



TUI-CELTH Sustainable Tourism Thesis Award 2020





INTRODUCTION

TUI-CELTH Sustainable Tourism Thesis Award



- The concept of the **TUI-CELTH Sustainable Tourism Thesis Award** (“the award”) is managed and owned by TUI Netherlands and CELTH, supported by experts from the field who together form the jury.
- In 2020, the award process has been reviewed and professionalised.
- The award is built up from three category winners; Best for Social Sustainability, Best for Environmental Sustainability and Best for Economic Sustainability, of which one will win the overall award.
- Each of the categories has its own selected topics. Theses that write about one of these topics and/or are (in)directly linked to these topics can be nominated for the award.
- The UN Sustainable Development Goals (“SDGs”) and the contribution of the thesis to the SDGs play an important role in the grading by the jury.



Overall winner
TUI-CELTH Sustainable Tourism Thesis Award



**Best for
Social Sustainability**



**Best for
Environmental Sustainability**



**Best for
Economic Sustainability**





THESIS TOPICS

Categorized in Social, Environmental and Economic



Best for Social Sustainability

Best for Environmental Sustainability

Best for Economic Sustainability

Human rights and children's rights

Nature conservation and nature protection

Local economic development and inclusion

Wellbeing of local communities

Reducing emissions, air pollution and noise

Sustainable business models, disruption and business development

Respecting local culture, heritage and traditions

Waste management

Business purpose

Inclusivity, equality, accessibility and diversity

Water management

Circular economy

Education and empowerment

Energy transition

Consumption, production and infrastructure



GRADING

TUI-CELTH Sustainable Tourism Thesis Award



METHODOLOGY (PASS/NO PASS IN PRE- SELECTION)	Applied theory	What theories are applied and how relevant are these to the topic?
	Research methodology	What research methodology is applied and is it applied in the right way?
	Build up of thesis	Is the order of the chapters and its writing logic for the reader of the thesis?
RELEVANCE AND IMPORTANCE (50%)	Importance for the society	How important is the topic, and the way it has been studied, for the society?
	Relevance for the industry	How relevant is the topic for the industry, today and in the future?
	Connection to SDGs	How is the topic/thesis connected to the SDGs? Is there connection to the other categories?
RESULTS (50%)	Practicality of applying results	Are the results applicable for the industry? What is the potential scalability?
	Clarity of results	Are the results clear and reliable? What are the open ends after the study?
	Contribution to SDGs	How and to what extend do the results contribute to the SDGs?



RECOGNITION

The winner takes it all



- The overall winner is the winner of the TUI-CELTH Sustainable Tourism Thesis Award.
- Each of the category winners - Best for Social Sustainability, Best for Environmental Sustainability and Best for Economic Sustainability - will get proof and recognition for their performance and achievement, by receiving a certificate.
- The overall winner is entitled to the following prizes¹:
 - A certificate of winning the overall award;
 - Working one day(part) alongside the CEO of TUI Netherlands;
 - Working one day(part) alongside the Chairman of the Dutch Travel Association, ANVR;
 - Working one day(part) alongside the CEO of NBTC Holland Marketing;
 - Working one day(part) alongside the CEO of DuurzaamBedrijfsleven.nl;
 - An exclusive interview article on DuurzaamBedrijfsleven.nl

REGULATIONS



REGULATIONS

1. Criteria for participation



- 1.1 Students who have written a thesis on one of the topics of sustainable tourism (see appendix 3) between 1st of June 2019 and 31 August 2020, and who have graduated from one of the Dutch Bachelor programmes in Tourism Management (see appendix 4) can compete for the TUI-CELTH Sustainable Tourism Thesis Award 2020.
- 1.2 Participants accept the regulations of the thesis award.
- 1.3 If any regulations are violated, the jury (see appendix 4) is qualified to exclude the participant from competing and/or to reclaim the price or price money.
- 1.4 A thesis can only compete once with the TUI-CELTH Sustainable Tourism Thesis Award. The thesis cannot compete again in the next year.
- 1.5 If a thesis has been written by more students, the thesis supervisor and the coordinator of the thesis award of the relevant Bachelor programme decide which students (max. 2) are eligible for receiving the sponsored price of TUI Benelux.



