



**OTIE SUMMER
SCHOOL 2019 - 8th
EDITION IN GOZO
(MALTA)
29th JULY – 3rd
AUGUST 2019**



Come with us to Gozo Island, Malta Archipelago, to discover all the **hidden treasures** and its naturalistic marvels! **Discover its incomparable heritage**, its local culture and history. **Learn more about tourism** with the best International university professors. **Socialize with people from all over the world**, sharing a unique and unforgettable experience!

**WITH THE PATRONAGE
OF :**



“ISLANDS EVENTS MANAGEMENT”

The eighth edition of OTIE Summer School 2019 aims to create a real project to valorise and promote tourism in Islands, giving the occasion to participants to know the tourism sector and to apply their knowledge in the events development planning.

OTIE Summer School 2019 has the general objective of providing scientific contents and techniques to train future experts of Island tourism.

University professors and professionals on events will provide to participants all the knowledge, the contents and instruments it takes to face islands challenges.

In particular, the goal of this edition is analyzing how island cultural attractions can contribute to develop cultural tourism in insular environments.



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[OTIE07](https://twitter.com/OTIE07)



[0916117527](tel:0916117527)



[OTIE-OBSERVATORY](https://www.linkedin.com/company/otie-observatory)



OTIE SUMMER SCHOOL MAIN GOALS

- educating and training **future tourism professionals**;
- encouraging the future creation of tourism products in Islands;
- encouraging the development of different types of tourism to extend seasonality;
- creating new tourism products, especially events and festivals ones, to shake off islands' association with seaside tourism.

THE PROJECT WILL BE CARRIED OUT USING THE MARKETING TOOLS THROUGH 6 MAIN STEPS WHICH INCLUDE

- identification of a reference public;
- the identification of the concept of the event;
- location identification;
- check of budget;
- logistics planning;
- coordination of all technical and productive aspects aimed at its implementation.



STUDENTS WILL ALSO

- Improve their skills and attitude on marketing;
- join an international group of like-minded people from a wide range of academic and professional backgrounds;
- work as a team to develop and launch their ideas as potential concrete initiative;
- gain an OTIE Training certificate.



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INTERNATIONAL ACADEMICS

PROF. GIOVANNI RUGGIERI

He is Professor of Tourism Economy at University of Palermo (Italy) and he is a PhD in Tourism marketing. He was the consultant of the President of ASCAME (Association Chambre de Commerce du Méditerranée). He coordinated experiences and project activities at European level. From March 2012, he is also the President of OTIE Scientific Committee and member of Palermo Tourism Authority. It is included in the list of experts on tourism of the Office of the Prime Minister of the Italian Government. Cooperates with the UNESCO Foundation for the definition of the UNESCO management plan in Sicily.



PROF. LINO BRIGUGLIO

Director of the Islands and Small States Institute. He is currently a member of the Appeals Tribunal for Competition and Consumer Affairs. Professor Briguglio has acted as consultant to several international organisations including the UN Department of Policy Coordination, UNCTAD, UNDP, UNEP, CARICOM, the Commonwealth Secretariat and SOPAC. He has also represented the Maltese government in many United Nations meetings, including the UN Global Conference on the Sustainable Development of Small Island States and the World Summit for Sustainable Development



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INTERNATIONAL ACADEMICS

PROF. PHILIPP WASSLER



Dr. Philipp Wassler is a Senior Academic at the Department of Tourism and Hospitality at the University of Bournemouth (UK) and holds a PhD at the Hong Kong Polytechnic University. In addition, he has a long-standing academic experience spanning Europe, Asia, Africa and America, with a particular focus on East Asian and Southeast Asian tourism development. Coming from a background in literary and cultural studies, Philipp has an academic interest in philosophical and human-geography aspects of tourism development; particularly related to travel experience and the relationship between place, residents and tourism development. Current projects include phenomenological studies on the lived experience of travel and resident studies in Southeast and East Asia.



PROF. HAI NGUYEN

Dr. Hai Nguyen is a Lecturer at the Department of Marketing, Events and Tourism of the University of Greenwich (UK). She holds a PhD in Tourism Management at the Hong Kong Polytechnic University. Hai also had academic experiences in the Netherlands, Hong Kong, Macau and Vietnam. Her areas of research interest include cultural and heritage tourism, special events and festivals, and tourist behaviours.



PROF. DANIEL BORG

Chief Executive Officer at the Gozo Chamber of Commerce, was Senior Policy Analyst in Tourism and Economic Development at MTA (Malta Tourism Authority), coordination of the euro-changeover programme within the public sector.



