UNWTO Practicum
Specialized Internship Initiative
for Officials of UNWTO Member State NTAs

1. GENERAL INFORMATION

Concept:
The UNWTO Practicum has a duration of 7 days and is conducted at the premises of the World Tourism Organization in Madrid (Spain) and at the UNWTO Themis Foundation in the Principality of Andorra, where officials will participate in a three-day interactive seminar on Social Media in Tourism Destinations – towards Smart Destinations, as well as familiarizing themselves with the UNWTO and UNWTO Themis programmes and meeting with the responsible officials at Headquarters. This edition of the Practicum will be held both in Spanish/English and French/English.

This initiative will start with arrival in Madrid (Spain) on 16 June 2013 and participants will visit UNWTO Headquarters where they will meet with the Executive Directors if UNWTO and the UNWTO Themis Foundation who will provide an overview of the Organization’s activities and those of the UNWTO Themis Foundation. Participants will then travel to Andorra where they will focus on a three-day interactive seminar on key issues in tourism communications and social media, providing the participants with a forum in which to strengthen their knowledge in this area and examine the implications of this subject in their countries in particular and with regard to the challenges facing today’s rapidly evolving world.

Objective and structure:
This UNWTO Practicum session’s programme has been designed to assist UNWTO Member States in building the capacity of the officials of their NTAs at national and regional level, with state-of-the-art knowledge and practical experiences in core areas of responsibilities, such as Tourism Communications and Social Media, which is the area to be addressed in this session of the UNWTO Practicum.

Participants:
They should be highly qualified officials holding a management-level post with decision-making responsibilities at the NTA, nominated by the highest authority of the National Tourism Administration. All participants should presently be working in the Communications/Marketing area and preferably specialize in the Social Media component of this area.
**Conditions:**
Accommodation and meals from 16 to 22 June (included) will be covered by UNWTO.

Transport from the home country to Madrid (Spain) *arrival on Sunday 16 June* and back from Barcelona (Spain) *departure on Sunday 23 June – not before 13h00* to the home country will be covered by the Government sending the official.
Transport included within the programme of the course will be covered by UNWTO.

**Structure of the Seminar:**
A more detailed programme will be sent shortly.
Following the first day of familiarization with UNWTO, the three-day Seminar will commence. It will be conducted by UNWTO experts in the area of Tourism Communications and Social Media and will be highly interactive with workgroup sessions. This hands-on approach enables participants to thoroughly analyse and discuss the most relevant issues.

### 2. GENERAL CONDITIONS FOR PARTICIPATION

To qualify for the **UNWTO Practicum**, a candidate must meet the following conditions:

1) To be a highly qualified official occupying a management post with decision-making responsibilities in the NTA of a UNWTO Member State (or, in the case of a decentralized Administration, to be a regional tourism officer, duly recommended by both the Central and Regional Government). All participants should presently be working in the Communications area and preferably specialize in the Social Media component of this area.

2) To have been active in UNWTO programme development and implementation. While this is not a *sine qua non* requisite, priority will be given to candidates with this merit;

3) Have completed university education validated by a diploma (at least Bachelors or Masters level);

4) To have sound professional experience in the public sector;

5) To have an **excellent command of either Spanish or French**; in both cases with a *high level of English*; and

6) To have a clear idea of the professional objectives he/she wishes to attain during the UNWTO Practicum period and how these are applicable to his work at his/her country’s National Tourism Administration.

### 3. ADMISSIONS PROCEDURE

**Deadline for admissions: 28 May 2013**

The eligible candidate should:

a) Previously secure a nomination from his/her Administration, in the form of a letter of nomination from the highest authority of the National Tourism Administration of his/her country;

b) Send a letter of intention to **UNWTO** stating:

1) he/she is fully aware of the details concerning the content and format of the **UNWTO Practicum** as well as the commitment this entails on his/her part (participation in activities, attendance at the training sessions, etc.)
2) his/her professional achievements and career goals; and how these relate to the UNWTO Practicum
3) the professional objectives he/she expects to attain through his/her participation in the UNWTO Practicum

c) Fill in the online application form (https://www.surveymonkey.com/s/PractJun13_application) and send his/her CV and copies of certificates or diplomas obtained and certifying his/her command of English, of his/her passport and a recent photo to UNWTO (themis.omt1@unwto.org). The deadline for applications is 28 May 2013, at the latest.

Upon acceptance as a participant the participant will have to:

d) Submit a medical certificate stating that he/she is in good health, fully fit for work and free from infectious disease; and

e) Submit a copy of a current international individual all-risk insurance policy to cover his/her stay abroad prior to participation.