



## UBC Commission on Tourism

The UBC Commission on Tourism announces the competition on the best tourist destination, idea or project developed by the UBC member cities in 2009. **The objective is to identify and to promote the best sustainable tourist product, event, project or tourist destination within the Baltic Sea Region.**

Below you shall find detailed regulations and proceedings related to the competition.

### PART I - REGULATIONS

#### 1. INTRODUCTION

Taking the initiative to spur the UBC member cities on to activities in the field of sustainable tourism, the UBC Commission on Tourism puts on the table a concrete proposal. The UBC CoT wishes to fit in with its activities into the UBC's mainstream, namely "How to make the BSR more accessible and attractive".

Having said that, the CoT announces the tourist field competition for the Baltic cities in 2009.

The objective is to identify and to promote the best tourist product, destination, event, idea or project developed by the Baltic cities, as well as to promote the Baltic Sea Region as a tourist destination.

The CoT shall announce the competition each year commencing with 2009 during its spring meeting (March/April).

The CoT welcomes those projects, ideas, tourist destinations, etc. which in particular :

1. promote the BSR as tourist destination
2. promote UBC as an international NGO
3. strengthen regional links among tourist organisations
4. are innovative in your own area but have wider regional or cross-border impact
5. promote sustainable tourism in the Baltic Sea Region.



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### 2. CONDITIONS OF APPLICATION

#### Participating cities

The competition is reserved explicitly to the UBC member cities (for the complete and up-to-date list of cities please go to [www.ubc.net](http://www.ubc.net)). Please note that only municipalities shall be entitled to deliver applications. Any agencies or institutions operating locally wishing to participate in the competition have to go through the municipality.

Each city can send only **one** application. More than one applications from member cities shall not be considered at all.

Applications have to be signed and stamped by the mayor. Applications sent by e-mail have to be followed by the printed out material with all necessary stamps and signatures and sent over by regular post.

Applications may be accompanied by photo portfolio, if applicable. However, it should be noted that portfolio must be prepared at one expense. The UBC CoT shall not re-fund any costs related to this. The cities are also welcome to enclose any newspaper clippings, etc.

**Important: Any additional material forwarded to the CoT shall not be returned.**

### 3. SUBMISSION DEADLINE

The deadline for submitting the applications is **01 November 2009**.

### 4. The Jury

The jury of the competition consists of the UBC member cities: 5 cities selected during the Liepaja CoT meeting, namely: **Cesis, Kaunas, Pärnu, Szczecin and Trelleborg**.

The jury shall be presided over by the City of Szczecin.

### 5. Technicalities

#### Selection procedures

The application shall be considered valid if signed and stamped by the mayor of the city.



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To select the best application members of the jury shall receive the electronic version of all applications. Upon reading all applications they shall form their „ranking” list – positioning the best application as number one, and the weakest – the last number on the list.

The president of the jury shall be emailed (cc to all members and CoT Chairman) ranking lists from each member of the jury and prepares the report summarising the results. She is responsible for preparing the final list.

After having verified all e-applications, the jury shall meet in November 2009 in Trelleborg to work out the final verdict.

### Prizes

All applications shall be described and promoted within the UBC with all possible means. The prizes shall be granted to the first three best applications from the final ranking list. The following prizes were agreed upon during the CoT meeting related to the competition in Liepaja 2009.

**I prize: 2000 Euro**

**II prize – 1500 Euro**

**III prize – 1000 Euro.**

### Payment

After receiving the final report from the Jury, the CoT Chairman shall order given amounts to be transferred to the bank account indicated in the application.

### Certificates and diplomas

Certificates and diplomas are to be granted during the spring meetings of the CoT (March-April 2010). It is planned that representatives of the winning authorities shall be invited to the CoT meeting. The new edition of the competition shall be announced shortly afterwards.

### CoT time schedule

All proposals shall be assessed between 1 May and 31 October 2009. Applications are to be submitted until 1 November. Please note that the date on the post stamp is decisive. The results of the competition shall be officially announced on 30 November 2009. Payment of prize money is scheduled for December 2009.



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### 6. PRACTICAL INFORMATION

All enquiries related to the competition should be made in writing to the address given below or by e-mail: [ekurjata@um.szczecin.pl](mailto:ekurjata@um.szczecin.pl).

#### FOR MORE INFORMATION ON CoT PLEASE CONTACT:

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Ms. Ewa Kurjata, Senior International Officer

UBC CoT co-chair / Chairman of the jury

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[www.szczecin.pl](http://www.szczecin.pl)



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### PART II – APPLICATION FORM

#### DETAILED INFORMATION

Please fill in the missing information:

Institution: \_\_\_\_\_

Country: \_\_\_\_\_

Address: \_\_\_\_\_

Contact person: \_\_\_\_\_

Function: \_\_\_\_\_

Department: \_\_\_\_\_

Telephone: \_\_\_\_\_

Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Bank details: \_\_\_\_\_

\_\_\_\_\_

Please specify the name of the city's bank account, account number, address of the bank, SWIFT Code, etc.

#### DESCRIPTION OF THE PROJECT

Please describe the project which was implemented in your city. Please give reasons why it has been selected by your city. The description should be given in English (max. 400 words) and should contain the following details:

Name of the project

Date of completion

Name of organisers, implementers

Number of participants

Total budget of the project

Financed by/from:



## **UBC Commission on Tourism**

Short description of the project (max. 400 words).

- a. Aims of the project
- b. Actions taken within the implementation of the project
- c. Priorities in agreement with the CoT (sustainable tourism priority).