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OTIE SUMMER SCHOOL ISLANDS EVENTS MANAGEMENT

8th EDITION IN GOZO

The course plans to verify under what conditions an event can "really" trigger mechanisms of value creation determinants for local tourism development. In a perspective not only economic, but also cultural and social. Participants at the end of the course will be able to plan events for development and promotion of Islands (potentially replicables especially in Gozo).

YOUR STUDY-HOLIDAY STAY TO :



- ✓ learning more about tourism;
- ✓ meet people from all over the world;
- ✓ visit the wonderful island of Gozo and Malta and their UNESCO heritage sites.

PROGRAMME

- possibility of accommodation at ITS, Institute of Tourism Studies in Qala;
- 20 hours of tourism lectures;
- optionally outdoor visits and activities (such as field trip to Gharb and Zebbug in Gozo);
- the best European academics on cultural tourism;
- discussions on issues concerning tourism;



For full course programme please visit website:
www.otiesummerschool.com



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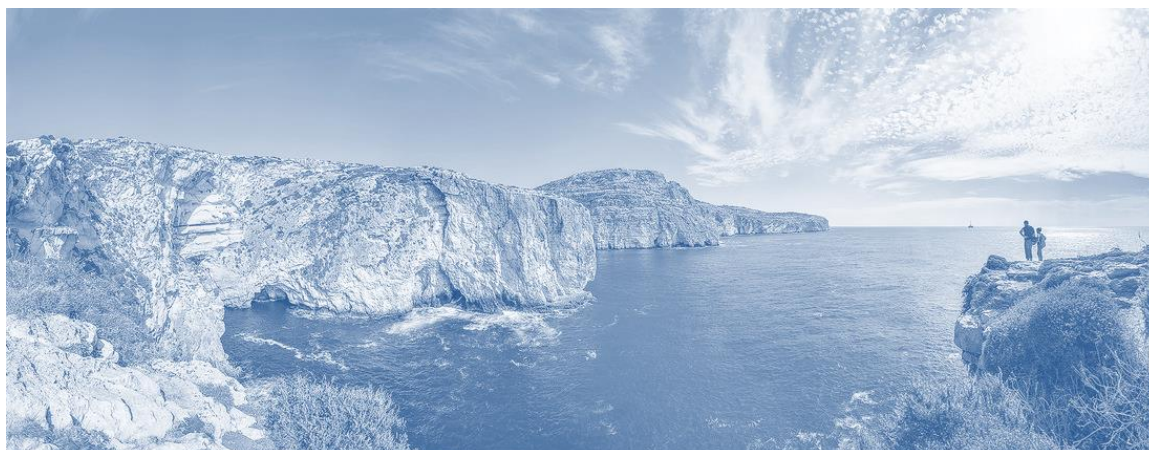


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FACILITIES AND FEES



TOURISM COURSE

€ 350.00 per person

Special rate for fast reservation!

- **1° SPECIAL RATE** 250.00 €
for booking no later than 31 December
- **2° SPECIAL RATE** 280.00 €
for booking no later than 31 March
- **3° SPECIAL RATE** 300.00 €
for booking no later than 31 May
- ✓ tourism course + Possibility of accommodation at Institute of Tourism Studies Campus in Gozo (at Qala) double or triple room (on demand), breakfast included. (Please contact OTIE at: training@otie.org for further information);
- ✓ payment in instalments upon request;
- ✓ available "my own accommodation" formula, to stay in any other place you prefer (training course € 350.00, without accommodation).

LIMITED AVAILABILITY. APPLY NOW!

RECOGNITION OF UNIVERSITY TRAINING CREDITS AND ISSUING OF CERTIFICATE OF ATTENDANCE

Apply now! Send your Curriculum Vitae + your motivation letter to training@otie.org and visit www.otiesummerschool.com for registration! The best students will be recruited to take part in OTIE Summer School 2019.

Your precious resource for the job market!

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29th JULY 2019

Participants will be welcomed by the institutions of the place to greet them. The course will be presented.



30th JULY 2019

The first day of the Summer Course has the general objective to tackle issues, analysis, considerations and case studies in the field of tourist events.



OPENING CEREMONY

ITS, QALA FROM 09:00 AM. TO 01:00 PM.

