

HOSPITALITY EDUCATION AWARDS

**THE TOURISM
TRAINING AWARDS
IN PORTUGAL**

REGULATION 2020



INDEX

INTRODUCTION	3
ARTICLES	4
1 ST ARTICLE. SUBMISSION OF APPLICATIONS	4
2 ND ARTICLE. EVALUATION AND CLASSIFICATION CRITERIA FOR SUBMITTED APPLICATIONS	4
3 RD ARTICLE. EVALUATION OF APPLICATIONS	4
4 TH ARTICLE. AWARDS DELIVERY	5
5 TH ARTICLE. SCHEDULE OF ACTIVITIES	5
6 TH ARTICLE. CONFIDENTIALITY OF APPLICATIONS	5
7 TH ARTICLE. EXCLUSION CONDITIONS	6
8 TH ARTICLE. JURY CONSTITUTION	6
9 TH ARTICLE. CATEGORIES AND TO WHOM THEY ARE INTENDED	6
DEFINITION OF CATEGORIES	7
BEST EDUCATIONAL PROJECT	7
BEST INNOVATION AND DEVELOPMENT PROJECT (I&D)	8
BEST TEACHING CAREER IN HIGHER EDUCATION	9
BEST TEACHING CAREER IN VOCATIONAL EDUCATION	10
BEST STAKEHOLDER	12
FÓRUM TURISMO AWARD	13
NOTES	13

INTRODUCTION

This Guidebook aims to clarify the specificities associated with the Hospitality Education Awards 2020, namely regarding the preparation and submission of applications, as well as the evaluation process.

The awards aim to recognize the best in the field of Hospitality education and training. They aim to contribute to the dignification of professionals and their professions in this area and, also, to stimulate the quality of training in response to market needs.

It is in this context that Associação Fórum Turismo, in collaboration with Turismo de Portugal, IP, the Associação Nacional de Escolas Profissionais (ANESPO), o Instituto de Emprego e Formação Profissional (IEFP), the Rede de Instituições Públicas do Ensino Superior com Cursos na área do Turismo (RIPTUR) and the Organização Mundial de Turismo (OMT), makes this annual distinction that aims to be a bridge between the academic world and the professional world.

Hospitality Education Awards award six different categories: Best Educational Project; Best Innovation and Development Project (I&D); Best Teaching Career in Higher Education; Best Teaching Career in Vocational Education; Best Stakeholder and the Career Award.

Each category has specific evaluation criteria, so they must be analyzed individually, following this document.

ARTICLES

1ST ARTICLE. SUBMISSION OF APPLICATIONS

- A) Applications for the Hospitality Education Awards 2020, must be submitted online at www.hepta.pt, after registering on the website.
- B) All applications must be submitted between April 15th, 2020 and June 30th, 2020. Applications submitted after this date will be automatically excluded.

The application submission process takes place in the following phases:

- 1) Access and registration at www.hepta.pt.
- 2) Submission of the intended online application in accordance with the current regulation and delivery of all necessary and requested documentation by the selected category, within the deadline.
- 3) E-mail notification conforming application submission.
- 4) After confirming the application submission, the candidate can change/update his application until the submission deadline on June 30th, 2020. After the application submission period has ended, the organizing entity will carry out a technical evaluation of the applications, in order to check if it meets all the criteria and technical requirements requested. It should be noted that the content of the responses will not be evaluated, but the technical fulfillment of the application (eg: unanswered criteria and / or suitability of the application to the selected category, among others). If it is recognized, by the competent authority, that the application needs change in these compliant, the candidate will be given a period of 48 hours to rectify his application, after the given notification. The entity will only notify the candidate about the change once, so after that, it is the candidate's entire responsibility, whether to comply with it. The change in the application suggested by the organization is voluntary, however, depending on the level of non-compliance, failure to change it may result in your total disqualification.

2ND ARTICLE. EVALUATION AND CLASSIFICATION CRITERIA FOR SUBMITTED APPLICATIONS

Applications will be ranked using a 1-10 point numerical scale for each of the evaluation criteria.

