**3rd TOURISM SUMMER SCHOOL 2012**

Cultural, Heritage and Sport Tourism

**Description:** This program aims to equip participants with the necessary knowledge and skills needed to excel at all stages of the Cultural, Heritage and Sport Tourism management and marketing process. From conceptualisation to planning, marketing to communicating and promotion, the program will provide the practical, theoretical and strategic expertise, in a challenging and rewarding environment, to succeed in these dynamic fields, in a sustainable way. Specially planned in accordance with the international Cultural, Heritage and Sport Tourism market needs, it is based on international curricula. Special orientation is given in the in-depth analysis of the Olympic Spirit and how those Humanitarian Principles and Ethics should integrate all Strategic Management and Marketing Plans of every cultural, heritage and sport business.

**Attendees:** Students, Undergraduates and Postgraduates in Tourism, Culture and Sports, Management & Marketing and Social Sciences, Employers and Self-employed in Tourism, Culture and Sports companies, as well as Professionals in related sectors.

**Benefits:**

- Accumulate theoretically sound as well as applied knowledge to (re)discover and further develop expertise in Cultural, Heritage and Sport Tourism service sector.
- Provide scientifically based arguments on Cultural, Heritage and Sport Tourism and event-related practices, to analyze companies’ strategy and better understand Cultural and Sport Tourism and event management.
- Deal with a number of practical cases from the Cultural, Heritage and Sport Tourism services industry to unveil management and marketing skills complemented with events organizing theory.
- Elaborate on current trends in the international Cultural and Sport Tourism market to shape and describe altogether Tourism firms’ competitive environment.

**Courses:**

- Introduction Course / Induction
- Culture as a Tourist Product
- Strategic Planning on Cultural, Heritage and Sport Tourism
- International Marketing Aspects of Culture, Heritage and Sport Tourism
- Experiential Learning Course on Cultural, Heritage and Olympic Games
- Cultural, Heritage and Sport Branding
- Socio-cultural impacts of tourism
- Digital Cultural, Heritage and Sport Strategy

**Dates**

The 3rd Tourism Summer courses will take place in Olympia, Greece from Friday 27th July until Friday 2nd August 2012 - it is the first week of the 2012 Olympic Games. Participants’ arrival is scheduled one day before courses start and departure is due one day after the end of the Program (See check-in, check-out details).

**Deadlines**

Participants registered until 30th of April 2012 pay the reduced fee (see next page)

**Contact**

info@tourismsummerschool.org / tourismsummerschool.org
### Participation Without Accommodation Fee (1)

- **Greek residents (courses only) / (5)**: 150
- **University of DEU students and graduates (courses only) / (4)**: 100

### Participation With Accommodation

#### Fees for all

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#### FEES for University of DEU, 2nd TSS & Accompanying Persons (4)

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### Notes:

1. **Participation without Accommodation Fee**: includes access to all sessions, participation to Summer School, welcome reception, a sightseeing tour in Olympia City, all coffee breaks, a copy of proceedings.

2. **Early / Late Registration Fee**: Registration fee includes:
   - accommodation (Check-in: 27 July 2012 – Check-out: 2 August 2012)
   - access to all summer school sessions, welcome reception, coffee breaks, visits/tours in Olympia, proceedings

3. **Accommodation includes**:
   - **BB (Bed & Breakfast)**: accommodation and breakfast every morning,
   - **HB (Half Board)**: accommodation and breakfast every morning, one free meal every day (lunch or dinner)

4. **University of DEU & 2nd TSS**: Registration fee includes accommodation (Check-in: 27 July 2012 – Check-out: 2 August 2012), access to all summer school sessions, welcome reception, visits/tours in Olympia, coffee breaks.
   - **Accompanying Person**: Registration fee includes all inclusive accommodation (Check-in: 27 July 2012 – Check-out: 2 August 2012), welcome reception, visits/tours in Olympia.

5. **IEMA policy for Academic/Strategic Partners and Hosting Country**:
   - Special fees apply for residents of the country hosting the event with regards to the Registration Without Accommodation package.
   - Discounts occur (Registration With and/or Without Accommodation) for University students and graduates who come from the Institution the Organizing Committee is in cooperation with each year (Academic/Strategic partners).

6. **SPECIAL NOTE FOR ALL**:
   - All participants who register choosing the fee Without Accommodation are very welcome to have access to hotel restaurants since meal tickets will be available on purchase for them. Individual meal tickets issued by the hotel will be distributed by the Organizing Committee at the Registration Desk. Pay ad hoc, join us and simply enjoy it!