

WITIA Educational Terms of Reference

Purpose and Objectives

The purpose of WITIA's Educational is to provide WITIA members with an opportunity to come together with other tourism professionals to network and learn. Educationals are held bi-annually. If possible (depending on calendar and accessibility considerations), an Educational may also include WITIA's Annual General Meeting (AGM).

Specific learning objectives include:

- 1 Direct experience with those elements that characterise the destination and that distinguish it from its competitors.
- 2 Insight into policies, public or otherwise, that further the development of tourism in the region.
- 3 Opportunities to learn about best practices, both from the destination and from participants.
- 4 Opportunities to go behind the scenes for direct investigation and discussion with tourism operators and/or their staff to attain insider knowledge.

Other objectives include:

- 1 Opportunities for international networking with industry peers.
- 2 Opportunities to promote a business interest, an academic area of study, a destination or a product line to other participants.
- 3 Opportunities to socialise and enjoy a professional development experience with tourism colleagues.

Itinerary

The Educational itinerary should include authentic and significant learning opportunities geared to tourism professionals. In particular, participants should be able to learn about the destination's tourism assets, relevant policies and best practices.

The format is typically mobile. Participants experience the destination's attractions through guided tours as well as participating in lectures, workshops and/or educational activities that take participants behind the scenes.

The program should include an initial meet-and-greet networking reception and a final farewell dinner that provides a sense of celebration and completion.

For more information, see below guidelines.

Governance

Oversight and set-up of the Educational is the responsibility of WITIA's Vice President who chairs a committee drawn from the WITIA Committee and may include one or more WITIA members. The Vice President's responsibility may be transferred to other members of the WITIA Board

and/or Committee from time to time, depending on experience and qualifications. The WITIA Vice President reports to the WITIA Board, which has the responsibility for approving the venues, scheduling, and content of the event.

Frequency

WITIA Educationals will normally occur at least once every two years, as determined by WITIA's Board of Directors.

Registration Fees

The cost of participation in a WITIA Educational should be set below market prices, reflecting the fact that WITIA members are tourism industry professionals. Industry non-members and/or guests will pay a surcharge. The final per person cost of the Educational will be approved by the WITIA Board.

Bidding

Ideally a request for proposals (RFP) will be sent out at least one-and-a-half years in advance of the planned Educational. The WITIA Board shall review the submissions and select a winning venue/destination/ hosting organisation from among them. Qualified bidders may seek assistance in submitting their RFP from WITIA's Vice President. After bid approval, the Vice President will liaise with the winning bidder to ensure that the Educational itinerary meets the objectives of WITIA (above).

Qualified bidders: Qualified bidders must be members in good standing of WITIA. Participation in earlier Educationals and multi-year membership in WITIA are not requirements but are considered positive influencing factors.

Companies wishing to host an Educational are advised to seek out and partner with local tourism associations and local convention & visitors bureau within the destination.

Submissions that include such partnerships will be viewed more favorably than bids that come solely from individual companies.

Evaluating Bids: Submissions will be presented by the WITIA Vice President to the WITIA Committee for discussion and input, with final approval by the WITIA Board. Decisions will be based on the following criteria:

- 1 The degree to which the appeal of the destination and price-to-value ratio of the package are projected to encourage paid participation.
- 2 The destination's potential to provide significant educational opportunities for tourism professionals, including opportunities to garner behind-the-scenes, insider knowledge.
- 3 A cost that is accessible for most members.
- 4 Demonstrated organisational abilities of the host and local tour operator(s).
- 5 Proof of workable online registration software and the ability to process funds in US dollars or the major currency of the destination, subject to approval by the WITIA Board.

- 6 Assurance of the safety and security of participants including notifications from the World Health Organisation that all protocols are adhered, in particular to the Covid19 Pandemic. It is noted that participants are responsible for their own country protocols in particular on their return home.
- 7 Geographical location relative to the immediately preceding Educational(s), insofar as the choice of location supports WITIA's goal to make its Educationals accessible to members around the world.
- 8 A firm commitment on the part of the host and local tour operator(s) to be involved in WITIA.
- 9 The availability of sponsorship and/or assistance in underwriting costs by participating companies.
- 10 The capacity to offer pre and post Educational tours.

