



**ASSOCIATION EUROPÉENNE
DES ÉCOLES D'HÔTELLERIE ET DE TOURISME**

**EUROPEAN ASSOCIATION
OF HOTEL AND TOURISM SCHOOLS**

**Annual meeting
Organizational Guidelines**
(applicable from the Annual meeting 2009)

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Guidelines for Organisers of the AEHT Annual Conference

This document is to be completed and signed at a working session including the representatives of the AEHT Presidium and of the organiser of the AEHT Annual Conference, not later than the date of the Annual Conference of the preceding year.

1. Preface

Organising the AEHT Annual Conference implies full and unreserved acceptance by each party involved of the general and particular guidelines and of their implementation. The Annual Conference is the most important of the AEHT's events, and responsibility for it lies with the Presidium and the Executive Board. The main purpose of the Conference is to bring together all categories of AEHT members – students, teachers, directors, observer members and professional members – to take part over 4 or 5 days in a programme of common activities, thus helping to bring closer together the tourism students and teachers of the various regions / countries of Europe and their different cultures.

The activities organised should include at least the following:

- A number of competitions relating to gastronomy and tourism;
- The AEHT's official meetings;
- Excursions to tourist sites in the host country;
- Contacts with the gastronomy and tourism sectors of the host country.

2. Context of the Annual Conference

The Annual Conference acts as the showcase of our association, both for our members and for our external partners. The conference must provide a demonstration of our concept of hotel and tourism education, and provide all participants with a forum for discussion and exchange of ideas. The conference must therefore strive to present the various manifestations of our training courses, and should itself be a training event for the participants. The conference should emphasise the multiple facets of hotel and tourism education, and be an opportunity for the host school(s) to demonstrate their organising skills.

The Annual Conference provides in particular practical experience in the field of tourism / education and serves these training objectives by the following means:

- widening the competence of foreign languages with competitions, lectures, official speeches, in private talks with participants from dozens of nations,
- gaining practical experience by visiting tourist sites and enterprises,
- getting acquainted with teaching principles and methods in different European countries,
- finding partner schools for exchanging students and teachers, working on common (European) projects etc.

In addition, teachers and directors take part in official meetings of AEHT.

Since the most important participants of the Annual Conference are the students, the cost of participating should be at a level which enables as large a number as possible of young people to take part. However, we should not disregard the education and training aspect of this event, and we should ensure that we provide a high quality programme for all participants (see also item 8 of the present guidelines).

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3. Applications

A school interested in organising the Annual Conference should inform the AEHT Presidium at least 3 years prior to the proposed event, using the attached form RA-Cand, which may be downloaded from our website.

The Presidium will examine the request at its next meeting and will inform the candidate school of its decision.

In the case of the withdrawal of an application during this three year period, the Presidium is responsible for reorganising the dates and applications in consultation with other candidates who have submitted an application.

4. Preparation

The organiser should begin preparation for the event as soon as agreement of the Presidium is received. Throughout the preparation phase the organiser remains in regular contact with the Vice-President responsible for the Annual Conference and informs her or him of the progress made.

The organisational arrangements must be in place by the date of the Annual Conference of the previous year, and the Presidium must be asked to approve the proposals.

5. Dates

Traditionally the Annual Conference takes place in week 44 or 45 according to the date of All Saints' Day. Many European countries have school holidays at this time, which makes it easier for schools to take part in the conference. This date is also favourable in terms of the start of the academic year and the conferences and meetings of other associations. This is the period which is therefore to be recommended; exceptions may be made with the agreement of the Presidium, to accommodate the availabilities and constraints of the organiser.

6. The Partners

In 2003 the AEHT defined new membership categories, including that of Professional Members. Obviously, the organisers of the Annual Conference should give these members priority as sponsors, especially since they are motivated and interested in making a contribution of one kind or another to the events.

7. Information and Registration

The implementation phase begins with the publication of the on-line registration forms and documents which contains the following information:

- Deadlines for registration;
- Detailed conditions for registration and payment;
- What goods and services are included for the registration fee;
- The prices and surcharges payable for additional goods and services;
- Addresses and descriptions of hotels;
- The website URLs for the various events;
- The competitions organised - with all necessary details (arrangements, rules, technical specifications, number of participants...);
- Provisional programme;
- The possible arrival locations (train stations, airports, ports ...) and transfers provided;
- Deadlines by which participants must provide details about their delegation;
- Charges to be made for any changes requested beyond the deadline.