Each of the criteria is evaluated using the 10-point scale, with only whole numbers (without decimal ratings).

The evaluation will focus on:

SPECIFIC EVALUATION according to the criteria defined for each of the categories.

GENERAL EVALUATION - synthetic/direct and organized, creativity and presentation.

3RD ARTICLE. EVALUATION OF APPLICATIONS

The process of evaluating applications by the jury is divided into two phases:

- 1) First, a quantitative assessment will be made, through the sum of points attributed to the criteria of the submitted application, in order to identify the 5 finalists by category.
- 2) Secondly, a qualitative evaluation of the 5 finalists obtained in the quantitative evaluation will be made, with the aim of identifying the winners of each category.

4TH ARTICLE. AWARDS DELIVERY

The award delivery process takes place in the following phases:

- 1) Notification of the 5 finalists from each category via email.
- 2) Official announcement of the 5 finalists, of each category of the Hospitality Education Awards 2020, to the general public and other candidates, through the official channels of the Hospitality Education Awards.
- 3) Official delivery of the Hospitality Education Awards on a location and date to be announced.

Important considerations:

- ⦿ Only the ratings obtained by the five finalist applications will be officially known.
- ⦿ Participants who applied but do not host the five finalists and want to know their final classification, should contact the organizing entity, Associação Fórum Turismo, directly, via email geral@forumturismo21.org and make that request.

5TH ARTICLE. SCHEDULE OF ACTIVITIES

15th of April, 2020 - Opening of applications

30th of June, 2020 - Closing of applications

1st-15th of July, 2020 - Quantitative evaluation by the jury to obtain the 5 finalists

16th of July, 2020 - Qualitative evaluation by the jury to obtain the winner from each categories

16th of July, 2020 - Notification of the 5 finalists from each category via email

16th-30th of July, 2020 - Official announcement of the 5 finalists, of each category of the Hospitality Education Awards 2020, to the general public and other candidates, through the official channels of the Hospitality Education Awards

September, 2020 - Official delivery of the Hospitality Education Awards in a date and a location to be announced

6TH ARTICLE. CONFIDENTIALITY OF APPLICATIONS

All applications are confidential until the jury identifies the five finalists nominated for each category.

Therefore, the scores of the applications submitted by the nominated finalists will be displayed on the event's institutional website at www.hea.pt from the moment the finalists are notified and recognized as winners, after the Hospitality Education Awards delivery.

The scores of the remaining submitted applications will only be available according to the submission of a formal request by email, by the authors.

7TH ARTICLE. EXCLUSION CONDITIONS

The organization of the Hospitality Education Awards 2020 reserves the right to exclude applications that:

- A)** Who fail to comply with the submission deadline defined in this regulation.
- B)** Where the submitted application is not completed.
- C)** That have no impact on national territory and do not reflect the direct or indirect benefit of the tourism and hotel sector.
- D)** That do not fall into the categories to which they are candidates, even after notification of the need to correct the situation.

In addition, all candidates that won categories in previous editions will only be able to submit new applications to the same categories, after a minimum period of 3 years. Failure to comply with this condition will also lead to the exclusion of applications.

8TH ARTICLE. JURY CONSTITUTION

The evaluation of the applications will be carried out by a panel of independent, national evaluators, of recognized merit and suitability, constituted for this purpose.

These will be representatives of Turismo de Portugal, IP, of the Associação Nacional de Escolas Profissionais (ANESPO), of the Instituto de Emprego e Formação Profissional (IEFP), of the Rede de Instituições Públicas do Ensino Superior com Cursos na área do Turismo (RIPTUR) and of the Organização Mundial do Turismo (OMT).

Each application will be individually evaluated by each member of the panel.

The name of the external evaluators will not be made public.

9TH ARTICLE. CATEGORIES AND TO WHOM THEY ARE INTENDED

The application in the various categories of the Hospitality Education Awards can be made in two ways, by direct application, the teacher and/or the project promoter makes his individual application or the project that he/she integrates, or by nomination, the application of the teacher and/or promoter of the project is made by someone who nominates the teacher and/or the project that he/she considers deserving of recognition from the Hospitality Education Awards. The application for the category of "Best Stakeholder" is mandatorily made through direct application, that is, by an active employee in the organization.

