



## ONLINE EURHODIP STUDENT COMPETITION

# #taste2connect

2021, April 6<sup>th</sup> – 11<sup>th</sup>

### 1 THE AIM OF THIS COMPETITION IS TO:

- connect young and talented professionals in the field of hospitality, tourism and wellness and future workers, with the aim of acquiring practical competencies in their field of studies.
- give students a rich practical experience that will make it much easier for them to enter the labour market.
- stimulate the development of creative integrated products based on the principles of Generation Z and promote European natural and cultural diversity.
- emphasize the principles of sustainable development and wellbeing through gastronomy tourism.

### 2 COMPETITION THEME AND STRUCTURE:

- well-being and sustainability in gastronomy tourism.
- In groups of 3 students and one mentor (1 TEAM PER SCHOOL), it will be necessary to create an integral tourist product at any chosen tourist destination in the home region.

### 3 COMPULSORY ELEMENTS - COMPETITION OUTPUTS

3.1 Short business plan: a maximum of 4500 characters without spaces in which the following elements are clearly highlighted:

- Unique points of sale of the destination, which must contain the following elements: well-being and sustainability, sustainable culinary tradition
- Clearly exposed components of the entire integrated tourist product and calculation of the selling price
- Draft promotional plan for an integrated tourism product



EURHODIP

### 3.2 Video presentation

- Maximum duration from 3 to 4 minutes, which must contain the following elements:
- Maximum 1 minute pitch in which will be necessary to concisely present the main advantages of your integral tourist product;
- Use the rest of the time (max 3 minutes) to creatively present and promote your integral tourism product. Make it look like an unforgettable experience.
- Video can be filmed with your phone in HD, (horizontal point of view).
- Compulsory: opening page of the video with logo of EURHODIP, logo of the School, name of the competition, use of hashtags: #taste2connect, #eurhodip

## 4 COMPETITION RULES

- Only the students from the schools of the EURHODIP family can take part in this competition
- The language of the competition is English
- Each Eurhodip member school can compete with only one team
- All the materials from the competing team should be sent in one email till the competition deadline to [bruxelles@eurhodip.com](mailto:bruxelles@eurhodip.com). (Wetransfer with original file, link to YouTube)

## 5 CRITERIA

- Professional knowledge of the theme
- Feasibility
- Practical value
- Creativity
- Team work
- Technical Aspects

## 5 WHO WILL JUDGE THE COMPETITION

- International jury from the hospitality, tourism and wellness sector

## 6 COMPETITION WINDOW

On the 6th of April, 2021 : announcement of the main theme during a kick off webinar 10 :00 AM CET +1 ) of the competition theme, competition start

On the 11th of April, 2021 (00:00 PM CET+1): deadline for sending the competition outputs

On the 23th of April, 2021 : Online Award Ceremony (10 :00 AM CET +1 )



Award:

- 300 € Amazon gift card for the winning team
- Certificates for all the competitors
- Promotion of school and best teams in Eurhodip Magazine and website.

How to enter:

- Send the application form by email at [bruxelles@eurhodip.com](mailto:bruxelles@eurhodip.com). Deadline for the application: 31<sup>th</sup> of March, 2021
- Fill in application form <https://forms.gle/vA3bBjS45DvfdkpJA>
- A payment of 30,00 € is made per competing team to Eurhodip (bank details will automatically appear once you submit the registration form.)