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The organiser may also wish to provide:

- Information about flights and trains, and access maps for arrival by car or coach;
- Exchange rate of the local currency with respect to the Euro;
- Indicative cost of taxis and other basic services;
- Tourist information about the town and the host country;
- Addresses of useful internet sites providing information about the town, the region and the country;
- Details regarding the climate;
- Publicity material from the organiser's partners;
- Recommendations about appropriate dress for the different occasions.

With regard to this last point, the participants should be reminded that the final evening with the prize-awarding ceremony is a solemn event; suitably formal attire is therefore required.

The above information should be published before Easter on the organiser's and the AEHT's websites.

For the registration, the organizer has to use the AEHT Annual meeting on-line registration programme developed by the Hotel and Tourism school of Kuressaare (EE). All necessary information has to be sent in due time to the webmaster of this school, Ahti PAJU, who will set up the database with the necessary details every year. The on-line registration platform provides to the organizers at any moment all the information he needs about the participants and manages also the competition registrations and its limits concerning the number of competitors.

Upon receipt of a registration request the organiser should send an acknowledgement to the applicant with a confirmation of registration and request for any further information required (by e-mail or by ordinary mail).

8. *Deadline for registrations*

The organiser should not accept any further registrations **during the last** 2 weeks before the start of the conference. **The online platform will be closed at this moment and further applications have to be negotiated directly with the organiser.** After this deadline the organiser is entitled to refuse any additional application, except for the General Assembly which any member has a right to attend. The organiser may however ask late applicants who wish to attend the Ordinary General Assembly to make their own arrangements for board and lodging.

9. *Financial provisions:*

The overall aim of AEHT's annual conference is described in points 1 and 2 of the present guidelines (Preface, Context...).

As to the financial target: The Annual Conference is not meant to yield profit, but to break even, i.e. cost and proceeds should balance.

The main expenditures of the conference are accommodation, meals, conference venues, transfers, interpretation, ingredients / services for the competitions...;

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These costs are to be covered by the following proceeds:

- participation fee (including all cost from arrival at conference city to departure – except personal expenses),
- sponsoring by local, regional and national tourist- organisations and enterprises, host city, government...,
- subsidies in kind: services rendered by the organising school and other AEHT member schools of the region.

As per decision of the AEHT Presidium on July 6th 2007, the maximum daily costs of participation, all inclusive except travel costs, have been fixed according to the **EU Cost of living index** (see Annex 1) as follows:

- Students, accommodated in double, triple or quadruple rooms: **80 € index 100**
- Teachers, directors and accompanying persons, accommodated **in double rooms**: **120 € index 100**
- Participation fees for teachers, directors and accompanying persons accommodated **in single rooms** will vary according to the comfort of accommodation.

We all acknowledge that in capital cities and main tourist destinations, these price recommendations cannot always be respected.

10. Arrival and welcome of participants

At each arrival location stated by the organiser there should be a welcoming service throughout the official welcoming period. The organiser should arrange the transfer of participants to their hotel(s) within reasonable time and should not expect them to walk long distances with their luggage.

The organiser has no obligation to provide transfers for those arriving outside the specified welcoming period.

Staff providing the welcoming service hand out to the participants the documents related to the conference and give them any last minute useful and necessary information.

The organiser is entitled to refuse to hand over these documents or the hotel room key to any participant who has not paid the registration fee in full and who cannot provide payment guarantees requested.

11. Accommodation and meals

The AEHT Annual Conference has a pedagogical purpose to fulfil in relation to the participants, especially to the students, who are future employees in the hotel and tourism industry. Provision of accommodation and meals should therefore be consistent with students' training by showing a good example of quality goods and services offered at reasonable prices. Organisers should therefore avoid separating the different groups of participants into too many different categories of accommodation.

If the participants are accommodated in different hotels which are more than 10 minutes' walk apart, shuttle buses should be arranged.

Among the prime objectives of the conference are to show in a good light the organising school and its students and teachers, and to encourage direct contacts between the participants. As far as possible the organising school should use its own students and/or those of partner schools for the provision of normal meals. Table service is to be preferred to buffets. Time spent sitting together at the table is the best way of having useful meetings and interesting, enriching conversations and chats.