Regardless of whether it is a direct application or by appointment, note below which audience the different categories are intended for.

- 1)** Best Educational Project - Schools, teachers and trainers can apply for this category directly and/or by nomination.
- 2)** Best Innovation and Development (I&D) Project - Schools, teachers and trainers can apply for this category directly and/or by nomination.
- 3)** Best Teaching Career in Higher Education - This category can apply directly and/or by nomination, teachers and trainers in higher education.
- 4)** Best Teaching Career in Vocational Education - This category can be applied directly and/or by nomination, teachers and trainers of professional education.
- 5)** Best Stakeholder - Stakeholders, companies, associations and entities can apply directly to this category.
- 6)** Fórum Turismo Award - This prize is directly awarded by the jury, so it does not require any submission.

DEFINITION OF CATEGORIES

BEST EDUCATIONAL PROJECT

This award aims to recognize projects that have contributed to the improvement of the educational process in educational institutions and the academic community in which they operate, namely:

- ⦿ Projects that encourage the improvement of pedagogical conditions with a view to valuing and interest the student.
- ⦿ Projects that create proximity and innovation in the relationship between the teacher and the student.
- ⦿ Projects that update pedagogical practices to the present/future of the training and educational process.
- ⦿ Projects that encourage social responsibility in the academic context.

Applications for the category «Best Educational Project» **are eligible** for all applications submitted, that directly or by nomination, apply for an educational project. By project, we mean an idea and/or project plan with current practical implementation in the academic community.

The evaluation will generally focus on:

- ✔ Added value of the project and its potential and/or real impact on the academic community, aiming at the benefit of tourism training in educational institutions.

The evaluation criteria:

APPLICATION IDENTIFICATION

- 1) Name of the promoter/or the person responsible for the application
- 2) Project name
- 3) Email of the promoter/or of the person responsible for the application
- 4) Telephone of the promoter/or of the person responsible for the application
- 5) Project summary in Portuguese and English (500 characters)

SPECIFIC EVALUATION CRITERIA SCORE - Weighting 80%

- ⦿ Value proposition (0-10) - *(explain what value the project adds to your target audience and why they should consume / interact with it. Also explaining your USP (Unique Selling Proposition) for your project)*
- ⦿ Degree of innovation (0-10) - *(explain the breadth of innovation with the capacity to add value and respond to a need in the tourism education system)*
- ⦿ Response to an existing problem / need in the educational context (0-10) - *(explain what is the problem/need that the developed project seeks to solve / answer and in what way)*
- ⦿ Implementation of a new teaching methodology (0-10) - *(explain how the project in question created a new teaching methodology that, was or, was not, adopted as a teaching methodology by other institutions)*
- ⦿ Potential for replication (0-10) - *(explain whether the project has characteristics of replication and/or transfer of results and experiences, to other entities, regions, countries or sectors of activity)*
- ⦿ Impact on the school community (0-10) - *(explain the impact that the developed project seeks to cause in the academic community, in the improvement of pedagogical conditions and practices, in the relationship between the teacher and the student and how)*

- ⦿ Potential for impact on society (0-10) - *(explain what impact the developed project seeks to have on society, namely with its social responsibility practices)*
- ⦿ Evidence and results of the application (0-10) - *(explain the evidence and / or results from metrics taken from the project's practical application in the market (eg: number of magazine subscribers, number of website visits, etc.). If the project has a market study conducted, which justifies, in some way, the relevance of the practical implementation of the project in the academic community (Ex: interviews, surveys, etc.), the results obtained can also be presented.)*
- ⦿ Complementary project presentation document - *(In this field, a document must be submitted in pdf format - not exceeding 10 pages, with a maximum capacity of 25 MB. It must contain other evidence to support the project. Ex: photographs, testimonies, links to videos, data, among others. others considered pertinent.)*

GENERAL EVALUATION - Weighting of 20%

(Criteria to be applied to the complementary project presentation document)

- ⦿ Synthetic and direct/Organization (0-10)
- ⦿ Creativity and presentation (0-10)

BEST INNOVATION AND DEVELOPMENT PROJECT (I&D)

This award aims to recognize projects focused on innovation and development with direct application in tourism and hospitality. Projects that make a difference in the quality of a destination, in the social and/or economic aspect, with the purpose of stimulating a society better prepared for the future.

