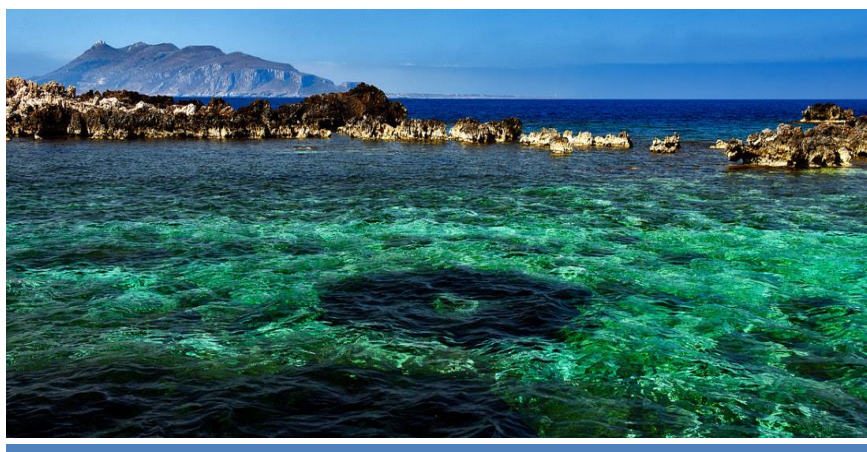




**OTIE SUMMER  
SCHOOL 2019 -  
TRAPANI and  
EGADI Islands  
29<sup>th</sup> JULY - 31<sup>ST</sup>  
AUGUST 2019**



**Come with us** to Trapani and Egadi Islands in Sicily 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 :**



**““DESTINATION MARKETING ORGANIZATION FOR ISLAND TOURISM”**

The 8<sup>th</sup> 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 destination marketing field.

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 to manage the attractiveness and tourist services to increase demand and place the destination in a competitive environment with respect to characteristics of the Territory.



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

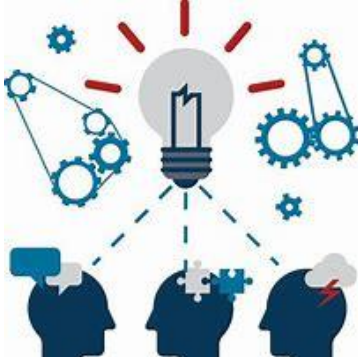


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[OTIE-OBSERVATORY](https://www.linkedin.com/company/otie-observatory)

## 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 MANAGEMENT TOOLS WHICH INCLUDE



- Definition of strategic, organisational and operational decisions
- Management of the process of definition, promotion and marketing of tourist products expressed by a territory
- Generate balanced incoming flow meters, Sustainable and appropriate to the economic needs of the actors involved.

## 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

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### **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. FRANCISCO JOSE CALDERON VELAZQUEZ**

Is member of OTIE Scientific Committee. He is associated Professor of Applied Economics at University of Malaga (Spain). Professor Calderon attends convention and international conference to contribute actively to the improving the economic development of tourist destination.



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## OTIE SUMMER SCHOOL DMO FOR ISLANDS TOURISM

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### 8<sup>th</sup> EDITION IN TRAPANI AND EGADI ISLANDS

Destination management translates into the strategic management process of the territory, that is, in the whole of the activities necessary to create a shared vision through encouragement, starting from the wealth of resources and skills available, agreements between the actors of territory.

#### YOUR STUDY-HOLIDAY STAY TO:



- ✓ learning more about tourism;
- ✓ meet people from all over the world;
- ✓ visit the wonderful Egadi islands and their wonderful naturalistic heritage sites.

### PROGRAMME

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- 20 hours of tourism lectures;
- optionally outdoor visits and activities (such as field trip to Favignana and Egadi Islands);
- the best European academics on cultural tourism;
- discussions on issues concerning tourism;

For full course programme please visit website:  
[www.otiesummerschool.com](http://www.otiesummerschool.com)



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## FACILITIES AND FEES

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### TOURISM COURSE

€ 300.00 per person

Special rate for fast reservation!

- **1° SPECIAL RATE** 250.00 €  
for booking no later than 31 March
- **2° SPECIAL RATE** 280.00 €  
for booking no later than 31 May
- ✓ tourism course + Possibility of accommodation on demand, breakfast included. (Please contact OTIE at: [training@otie.org](mailto: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 € 300.00, without accommodation).

