via e-mail regarding the result of the selection by the indicated date:

- 30 June – “Destination Marketing Organization for Islands Tourism”

CERTIFICATION

The Observatory on Tourism for Islands Economy will issue a certificate relating to the training activity carried out by the candidate.

CONTRIBUTION OF PARTICIPATION

The number of places available is 20, the selected students will have to pay an initial contribution of 50 euros as an advance of the registration fee to cover the expenses of the Summer School.

The total registration fee will be equal to:

- € 250 for registrations received no later than May 31st 2019 (Payment of € 50 by May 31st)
- € 300 for registrations received by the deadline of 26 July 2019 (Payment of € 50 by 31 June)

Further information on the Observatory

www.otie.org

More information on the Summer School

www.otiesummerschool.com

phone: 0916117527

THE PRESIDENT OF THE OBSERVATORY
PROF. GIOVANNI RUGGIERI

