

Sustainable Tourism Policies & Strategies in the European Union

Concept and programme for an international summer school

(as of June 19, 2023)

This Blended Intensive Programme (BIP, 3 ECTS) on Master level will be organised each summer by a different European university that is part of the TRIANGLE Knowledge Alliance for sustainable tourism. It consists of a physical one-week course with a field trip and an additional online component. It will involve both student and staff mobility, with the potential to be funded by Erasmus, provided that at least three partner universities with a minimum of 15 participants attend. The course is also open for non-university participants interested in the topic.

The first classroom course will take place at Eberswalde University for Sustainable Development (HNEE), Germany, from **June 19-23, 2023**. There will be two additional days of online teaching, a preparatory day on **June 13** and a day of group presentations and exams on **June 28**.

Goals: EU policies, strategies and funding programmes have a significant influence on (sustainable) tourism development in EU member countries, especially regarding destination management and the development of small and medium enterprises (SMEs). In addition, EU policies have an important regulatory function, e.g. regarding transport, Corporate Social Responsibility (CSR) or biodiversity conservation. At the same time, EU structures, policies and funding programmes are complex and often difficult to comprehend. This summer school is supposed to shed light on EU structures and programmes and create an understanding how they shape (sustainable) tourism in its different dimensions in member states.

Prerequisites: This course is conceived for Master students who have tourism studies as their major or at least a background in tourism. Therefore, the course will not include an introduction to tourism. Ideally, students should also have studied, or have some background in *sustainable* tourism. However, this is not mandatory. For those who do not have such a background, we recommend to complete an online course developed for this purpose by the Erasmus+ project “ICT for Sustainable Tourism Development” in which Eberswalde University was actively involved.

Prior to course: A set of core documents has been compiled along with a short description of each document that students are expected to read beforehand to familiarize themselves with the topics of the summer school (see separate document on reading assignments).

The **course programme** will be structured as follows:

Tuesday, June 13 (online: <https://bbb.hnee.de/b/wol-fje-cuh-tuv>) all times are CEST

09:30-10:00	Welcome of participants, round of introductions, introduction to the course programme and examination task
10:00-10:20	Introduction to EU structures and institutions – The role of a state representative in Brussels (Birgit Urban, Policy Officer for Economy, Energy and Regional Policy, representation of the State of Brandenburg to the EU)
10:20-11:00	Q&A, discussion
11:00-11:15	Wrap-up of Day 1 & Logistics for summer school in Eberswalde

Monday, June 19 (HNEE City Campus, Building 2, Room 02.212)

09:30-10:00	Welcome of participants, logistics, round of personal introductions, expectations
10:00-10:30	Introduction to key policies and strategies of the EU regarding sustainable development (Birgit Urban, Policy Officer for Economy, Energy and Regional Policy, representation of the State of Brandenburg to the EU); Q&A
10:30-12:45	Group work on selected EU strategies/regulation etc. on sustainable development
12:45-13:45	Lunch break
13:45-15:00	Introduction to (sustainable) tourism policies and strategies in the EU (Ramune Genzbigelyte-Venturi, DG GROW, Unit G1 – Tourism & Textiles) (online: https://bbb.hnee.de/b/wol-fje-cuh-tuv)

Tuesday, June 20 (HNEE City Campus, Building 2, Room 02.212)

09:30-11:15	Group work on selected EU strategies/regulation for sustainable tourism
11:30-12:45	The role of EU tourism strategies and funding programmes for the development of (sustainable) tourism in the State of Brandenburg (Dr. Andreas Zimmer, Director of Tourism Cluster Management of the State of Brandenburg) (<i>recorded lecture</i>)
12:45-13:45	Lunch break
13:45-14:30	(Sustainable) tourism policies & strategies in Germany (Prof. Dr. Wolfgang Strasdas , HNEE, Faculty of Sustainable Business)
14:30-15:15	(Sustainable) tourism policies & strategies in Croatia (Dr. Jelena Durkin Badurina , University of Rijeka, Faculty of Tourism & Hospitality Management)

Wednesday, June 21: all-day field trip by bus (*Schorfheidetouren*); meet at Eberswalde Hbf.

09:15-10:30	Transfer to Bad Saarow, Oder-Spree Lakeland Tourism Association and Local Action Group (LAG) Märkische Seen (lake district)
10:40-12:30	Presentation/guided tour to EU-funded local tourism projects (LEADER, GRW, German-Polish cycle route) (Ellen Russig, Nils Kirschstein)
12:30-13:20	Lunch break
13:30-14:30	Visit of Storkow Castle: Visitor centre, LEADER projects ("Tourism for all") (Sylvia Bartusch, Nils Kirschstein)
14:30-15:30	Bus transfer to Prädikow
15:30-16:45	Hof Prädikow: Shared living & co-working in a historical estate (LEADER project), guided tour (Philipp Hentschel); coffee & cake (<i>EUR 5 per person</i>)
16:45-17:15	Return to Eberswalde

Thursday, June 22 (HNEE City Campus, Building 2, Room 02.212)

09:30-10:15	Students establish internationally mixed exam groups. Exam assignment: Develop a concept for a bi- or trinational sustainable tourism project and identify potential funding opportunities.
10:15-11:00	(Sustainable) tourism policies & strategies in Albania (Prof. Assoc. Dr. Elona Pojani , University of Tirana, Department of Finance)
11:15-12:00	(Sustainable) tourism policies & strategies in Austria (Prof. Dr. Dagmar Lund-Durlacher , Institute for Tourism Sustainability)
12:00-12:45	(Sustainable) tourism policies & strategies in Bulgaria (Dr. Siya Cholakova , Sofia University St. Kliment Ohridski, Geography of Tourism Department)
	Lunch break
13:45-14:30	(Sustainable) tourism policies & strategies in Italy (Dr. Cinzia Dessì & Giulia Contu , University of Cagliari, Faculty of Economics, Law & Political Sciences)
14:30-15:15	(Sustainable) tourism policies & strategies in the Czech Republic (Mgr. Miroslav Roncak , Palacký University in Olomouc, Faculty of Physical Culture, Department of Recreation, Tourism & Leisure Studies)
15:15-16:00	(Sustainable) tourism policies & strategies in Slovakia (Prof. Dr. Vanda Maráková , Matej Bel University in Banská Bystrica, Faculty of Economics, Tourism Department)

Friday, June 23

09:30-12:00	Student groups brainstorm their assignments (with the support of participating lecturers) and present first results in class
12:15-12:45	Course wrap-up and final information on exams

Wednesday, June 28 (online: <https://bbb.hnee.de/b/wol-fje-cuh-tuv>)

09:30-12:00	International group presentations & exams
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Examination task

Form groups of two to three students (not all from the same country) and do the following:

1. Brainstorm a sustainable tourism project that you would like to develop. This could be
a) a cross-border project of neighbouring countries, e.g. a bicycle route or a cultural route;
b) an international network of similar tourism companies (e.g. SMEs) or destinations (e.g. in mountain or coastal areas) working together on a common project, e.g. innovative product development or sustainability certification.
2. What makes this project sustainable and is it in line with sustainability goals, policies or strategies of the EU? If so, which ones?
3. What type of (financial) support is needed to implement your project? Please identify one or several potential funding programmes.

Prepare a ppt presentation of 20-25 min. (groups of two) or 30-40 min. (groups of three). This will be followed by 5-10 min. of questions by the examiners.

You will receive a group grade, which may be individually adjusted if individual performances in the group differ significantly.