### LIMITED AVAILABILITY. APPLY NOW!

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**RECOGNITION OF UNIVERSITY TRAINING CREDITS AND ISSUING OF CERTIFICATE OF ATTENDANCE**

Apply now! Send your Curriculum Vitae + your motivation letter to [training@otie.org](mailto:training@otie.org) and visit [www.otiesummerschool.com](http://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!***

**[www.otiesummerschool.com](http://www.otiesummerschool.com)**

**[www.otie.org](http://www.otie.org)**



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## DETAILED COURSE PROGRAMME

### 26<sup>th</sup> AUGUST 2019

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



### 27<sup>th</sup> AUGUST 2019

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



### OPENING CEREMONY

**UNIVERSITY OF PALERMO, CAMPUS OF TRAPANI FROM 09:00 AM. TO 01:00 PM.**

At the ceremony will be present:

- Prof. Fabio Mazzola, Vice Cancellor and Director of SEAS Department, University of Palermo
- Prof. Ignazio Giacona, President of Trapani University Campus
- Prof. Jose Calderon Vazquez, Professor of Applied Economics, University of Malaga
- Prof. Giovanni Ruggieri, OTIE President, professor of Tourism Economy at University of Palermo

**UNIVERSITY OF PALERMO, CAMPUS OF TRAPANI FROM 03:00 PM. TO 05:00 PM**

This first step aims to provide participants with the main skills for creating a project work

### LECTURES

**UNIVERSITY OF PALERMO, CAMPUS OF TRAPANI FROM 09:00 AM. TO 11:00 AM.**

**PROF. GIOVANNI RUGGIERI**

*“Destination Marketing Organization in Islands” Consideration of case studies.*

**UNIVERSITY OF PALERMO, CAMPUS OF TRAPANI FROM 11:00 AM. TO 01:00 PM.**

**PROF. FRANCISCO CALDERON**

*“Destination Planning” Technical and practical information on planning.*



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## 28<sup>th</sup> AUGUST 2019

2<sup>nd</sup> day of Summer School:  
This day has the objective to

## 29<sup>th</sup> AUGUST 2019

The 3<sup>rd</sup> day of lessons has the objective to provide participants with all instruments of marketing tools to create a project which includes:

- 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

MUNICIPALITY OF FAVIGNANA, FROM 10:00 AM. TO 01:00 PM.

The mayor of Favignana **Dr. Giuseppe Pagoto** will take part in this session, to discuss with the international students of the Favignana case as a successful tourist destination and the importance that the island assumes in the Mediterranean context



## LECTURES + PROJECT WORK

UNIVERSITY OF PALERMO, CAMPUS OF TRAPANI  
PROF. FRANCISCO CALDERON, PROF. AURELIO ANGELINI FROM  
09:00 AM TO 11:00 AM.

### *“Destination Marketing Management”*

This session defines the Destination marketing like a managerial process, a demand driven research, advertising and communication activity with the focus on potential external consumers (Tourists).

UNIVERSITY OF PALERMO, CAMPUS OF TRAPANI FROM 03:00 PM  
TO 06:00 PM.

PROF. GIOVANNI RUGGIERI

### *Project work*

This is a practical session that aims at the creation of the first steps of the project work by students, with the support of Prof. Giovanni Ruggieri.



**30<sup>RD</sup> AUGUST 2019**

Some enterprises operating in touristic and event will be present 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**

**UNIVERSITY OF PALERMO, CAMPUS OF TRAPANI FROM 09:00 AM TO 01:00 PM.**

At the ceremony will be present:

- Dr. Giacomo Tranchida, Mayor of Trapani
- Dr. Rosalia Dali, President of Western Sicily Tourist District
- Prof. Fabio Mazzola, Vice Cancellor and Director of SEAS Department, University of Palermo
- Prof. Ignazio Giacona, President of Trapani University Campus
- Prof. Jose Calderon Vazquez, Professor of Applied Economics, University of Malaga
- Prof. Giovanni Ruggieri, OTIE President, professor of Tourism Economy at University of Palermo
- Prof. Aurelio Angelini, Professor at University of Palermo



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## 31<sup>st</sup> AUGUST 2019

Students will be engaged in guided tours and excursions.



## ADDITIONAL COMPLEMENTARY ACTIVITIES AND FINAL DINNER

### TRAPANI FROM 09:00 AM TO 01:00 PM.

Walk along the historical centre of Trapani, visit to the :

- Palazzo Senatorio, Cento Chiese, Mura of Tramontana.
- Torre Ligny, Torre della Colombella

### FROM 01:00 PM TO 02:30 PM.

Social lunch with Professors and participants.

### FROM 03:00 TO 07:00 PM.

Excursions to Egadi: visit to the beautiful islands

### FROM 08:00 PM.

Social dinner with Professors and participants.



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