



## TOURIST DESTINATION COMPETITION

### Competition details

#### OBJECTIVE

Working in mixed-nationality teams of three, students will design, develop, and present an original tourism product, initiative, service, project or similar type of output relevant to the destination of Ferrara and its surrounding region. The proposed output should demonstrate knowledge and application of destination management and marketing principles, addressing the annual competition theme and topic announced during the official briefing. The theme and topics will reflect key issues and orientations in tourism development at the European level. Competitors are free to choose the format of their final output.

#### TEAM & LANGUAGE

##### Teams:

Teams will consist of three students from different schools and countries and will be drawn by the jury. It may be necessary to form teams of different numbers if:

- The final number of candidates does not add up to make a team.
- One or more competitors are disqualified.
- A competitor abandons the competition or does not show up at all.

The head judge announces final teams' composition at the briefing.

Competing students should wear their professional/school uniforms and use professional verbal and non-verbal communication at all times.

##### Language

English language (oral and written) is the official language of the competition and B2 (according to the EQF) is the minimum level of English expected.

#### STUDY MATERIALS

By end of June 2026 study kit will be made available via AEHT competition platform.

#### BRIEFING DAY

Briefing is held on Tuesday November 3<sup>rd</sup> 2026 and involves following activities:

1. Opening ceremony of the annual conference.
2. Lunch
3. Study tour of the Ferrara with greater region.
4. Briefing
  - Presentation of the competition protocol.
  - Presentation of the competition schedule.
  - Introduction of the competing teams.
  - Introduction of the Judging panel.
  - General knowledge test
  - Questions and Answers about the competition.

##### **The aim of the study tour is:**

1. Help students familiarize themselves with major tourists' sites of Ferrara.



2. Visualize the existing ways of how destination Ferrara demonstrates the competition’s theme and topics.
3. Learn about opportunities for destination Ferrara to further develop tourism in line with the theme and topics of the competition.

The familiarization tour will facilitate soft mobility and walking modes, visiting key attractions and sights with existing practices aligned with competition’s theme and topic. Total expected duration of the tour is 3 hours. Please note that execution of the tour is affected by weather and other “force majeure” events and changes might apply. *Please note that participants of this competition do not attend the Masterclasses mandatory for other students. Instead, participants proceed directly to guided tour in the city, followed by competition briefing.*

**The aim of the General knowledge test is:**

1. demonstrate the students’ ability to work in teams,
2. demonstrate team members English proficiency and
3. demonstrate general knowledge of the destination of Ferrara with greater region.

TIME	ACTIVITY	ATTENDEES
<b>November 3<sup>rd</sup></b>		
<b>12.00 – 13.00</b>	<b>Lunch</b>	<b>All students</b>
<b>13.10 – 16.30</b>	<b>Familiarization tour</b>	<b>Admitted competitors</b>
<b>17.00 – 18.00</b>	<b>Briefing</b>	
<b>18.15 – 19.00</b>	<b>General knowledge test</b>	

**PREPARATION DAY**

Competitors work together in teams on the specific task given during the briefing. Teams will work at the space designated to the Tourist destination competition, with only head judge present for guidance and supervision. Not mentors are allowed. Teams are allowed to do parts of the preparatory work offsite (for example, out in the city) but this must be announced to the head judge, prior to the occurrence. Competitors hand in their hand-outs to the Head Judge at the end of the day, or when their task has been completed. No changes are permitted to these materials after they have been submitted.

<b>November 4<sup>th</sup></b>		
<b>9.00 – 18.00</b>	<b>Preparation and submission of the task</b>	<b>Admitted competitors</b>

On Wednesday, November 4<sup>th</sup> competing students pick up their name badge in the competition room. Competition roster is published at the entrance to the presentation’s venue.

**COMPETITION DAY**

Each team has 15 minutes to present the created output. Each team member should take an active part in preparing, submitting, and presenting the output. Competitors should also show evidence of research and knowledge as well as evidence of sound knowledge in the fields of tourist destination management and marketing. The output should have a clear direction, be fluently delivered in a professional manner. A positive interaction with the audience and capability of answering to the questions is required. Competitors must wear professional clothing or school uniform.

<b>November 5<sup>th</sup></b>		
<b>9.00 – 13.00</b>	<b>Competition</b>	<b>Admitted</b>



---

14.00 – 18.00

Competition

competitors

---

### JUDGING PANNEL

The panel will consist of five judges, including one representative of the local tourism industry, ensuring both academic and industry perspectives in the evaluation process. The Judging Panel will be announced during the Briefing.

### MARKING CRITERIA

1. Content (40 points)
  - a. Integration of the competition theme and topics
  - b. Demonstration of knowledge of Ferrara and its tourism development
  - c. Originality of the proposed solution(s)
  - d. Implementation potential and feasibility of the proposed solution(s)
2. Delivery (30 points)
  - a. Structure and clarity of the presentation
  - b. Demonstrated knowledge of destination management and marketing
  - c. Effective use of visual and technological tools
  - d. Fluency and clarity of communication in English
  - e. Quality, clarity, and relevance of responses to questions
3. Professionalism and team work (20 points)
  - a. Professional appearance and conduct
  - b. Collaboration and balance between team members
  - c. Engagement with the audience
  - d. Effective introduction and positioning of the proposal
4. General knowledge test (10 points)

### IMPORTANT NOTES

- During or immediately after the General Knowledge Test (on the day of the Briefing), team members may raise concerns regarding the English language proficiency of a team member. Any serious concerns must be reported immediately to the Head Judge. Complaints regarding language proficiency will not be accepted after the Briefing.
- The Judging Panel will evaluate teams according to the official marking criteria, covering Content, Delivery, Professionalism and Teamwork, and the General Knowledge Test, as outlined in the competition guidelines.
- All rules and regulations must be respected, including the General AEHT Competition Rules and the AEHT House Rules. Any potential rule violations must be reported to the Head Judge no later than the end of the Briefing.
- Photographing, filming, or recording the competition is strictly prohibited. Photos or videos of teams are allowed only after the team has completed its presentation. In accordance with the consent form, only the conference organizers may record and collect photo or video materials for promotional and educational purposes within the AEHT network.
- Competitors and mentors may leave the competition room only during scheduled breaks.
- Competitors should bring their own laptops, phones, and any materials they intend to use in their presentation. Competitors are encouraged to study the destination in advance. Internet access will be available.
- Teachers or mentors may not accompany students during the competition or preparation, except during the announcement of teams at the start of the Briefing. They are welcome to attend the final presentations as members of the audience.
- The rules ensure fair play and equal opportunities for all competitors, and strict adherence is expected.