Applications for the category «Best Innovation and Development Project (I&D)» **are eligible** for all applications submitted, that directly or by nomination, apply for an innovation and development project. By project, we mean an idea and/or project plan with current practical implementation in the market.

The evaluation will generally focus on:

- ☑ Added value of the project and its potential impact on society, considering its viability and sustainability in all its aspects.

The evaluation criteria:

APPLICATION IDENTIFICATION

- 1) Name of the promoter/or the person responsible for the application
- 2) Project name
- 3) Email of the promoter/or of the person responsible for the application
- 4) Telephone of the promoter/or of the person responsible for the application
- 5) Project summary in Portuguese and English (500 characters)

SPECIFIC EVALUATION CRITERIA SCORE - Weighting 80%

- ⦿ Value proposition (0-10) - *(explain what value the project adds to your target audience and why they should consume / interact with it. Also explaining your USP (Unique Selling Proposition) for your project)*
- ⦿ Degree of innovation (0-10) - *(explain the breadth of innovation with the capacity to add value and respond to a need in the tourism education system)*

- ⦿ Responds to an existing problem/need in society (0-10) - *(explain what impact the developed project seeks to have on the market and how)*
- ⦿ Realization of the idea in a product/service (0-10) - *(explain the creative process between the creation of the idea and the materialization of it in a product and / or service)*
- ⦿ Potential for growth (replication) (0-10) - *(explain how the proposed project can develop in the long term, what other services and/or products it can add and offer in the future, what partnerships it can develop, what is the potential for the business to scale and grow. In the same measure, leave evidence if the project has characteristics of replication and / or transfer of results and experiences, to other entities, regions, countries or sectors of activity)*
- ⦿ Economic viability (0-10) - *(explain how the project will prosper economically and what will be/are its main sources of income)*
- ⦿ Impact on the surrounding community (0-10) - *(explain how the project will/already benefits the community and its target audience)*
- ⦿ Sustainability (social, economic and environmental) (0-10) - *(explain how the project will maintain its long-term sustainability, both socially, economically and environmentally)*
- ⦿ Complementary project presentation document - *(In this field, a document must be submitted in pdf format - not exceeding 10 pages, with a maximum capacity of 25 MB. It must contain other evidence to support the project. Ex: photographs, testimonies, links to videos, data, among others. others considered pertinent.)*

GENERAL EVALUATION - Weighting of 20%

(Criteria to be applied to the complementary project presentation document)

- ⦿ Synthetic and direct/Organization (0-10)
- ⦿ Creativity and presentation (0-10)

BEST TEACHING CAREER IN HIGHER EDUCATION

This award aims to recognize the career path of a professor in higher education in tourism and hospitality, rewarding the teachers academic and professional path.

Applications for the category «Best Teaching Career in Higher Education» **are eligible** for all applications submitted that, directly or by nomination, apply a higher education teacher. Only applications from teachers employed full-time in Higher Education are accepted.

The evaluation will focus, in general, on:

- ☑ Academic, scientific and professional trajectory of higher education teachers, as well as in social activities and associative involvement developed by the same.