It is appropriate to provide official tables for meals with VIPs, and whenever the President so requests.

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12. Organisation of the conference programme

Throughout the Conference the organiser will ensure that any information necessary for the smooth running of the programme is displayed in all appropriate places. This information should include:

- Venues and timetables for competitions;
- Venues and timetables for meals;
- Venues and timetables for lectures and workshops;
- Venues and timetables for excursions and leisure activities;
- Instructions if previous registration for excursions etc. is required;
- Transfer timetables;

It is important to organise disco evenings for students in premises which are readily accessible from the hotels where they are staying. Strong alcoholic drinks should be avoided and the cost of other drinks should be at a reasonable level.

13. The first evening

The Conference has been organised each year since May 1988 and a good number of participants attend regularly. The first evening is therefore an opportunity to renew old friendships, and it should take place in a relaxed setting without too much formality and constraint so that participants can move around freely to greet old friends – and meet new ones. A buffet dinner also enables late arrivals to join the group at any time during the evening.

14. Official Opening

The official opening of the Conference is the first formal moment, when all the participants come together for the first time.

Organisers should plan:

- speeches:
 - by the director of the organising school;
 - by local dignitaries;
 - by the AEHT President;
- an entertainment section;
- presentation of the participating countries;
- a short introduction into tourism of the host country / region.

Obviously, this first event must not to last too long – otherwise the audience, especially the young people, will soon let their attention wander.

Simultaneous interpretation is not essential, but the audience must be allowed to understand the speeches in English and in French, either by consecutive interpretation, by projection of the translation onto a screen, or by distribution of copies of the translated texts.

15. Competitions

The organisation of the competitions is governed by a special set of rules drawn up by a group of specialists appointed by the Association.

This group has regular contacts with the organiser during the preparation of the conference and, together with the Vice-President responsible for the Annual Conference (including the competitions), supervises the conduct of the competitions during the Conference.

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The very essence of the AEHT spirit is to gather students from our various member schools and to give them the opportunity to come together to show their skills. Bringing together young people from different schools in different countries into teams gives the competitions a true European dimension and allows the students to overcome linguistic and cultural barriers.

Thus, wherever possible, teams of two and more students from different countries are formed, who co-operate in completing a task in one of the two official languages of AEHT (that must not be their mother tongue).

See the particular regulations set up by the AEHT competition assistance team on demand of the presidium.

16. Lectures, seminars and workshops

One of the most important features of the Annual Conference is the programme of lectures, seminars, workshops and other company presentations aimed at the various categories of participants. Frequently the programme provides an additional training element and an interesting source of information about the professional sectors in the host country. Taking part in the Annual Conference represents a considerable financial investment by the participating schools, and in exchange they are entitled to an appropriate return on their investment. It is therefore insufficient to provide only excursions besides the student competitions and the association's official meetings.

The scheduling of this programme should allow a maximum number of participants to attend without interfering with attendance at the other events.

17. Official Meetings

Various statutory meetings take place during the Annual Conference, and timetable slots need to be reserved for them in agreement with the Presidium:

- A meeting of the Presidium at the start of the conference for preparation of subsequent meetings;
- A meeting of the Executive Board;
- The Ordinary General Assembly;
- A meeting of the new Presidium in election years.

If necessary the President may call further meetings. In addition the Vice-President responsible for the Conference meets regularly with the team supervising the competitions.

18. Ordinary General Assembly (OGA)

The precise venue, date and timing of the OGA are fixed in consultation with the AEHT secretariat during the Presidium and Executive Board meetings in February/March before the Conference. A registration form will be sent to the membership together with the documentation and application forms for the Conference. The agenda and the necessary working documents will be sent out in due time by the secretariat.

For the OGA the organiser must provide a lecture hall or similar with audio-visual equipment and sufficient capacity for all registered members. In addition the organiser must provide simultaneous interpretation into and out of English and French, for which the cost is partly reimbursed by the AEHT in accordance with the House Rules.

The AEHT Secretariat is responsible for the registration of the members attending.

Members who are not registered for the Annual Conference are entitled to attend the Ordinary General Meeting, but do so at their own expense and should arrange their own travel, board and lodging.

