

2017
INTERNATIONAL YEAR
OF SUSTAINABLE TOURISM
FOR DEVELOPMENT



UNWTO STUDENTS IDEA COMPETITION ON TALENT DEVELOPMENT: SHARE YOUR IDEA!

In the framework of the 2nd UNWTO Global Conference on Talent Development in Tourism: Strategies for Competitive Destinations, we are launching the **UNWTO Students Idea Competition: Innovative Ideas to Implement Talent Development Strategies for Competitive Destinations**.

Students are invited to participate in the Idea Competition by presenting their innovative Talent Development Strategy. The idea should provoke debate around the important role of talent development in defining the competitiveness of tourism destinations. The paper should briefly outline the challenges and propose an innovative solution with a practical implementation strategy. Finalists will be selected by an internal jury based on the creativity and how thought provoking the solution is, as well as on the practicality and applicability of the solution.

WHO CAN PARTICIPATE

- Students from an UNWTO Affiliate Members University or from Institutions with UNWTO TedQual Certified Programmes
- Teams of maximum 5 students

PRIZE (for finalists only)

- Opportunity to present to leaders of the tourism sector at the 2nd UNWTO Global Conference on Talent Development in Tourism
- Invitation to attend the 14th UNWTO Awards Ceremony, 17 January 2018, Madrid, Spain
- Official Certificate of Recognition by UNWTO

APPLICATION GUIDELINES

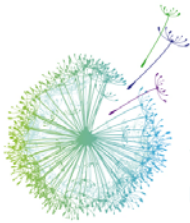
- Submit a paper, max. 500 words, to the UNWTO Secretariat (unwtoam@unwto.org) in pdf format
- Submit the completed ANNEX 1 to the UNWTO Secretariat (unwtoam@unwto.org) in pdf format
- If selected as a finalist, at least 1 student needs to attend and present the idea using any audiovisual resource (video, PowerPoint, Prezi, etc.) in a 10 minute presentation
- Note that if any of these guidelines are not respected and/or no one can attend and present the idea, this will result in immediate disqualification of the submission

SUGGESTED TOPICS (may include but not limited to)

- How to market employment in sustainable initiatives and institutions
- How to attract and retain top talent within a seasonal tourism context
- How to train talent for private and public collaboration

TIMELINE

- **24th September 2017:** Paper submission deadline
- **30th September 2017:** Announcement of finalists
- **5th October 2017:** Confirmation of presenters
- **8-10th October 2017:** Presentation and receipt of Official Certificate at 2nd UNWTO Global Conference on Talent Development in Tourism, Marbella, Spain



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ANNEX 1

TITLE OF YOUR IDEA:

APPLICANTS (NAME, UNIVERSITY):

THE UNIVERSITY IS:

- UNWTO AFFILIATE MEMBER
- THEMIS FOUNDATION CERTIFIED

ATTACH YOUR IDEA TO THE EMAIL IN PDF FORMAT TO THE UNWTO SECRETARIAT

unwtoam@unwto.org