

Baltic International Summer School „International Tourism Events Management” (ITEM)

August 5 – 14, 2016

Concept

The ten days intensive course of lectures, workshops and hands-on activities will be based on the topic of International Tourism Events Management. The students will be introduced with the theoretical approaches, specifics for the Baltic States, targeted cases and tools that can be applied in the event management and assessment of various impacts. A central part of the study is based on a large-scale series of Latvian cultural/tourism events, which will be the focus of student individual assignments. Several aspects should be highlighted as the basic elements of the summer school: interdisciplinarity, ICT, hands-on approach, intercultural skills, holistic approach and innovation.

Studies will be based on **interdisciplinary approach** through integration of social sciences and technologies which will be reflected in the content of the lectures and group work assignments.

ITEM programme will help students to understand complex ideas from a range of subjects, to synthesise these into a rounded intellectual and creative response, to understand the symbiotic potential of distinct disciplines within event management, in the particular case. Beneficial analyses – assessment of various impacts from the visiting of cultural events on the society, local economy and environment are taken as framework to build up the content structure of the summer school.

The course follows **basic principles**:

- Compliance with the innovations and newest trends in European tourism and events management achievements;
- Integration of research, studies and practice;
- Close study relation with tourism industry and direct integration into practise-related projects;
- Developed critical thinking and strategic argumentation for benefits from the event to the various stakeholders.

The course enables skills of *strategic decision-making, critical thinking, leadership development and creativity and performance* which are fundamental for successful study results in tourism event management.

The gaining of the knowledge of Event management software, e-events and **IT applications** is essential. The course also includes classroom teaching, seminars,

workshops, company visits, meetings with managers, professionals and important stakeholders, which all contributes to personal development of the students.

As an important element the summer school will focus on a hands-on group work carried out in **multicultural groups**. This way students will advance their intercultural skills, as well as the mix of student backgrounds and cultures can lead to innovative and new ideas in developing student projects

What is more, Baltic International Summer School has 19 year long tradition in Vidzeme University of Applied Sciences which ensures high quality of support/services and a traditionally vibrant cultural and social event programme. The cultural programme includes International Snack Party, film and sports nights, local orienteering game, visit to the Baltic Sea coast and other activities. The summer school is hosted by a city of Valmiera which is a regional centre in the northern part of Latvia. The programme is put together in such a way that the participants also see and explore a bit of the country's historical and nature heritage, lifestyle and countryside. The summer school activities should have positive impact of promoting regional development and high-quality culture availability outside the big cities. That will be integrated with EnterGauja tourism cluster network development strategies, what provides access to the existing network of all the stakeholders involved.

Around 30 participants are expected for the summer school course in 2016. The number of participants ensures high quality teaching result, group work and a mix of different cultures, as it has been experienced in the previous years. Many of participants have called their summer school experience: My absolutely best summer in the Baltics!

To find out more about the programme and Baltic International Summer School, see the webpage: <http://biss.va.lv>