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19. Excursions

Participation in the AEHT's Annual Conference, which is organised in a different country each year, obviously entails a visit to a region with its inhabitants, its products and its natural riches. Clearly a complete programme of visits cannot be achieved in these few days, but the visitor should return home with good memories and a desire to return and to the conference city / venue. The promotion of the host town and its region is one of the most convincing arguments that can be used to persuade professional partners to associate themselves with the organiser and to finance in some way a part of the organisational costs.

It is a complex challenge to offer to participants a balanced programme of official meetings, lectures, competitions, visits to companies and excursions – while providing unbeatable value for money. This challenge is a unique opportunity for the organising school to show its professional skill.

20. The Final Evening

The final evening marks the end of the Conference and will therefore be vital for the success of the event. Usually the announcement of the competition results and the prize-giving takes place during this evening, and this makes the organiser's task all the more difficult since the atmosphere becomes more and more excited with the joy of the winners. The organiser should therefore plan to finish the event fairly early, given that usually the majority of the participants will have to leave early the following morning.

As regards the dinner, it is important to ensure quality rather than quantity. We must remember that it is the impression created by this evening that will remain in participants' minds and will incite them to register again for the following Annual Conference.

As with the official opening ceremony, the organiser should specify formal dress for this event.

21. Souvenir presents

Many organisers of the Annual Conference present the participants with souvenirs in the form of products given by their professional partners. While not criticising this gesture, we should point out that it is wise to avoid excessively bulky items, since most participants will be returning home by air, and have a limited baggage allowance. Nevertheless a souvenir marked with the date and location of the Conference is always well received – sometimes only too well by collectors! To ensure that the items are properly distributed, it is recommended that a voucher be handed out with the documents given on arrival, to be exchanged for the gift at specified times.

22. Departure of participants

On the day of departure shuttle buses should provide transfers for participants to the various places originally stated by the organiser. As for the arrivals, early departures or later departures to allow extended stays should be arranged and paid for by participants themselves.

The timetables for transfers should be clearly displayed in the various hotels, and participants may be grouped together for transfers as long as this does not occasion excessive waiting or tight deadlines.

The organiser should ensure that participants confirm in good time the departure times of the delegations.

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23. Final Report

Is to be drawn up by the organising school and should comprise the following points:

- number of participants, school, countries represented;
- short report on the competitions;
- survey of other events during the conference, meetings, lectures;
- financial report: essential proceeds and cost, broken down in percent of the turnover.
If refunding is asked from the Headquarter for eligible costs, supporting documents have to be provided;
- summary and overall assessment of the event.

The report has to be sent to the Headquarter within 2 month after the Annual meeting.



24. *Commitment form:*

The undersigned, _____, official representative of the
Name, first name

AEHT member _____, acknowledges having read the above guidelines,
AEHT code

approves its content and commits on respecting these guidelines for the organization of

the AEHT Annual meeting in the year _____ .

Signed in two original exemplars in _____

Date: _____

For the organizing AEHT member

For the AEHT Presidium

Signature

Signature

Name, first name

Name, first name

Function

Function

Annex 1: European Union “Cost of Living” index – 2009

Allemagne / Germany	100,20
Autrich / Austria	107,10
Belgique / Belgium	100,00
Bulgarie / Bulgaria	56,63
Chypres / Cyprus	91,96
Danemark / Denmark	135,88
Espagne / Spain	101,20
Estonie / Estonia	80,26
Finlande / Finland	117,70
France	119,00
Grèce / Greece	93,00
Hongrie / Hungary	89,99
Irlande / Ireland	122,40
Islande / Island	139,23
Italie / Italy	111,80
Lettonie / Latvia	76,12
Lithuanie / Lithuania	77,07
Luxembourg	100,00
Malte / Malta	89,55
Norvège / Norway	140,43
Pays-Bas / Netherlands	109,70
Pologne / Poland	81,38
Portugal	91,50
Roumanie / Romania	63,78
Royaume-Uni / United Kingdom	143,76
Slovaquie / Slovakia	92,94
Slovénie / Slovenia	82,97
Suède / Sweden	112,38
Tchèque (République) / Czech Republic	90,56
Turquie / Turkey	83,60

The index for countries not listed in the table will be fixed by the Presidium in case of need.