The evaluation criteria:

APPLICATION IDENTIFICATION

- 1) Name of the Teacher
- 2) Name of the Educational Institution to which the professor is employed to
- 3) Email of the Teacher/or the person responsible for the application
- 4) Telephone of the Teacher/or person responsible for the application
- 5) Submission of the CURRICULUM VITAE of the teacher

SPECIFIC EVALUATION - 80% weighting

- ⦿ Academic training (0-10) - *(explain, in chronological order, the training provided by the teacher at the academic level.)*
- ⦿ Academic awards (0-10) - *(explain, in chronological order, the academic awards received by the teacher during his teaching career. If you have no mention of this criteria, you must mention it properly.)*
- ⦿ Professional path:
 - Tourism research projects (0-10) - *(explain whether you have already developed tourism research projects or not.)*
 - Participation in Tourism Actions or Projects (0-10) - *(explain if you have already participated in Tourism actions or projects that aimed at your professional development as a teacher.)*
 - Functions developed with a contribution to the school community in Tourism (0-10) - *(explain if you have already developed or been involved in tourism actions or projects that aimed at the benefit of the academic community.)*
- ⦿ Publications (scientific and/or other) in Tourism (0-10) - *(explain, in chronological order, the main scientific and/or other publications you developed as a teacher.)*
- ⦿ The organization and participation as a speaker in congresses, conferences and seminars of relevant importance or as a member of a committee in Tourism (0-10) - *(explain whether you have developed, been involved and/or participated and, in what way, in the actions mentioned above)*
- ⦿ Distinctions/recognitions awarded by entities of high merit (0-10) - *(specify, in chronological order, if you have any distinction/recognition given by entities of high merit and who recognize your contribution to Tourism.)*
- ⦿ Complementary project presentation document - *(In this field, a document must be submitted in pdf format - not exceeding 10 pages, with a maximum capacity of 25 MB. It must contain other evidence to support the project. Ex: photographs, testimonies, links to videos, data, among others. others considered pertinent.)*

GENERAL EVALUATION - Weighting of 20%

(Criteria to be applied to the complementary project presentation document)

- ⦿ Synthetic and direct/Organization (0-10)
- ⦿ Creativity and presentation (0-10)

BEST TEACHING CAREER IN VOCATIONAL EDUCATION

This award aims to recognize the career path of a teacher in the professional teaching of tourism and hospitality. You want to reward your academic and professional career.

Applications for the category «Best Teaching Career in Vocational Education» **are eligible** for all applications submitted directly or by appointment to a professional teaching teacher. Only applications from teachers employed full-time in Vocational Education are accepted.

The evaluation will focus, in general, on:

- ☑ Academic, scientific and professional trajectory of the teacher of Professional Education, as well as social activities and associative involvement developed by the same.

The evaluation criteria:

APPLICATION IDENTIFICATION

- 1) Name of the Teacher
- 2) Name of the Educational Institution to which the professor is employed to
- 3) Email of the Teacher/or the person responsible for the application
- 4) Telephone of the Teacher/or person responsible for the application
- 5) Submission of the CURRICULUM VITAE of the teacher

SPECIFIC EVALUATION - 80% weighting

- ⦿ Academic training (0-10) - *(explain, in chronological order, the training provided by the teacher at the academic level.)*
- ⦿ Academic awards (0-10) - *(explain, in chronological order, the academic awards received by the teacher during his teaching career. If you have no mention of this criteria, you must mention it properly.)*
- ⦿ Professional path:
 - Projects carried out in the professional field of Tourism (0-10) - *(explain whether you have already developed/participated, or not, in projects in the professional field of Tourism)*
 - Participation in Tourism Actions or Projects (0-10) - *(explain if you have already participated in Tourism actions or projects that aimed at your professional development as a teacher.)*
 - Functions developed with a contribution to the school community in Tourism (0-10) - *(explain if you have already developed or been involved in tourism actions or projects that aimed at the benefit of the academic community.)*
- ⦿ Publications (scientific and/or other) in Tourism (0-10) - *(explain, in chronological order, the main scientific and/or other publications you developed as a teacher.)*
- ⦿ The organization and participation as a speaker in congresses, conferences and seminars of relevant importance or as a member of a committee in Tourism (0-10) - *(explain whether you have developed, been involved and/or participated and, in what way, in the actions mentioned above)*
- ⦿ Distinctions/recognitions awarded by entities of high merit (0-10) - *(explain, in chronological order, if you have any distinction/recognition given by entities of high merit and who, especially, recognize your contribution in Tourism.)*
- ⦿ Complementary project presentation document - *(In this field, a document must be submitted in pdf format - not exceeding 10 pages, with a maximum capacity of 25 MB. It must contain other evidence to support the project. Ex: photographs, testimonies, links to videos, data, among others. others considered pertinent.)*

