



BC TOURS PRIZES

FOR THE BEST PROJECTS ON ROUTES FOR TOURISTS VISITING THE BALEARIC ISLANDS FROM CRUISE SHIPS

Awarded by the company BC Tours

Aim

The aim of these prizes is to foster innovation, creativity and academic excellence among the students of the Faculty of Tourism.

Specifically, the students will have to design projects for tourist routes (they may be cultural, natural, commercial, mixed, etc.), targeted especially at tourists from cruise ships that stop off for one day at any of the Balearic Islands.

Particular value will be granted to creativity, novelty and precision in the creation of the routes/activities, as well as the incorporation of aspects related with the New Communication Technologies.

Who is it aimed at?

This prize is addressed to students undertaking any of the courses of study offered by the Faculty of Tourism of the UIB (bachelor's degrees, double degrees, master's degrees and UIB-specific degrees).

Projects should be innovative, creative but at the same time realistic. Students should visit the following websites to investigate the tours/routes that currently are offered to cruise tourists that visit our islands:

- <http://www.royalcaribbean.com/cruiseplanner#excursions>
- <http://www.celebritycruises.com/plan-a-cruise/shore-excursions>
- <https://www.azamaraclubcruises.com/es/explore>

Projects must be substantially different from the tours currently offered, and should include new routes, innovations, and creative ideas.

The projects must be submitted entirely in English.

Criteria for the awarding of the prize and selection of the winners

The projects that are submitted will be assessed by an evaluation commission, in accordance with the following criteria:

1. Feasibility of the proposed route (logistic details, economic cost, etc.)
2. The creativity and novelty of the proposal (analysis of the routes currently on offer and contribution made by the proposal)
3. Cultural and/or environmental added value of the proposal
4. Positive impacts that the project can generate on the Balearic society (recovery of artistic heritage, positive impacts on sectors with a heightened risk of social exclusion, revaluation of natural or cultural spaces, etc.)



5. Sustainability of the route from both the economic and the environmental and social points of view
6. Level of incorporation of the New Information Technologies (geopositioning or geomarketing systems, development of mobile phone apps, creation of virtual communities, etc.)
7. The project must offer a visit that can be carried out in a single day, since this is the amount of time tourists from cruise ships usually have to visit our islands
8. The projects must be submitted in English

Assignment of Copyright

The authors of the projects that are submitted freely and exclusively assign the rights of use of their projects (including but not limited to commercial usage, reproduction, distribution, public communication and transformation in any of the modes of exploitation existing and known on the date specified) to BC Tours, for as long as the projects shall last and covering any and all countries throughout the world.

Terms and conditions

Students must submit an envelope to the administrative services in the Edifici Jovellanos containing the following:

- A sheet of paper stating their personal details: full name, postal address, contact phone number, email address, and the course they are studying
- A copy of their academic transcript of records
- Photocopy of their National ID Card
- A USB device with the following information (all the documents shall be submitted in **pdf, word, powerpoint, and/or excel or equivalent formats**):
 - All the foregoing documents in electronic format (document with personal details, ID number, transcript)
 - A file with the project they have designed
 - Important: In order to ensure anonymity in the process of evaluating the project, the student's name must not appear in the project file, only the title of the project. If the student's name does appear in the project that is submitted, it shall be automatically rejected
- The projects shall be submitted in the following format:
 - The project must be drafted in English.
 - Maximum font size: Arial 12
 - Line spacing: single-spaced
- The project should be submitted to the administrative services in the Edifici Jovellanos, addressed to the Dean of the Faculty of Tourism
- The deadline for submission of the documents is **20th December 2016**



University
of the Balearic Islands

Faculty
of Tourism



The awarding of the prizes will be decided during **January of 2017**. The commission's decision will be made known to prize winners, the media and members of the Faculty of Tourism. The commission reserves the right to declare the prizes void

The prizes will be awarded during the ceremony held to welcome the new students who are going to study at the Faculty of Tourism.

Prizes

Two BC Prizes will be awarded each academic year to the best projects on routes for tourists from cruises that visit the Balearic Islands. Specifically, prizes will consist of:

- One prize for the best proposal for the island of Mallorca
- One prize for the best proposal for the islands of Menorca and Ibiza-Formentera

Each prize will consist in a one-week cruise for two people, with departure and arrival at the port of Palma de Mallorca:

The type and contents of the cruise will be determined each year by BC Tours.

Commission

The Commission responsible for awarding these prizes will be made up of:

- The Dean, Vice-deans and Secretary of the Faculty of Tourism
- A member representing the sponsor of the prize (BC Tours)

The commission's decision shall be reached by the majority of votes and is final