Responsibilities of the Successful Bidder

- 1 Set up and implement Educational itinerary.
- 2 Collect all fees, issue confirmations, receipts and other documents such as welcome emails, itineraries, trip notes, etc. in a professional manner.
- 3 Sub-contract with tour operators and companies offering accommodations, attractions, transportation and food service.
- 4 Transportation, safety and security of participants from the moment of their arrival (usually at an airport or at the hotel) until the end of the tour (usually at the airport). Participants are responsible for their own transportation to and from the Educational unless otherwise specified in the itinerary.

Pre and Post Educational Tours

Pre and post Educational tours provide the opportunity for participants to extend the Educational experience. These may be offered by the successful bidder (as part of the submission) or by other WITIA members (after the winning submission has been announced). Pre and post tours are reviewed and approved by the WITIA board.

Sponsorship

Monetary or in-kind sponsorship of the Educational, in whole or in part, is encouraged to offset and reduce the costs of the event. Sponsors will be cited in all event materials, on the WITIA website, and via other WITIA products (WITIA Works! and WITIA Networks!, for example). WITIA will prepare an event sponsorship package for use by the bidder in securing local sponsorship and by WITIA in securing global sponsors.

APPENDIX

Request for Submission Guidelines:

- 1 An email notification of the Request for Proposals and the due date of said proposals will be sent to all members.
- 2 Written submissions are to be submitted to the Vice President by the date set by the WITIA Board.
- 3 Submissions are only accepted from members in good standing.
- 4 All submissions will be acknowledged by the Vice President.
- 5 Further information may be requested during the submission period by contacting the Vice President.
- 6 All submissions will be evaluated according to the criteria listed in Evaluating Bids with a score rating from 1-5 for each point. Refer to document Evaluation of Bids.
- 7 All persons submitting a bid will be notified of the Board's decision.
- 8 The bidder must be backed by a fully licensed travel agent, ground operator, tour operator or conference organiser and must carry sufficient public liability insurance.
- 9 Registrations and payments must be accepted and processed by the successful bidder. WITIA must be notified at the time of each registration.
- 10 Registration fees are set and approved by the WITIA Executive. Non-members will pay a surcharge, which will be remitted to WITIA. WITIA will add its own administrative fee to be included in the tour cost and paid to WITIA following the Educational.
- 11 A finalised itinerary will be submitted to WITIA within 30 days of winning the bid. This itinerary will be developed in consultation with the WITIA Vice President or her/his designate.
- 12 Publicity material, including images, for inclusion on the WITIA website and in its publications must be submitted within 60 days of winning the bid.
- 13 Event bags, name tags, and rooming list are to be supplied to all participants.

Itinerary Guidelines:

- 1 Most itineraries will be 5 or 6 days in length.
- 2 Cost of accommodations, tours, intra-tour transportation and most meals should be based on a minimum of 30 registrants.
- 3 There should be one FOC registration for a member of the WITIA Board.
- 4 Airport transfers should be based on 1-2 people travelling together as many delegates arrive individually. Should there be more than 2 people travelling together, a group transfer will be organised.
- 5 The itinerary may include more than one hotel, depending on the scope of the tour. If an AGM is included, the hotel chosen for the AGM should also be one of the hotels used for accommodations.
- 6 Extra night accommodations at the Educational hotel(s), both before and after the Educational dates, should be contracted at the same rate as the Educational rates.
- 7 Hotel site inspections with hospitality are encouraged. This may include hosted morning/afternoon teas, cocktails, lunches or dinners.
- 8 Touring shall be by private coach with an English-speaking guide unless there is a specific reason for a deviation, such as a walking tour, river cruise from a nearby pier, etc.
- 9 Entrance fees to all attractions must be included in the Educational cost.
- 10 Twin/double, single and triple rates are required (not supplements, which would only be for singles).

11 The program must include an opening cocktail reception and a farewell dinner.

Pre- and Post- Educational Tour Guidelines:

- 1 The number of Pre/Post tours should be limited so as not to unduly dilute participation by delegates.
- 2 Ideally pre/post tours should be able to operate with a minimum of 2-6 persons.
- 3 Pre/post tour bids may be submitted by members other than those hosting the Educational.