At the ceremony will be present:

- Prof. Daniel Borg, Senior Policy Analyst in Tourism and Economic Development at Malta Tourism Authority
- Prof. Jesmond Borg, liaison officer and lecturer at ITS, V/Mayor of Qala Council
- Prof. Giovanni Ruggieri, OTIE President, professor of Tourism Economy at University of Palermo
- Prof. Lino Briguglio, director of the Islands and Small Center Institute
- Prof. Philipp Wassler, Senior Academics at the Department of Tourism and Hospitality at the Bournemouth University
- Prof. Hai Nguyen, lecturer at the Department of Marketing, Events and Tourism of the University of Greenwich

LECTURES

ITS, QALA FROM 09:00 AM. TO 11:00 AM.
PROF. GIOVANNI RUGGIERI

“Events as a growth and development engine for Island territory”

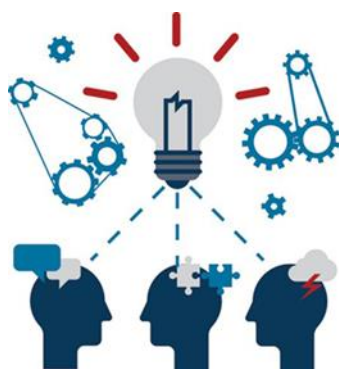
ITS, QALA FROM 11:00 AM. TO 01:00 PM.
PROF. LINO BRIGUGLIO

“Tourism trends in Malta in recent years” to talk about the multiplier effect of tourism in Islands Economy



31st JULY 2019

2nd day of lessons : This day has the objective to introduce Events concept for Tourism



01st AUGUST 2019

The 3rd day of Summer School has the objective to provide participants with all instruments of marketing tools to create an events.



LECTURES

ITS, QALA FROM 09:00 AM. TO 11:00 AM.

PROF. PHILIPP WASSLER

“Introduction to Events Management”

This session introduces the overview of the event field, including its history, the types of events, the current state of the events industry and the perspectives on events. It also discusses the significant role of events, especially in relation to the tourism industry.

ITS, QALA FROM 11:00 AM TO 01:00 PM.

PROF. HAI NGUYEN

“Events Impacts and Legacies”

This session analyses the impacts of events, including their social/cultural, physical/environmental, political and tourism/economic impacts. The concept of sustainability and sustainable events are also introduced in the session

LECTURES + PROJECT WORK

ITS, QALA FROM 09:00 AM. TO 11:00 AM.

PROF. PHILIPP WASSLER

Events Planning I: Conceptualising the Events

This session outlines the process of developing an event concept. It also introduces the key stakeholders in an event as well as the trends and issues that affect events.

ITS, QALA FROM 11:00 AM. TO 01:00 PM.

PROF. HAI NGUYEN

Events Planning II: Project Management

This session introduces the tools and techniques within project management. It then discuss the approach to apply these tools and techniques for managing the event.



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02nd AUGUST 2019

The project will be carried out through 6 main steps which include:

- identification of a reference public;
- the identification of the concept of the event;
- location identification;
- check of budget;
- logistics planning,
- coordination of all technical and productive aspects aimed at its implementation.

LECTURES + PROJECT WORK

ITS, QALA FROM 09:00 AM. TO 11:00 AM.

PROF. PHILIPP WASSLER

Events Planning III: Financial and Human Resource Management

The key aspects of managing events finance and workforce are introduced in this session. It helps learners to develop knowledge of important financial terms and methods. It also discusses important issues in managing events workforce such as recruitment, motivation and volunteers.

ITS, QALA FROM 11:00 AM TO 01:00 PM.

PROF. HAI NGUYEN

Events Planning IV: Marketing and Sponsorship

The key areas of marketing, such as market analysis, marketing planning and techniques will be discussed. We will also explore the role of sponsorship in the events industry and learn to develop relationships with sponsors.

GOZO, FROM 08:00 PM.

Final dinner with Professors and Participants.



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03rd AUGUST 2019

Some enterprises operating in touristic and event will be presenta at closing ceremony which will evaluate the project realize by students during the course. Students will also present their curricula.

PROJECT WORK PRESENTATION - CLOSING CEREMONY

ITS, QALA FROM 09:00 AM TO 01:00 PM.

At the ceremony will be present:

- Prof. Daniel Borg, Senior Policy Analyst in Tourism and Economic Development at Malta Tourism Authority;
- Prof. Jesmond Borg, Liaison Officer and Lecturer at ITS. V/Mayor of Qala Council ;
- Prof. Giovanni Ruggieri, OTIE President, Professor of Tourism economy at University of Palermo;
- Prof. Lino Briguglio, Director of the Islands and Small Center Insistute;
- Prof. Philipp Wassler, Senior Academic at the Department of Tourism and Hospitality at the University of Bournemouth;
- Prof. Hai Nguyen, Lecturer at the Department of Marketing, Events and Tourism of the University of Greenwich.



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