

## **Sustainable Tourism Policies & Strategies in the European Union**

Concept and programme for an international summer school

*(as of March 4, 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 during the week from June 12-16 (*exact date to be determined according to the needs of participants*) 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 (*link to be provided*).

**Prior to course:** A set of core documents will be compiled along with a short description of each document that students are expected to read beforehand to familiarize themselves with the basics of what the European Union is and how it is structured. More specifically, the European Tourism Going Green 2030 report written by TRIANGLE members in 2021 (with 20 national chapters) will serve as an introduction and source of information.

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

**Week from June 12-16** *(exact day tbd, online)*

*Morning*

- Welcome of participants, round of introductions, introduction to the course programme and examination task
- Lecture: Introduction to EU structures and institutions (**Birgit Urban, Policy Officer for Economy, Energy and Regional Policy, representation of the State of Brandenburg to the EU**)

*Afternoon*

- Q & A session (based on the material studied by the students beforehand)

**Monday, June 19**

*Morning*

- Welcome of participants to Eberswalde and the HNEE, personal introductions ("ice breaker"), brief repeated introduction to the course programme and examination task
- Lecture: 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**)

*Afternoon*

- Lecture (online): Introduction to (sustainable) tourism policies and strategies in the EU (**Ramune Genzbigelyte-Venturi, DG GROW, Unit G1 – Tourism & Textiles**)

**Tuesday, June 20**

*Morning*

- Group work in internationally mixed student groups. Research task: Specific aspects of sustainable tourism (e.g. SME promotion, business responsibility, fair working conditions, sustainable transport, biodiversity conservation) in EU policies/strategies
- Lecture: 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**)

*Afternoon*

- Lecture: Sustainable tourism policies & strategies in Germany (**Prof. Dr. Wolfgang Strasdas, HNEE**)

### **Wednesday, June 21**

All-day field trip to the Oder-Spree Lakeland Tourism Association of Eastern Brandenburg to visit EU-funded tourism projects and study their impacts (among others: cross-border cooperation with Poland; "Slow trips" as part of an Interreg project; *Hof Prädikow*, a shared living and co-working estate having used EU funds)

Coordinator: **Ellen Rußig, Managing director**

### **Thursday, June 22**

#### *Morning*

- Establish internationally mixed exam groups (may be the same as previously). Assignment: Develop a concept for a trinational sustainable tourism project and identify potential funding opportunities.
- Lectures: Sustainable tourism policies & strategies in other EU countries:
  - Croatia: **Dr. Jelena Durkin Badurina, University of Rijeka, Faculty of Tourism & Hospitality Management**
  - Czech Republic: **Mgr. Miroslav Roncak, Palacký University in Olomouc, Faculty of Physical Culture, Department of Recreation, Tourism & Leisure Studies**
  - Italy: **Dr. Cinzia Dessì, University of Cagliari, Faculty of Economics, Law & Political Sciences**
  - Slovakia: **Prof. Dr. Vanda Maráková, Matej Bel University in Banská Bystrica, Faculty of Economics, Tourism Department**
  - Spain: **Estrella Gómez Herrera, University of Balearic Islands, Department of Applied Economics**

#### *Afternoon*

- Lectures on national policies/strategies continued

### **Friday, June 23**

#### *Morning*

- Student groups brainstorm their assignments (with the support of participating lecturers) and present first results in class
- Course wrap-up and final information on exams

#### *Free afternoon*

### **June 28** (online)

- International group presentations & exams