GENERAL EVALUATION - Weighting of 20%

(Criteria to be applied to the complementary project presentation document)

- ⦿ Synthetic and direct/Organization (0-10)
- ⦿ Creativity and presentation (0-10)

BEST STAKEHOLDER

This award aims to recognize the stakeholder, from the private or public sector, with the best performance in supporting tourism training. It aims to recognize those who have a broad view of the involvement between training and professionalization, with the development and construction of a young professional prevailing.

Applications to the «Best Stakeholder» category **are eligible** for all submitted applications that directly apply for a stakeholder. Only applications submitted by employees actively employed in the company they apply for are accepted.

The evaluation will focus, in general, on:

- ☑ Conditions offered to the young professional who, after a period of internal professional training, and who later integrates the organizational structures of the company. In the same measure, internal training practices that are made available to all employees of the organization are valued, as well as their periodicity.

The evaluation criteria:

APPLICATION IDENTIFICATION

- 1) Name of the person responsible for the application
- 2) Name of the entity
- 3) Email of the person responsible for the application
- 4) Telephone number of the person responsible for the application
- 5) Company logo

SPECIFIC EVALUATION - 80% weighting

- ⊙ Number of internships for the previous year (0-10) - *(specify the number of internships the company admitted in the previous year.)*
- ⊙ Number of conversion into effective contracts for internships for the past year (0-10) - *(specify the integration rate of interns within the organization after completion of the internship.)*
- ⊙ Diversity of work areas in which the trainee is involved (valuing talent) (0-10) - *(explain which departments the trainee goes through and the variety of functions he/she performs over the duration of his/her internship (eg: cross training programs)*
- ⊙ Allocation of internship scholarship (0-10) - *(explain the existence or non-existence of an Internship Scholarship to support the intern and under what conditions, depending on the program in which he/she is involved (curricular internship/professional internship, etc.)*
- ⊙ Reconciliation with time/school schedule/training schedule (0-10) - *(explain which policy is practiced and/or defined by the entity in relation to the reconciliation with the school timetable/training timetable of all employees of the organization (eg: hourly flexibility, exam compensation)*
- ⊙ Working conditions (0-10) - *(explain which work conditions are given to the intern that fall under either financial and/or compensatory incentives (Eg: training, work materials, vouchers, internal team building activities)*
- ⊙ Contribution to pedagogical innovation (0-10) - *(explain what is the entity's contribution to the development of the intern's training during the internship period, contributing to the professional's knowledge and evolution (Ex: formations, training programs, To the same extent, explain whether the investment in training remains after the intern's integration in the company and how.)*

- ⦿ Participation in school activities (0-10) - *(explain the company's attendance and/or the independent development of training and/or employability events, aimed at the external public and which aim, in addition to adding value and training, to bring the public closer to the company (eg job fairs, seminars, among others). It is also requested that the name of these events be explained.)*
- ⦿ Complementary project presentation document - *(In this field, a document must be submitted in pdf format - not exceeding 10 pages, with a maximum capacity of 25 MB. It must contain other evidence to support the project. Ex: photographs, testimonies, links to videos, data, among others. others considered pertinent.)*

GENERAL EVALUATION - Weighting of 20%

(Criteria to be applied to the complementary project presentation document)

- ⦿ Synthetic and direct/Organization (0-10)
- ⦿ Creativity and presentation (0-10)

FÓRUM TURISMO AWARD

This award is attributed to a teaching professional (not active) who has distinguished himself for his extraordinary professional career. There are no nominations for this category, but nominations.

Each jury member is asked to identify a candidate for the category. Then, and together, the jury meets and qualitatively evaluates the winner. In the event of a tie, the Associação Fórum Turismo will have the casting vote in identifying the winner.

NOTES

Missing situations in this regulation will be evaluated and resolved by the Jury.

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