REGULATIONS

2. Selection of theses by Bachelor programmes

- 2.1 The involved thesis supervisors decide by mutual agreement which thesis of their programme will be nominated for the thesis award. (see appendix 4)
- 2.2 Each Bachelor programme nominates a maximum of 5 theses. The nomination of theses is in the hands of the Bachelor programme.
- 2.3 The thesis has to deal with (an aspect of) sustainable tourism (see appendix 3).
- 2.4 The thesis has to be written as final thesis and assessed with a grade 8,0 or higher.
- 2.5 The assessment criteria of the theses are the responsibility of the Bachelor programmes themselves.
- 2.6 It is not a condition to have finished the Bachelor programme.



REGULATIONS

3. Entry of thesis

- 3.1 The nominated student has to send his or her thesis, a thesis summary, the relevance of the thesis for the tourism sector, and a registration form (see appendix 1) and a copy of the assessment to: tuicelthaward@celth.nl (quoting TUI-CELTH Thesis Award) *and* to the contact person of his or her own Bachelor programme.
- 3.2 It is the responsibility of the undersigned contact person of the Bachelor programme, the grade mentioned on the registration form, is correct.
- 3.3 The thesis and other files can only be send digitally by email in a PDF-file, together with a completed registration form. Entries in paper will not be accepted.
- 3.4 The thesis and the summary can be written in Dutch or English.
- 3.5 The description of the relevance of the thesis for the tourism sector and the UN Sustainable Development Goals should not exceed 500 words.
- 3.6 CELTH and TUI Benelux should have received all digital files for the entry by 1. September 2020.
- 3.7 The recipient will send a confirmation of the reception of the complete entry to the sender.



REGULATIONS

4. Rights

- 4.1 The copyrights of the thesis and thesis summary remain with the authors of the thesis and the thesis summary.
- 4.2 The involved organisations are allowed to publish the entered theses and summaries under the condition, that the authors are mentioned.
- 4.3 The involved organisations (e.g. organisers of the award, sponsors and jury organisations) are allowed to use the theses and its results for the sustainable development or any kind of business development of the organisation.
- 4.4 The author(s) of the thesis protect(s) the involved organisations of all claims on violation of copyrights by third parties.



REGULATIONS

5. Jury

- 5.1 An independent jury assesses the nominated theses and decides who the category winners are and who the overall winner is.
- 5.2 The jury assesses on predefined criteria which are known to all Bachelor programmes and participating students.
- 5.3 The jury has the right to cancel the award process if they regard the level of the nominated theses as too low.
- 5.4 There will be no correspondence about any decisions made by the jury.
- 5.5 The TUI-CELTH Sustainable Tourism Thesis Award 2020 jury¹ is:
 - Melvin Mak – Head of Sustainability, TUI Benelux
 - Menno Stokman – Director, CELTH
 - Gerben Hardeman – Manager Technology, Customer Experience and Sustainability, ANVR
 - Ewout Versloot – Strategist, NBTC Holland Marketing
 - Flip van Woerkom – Operational Director, DuurzaamBedrijfsleven
 - Akke Folmer – Lecturer, researcher and tourism expert, EFTI / NHL Stenden
 - Ko Koens – Professor of New Urban Tourism, InHolland



REGULATIONS

6. Award ceremony and prize



- 6.1 The overall winner is the winner of the TUI-CELTH Sustainable Tourism Thesis Award.
- 6.2 Each of the category winners - Best for Social Sustainability, Best for Environmental Sustainability and Best for Economic Sustainability - will get proof and recognition for their performance and achievement, by receiving a certificate.
- 6.3 The winner of the thesis award receives a prize sponsored by TUI Benelux. The content of the prize can differ year by year. The 2020 overall winner is entitled to the following prizes¹:
- A certificate of winning the overall award;
 - Working one day(part) alongside the CEO of TUI Netherlands;
 - Working one day(part) alongside the Chairman of the Dutch Travel Association, ANVR;
 - Working one day(part) alongside the CEO of NBTC Holland Marketing;
 - Working one day(part) alongside the CEO of DuurzaamBedrijfsleven.nl
 - An exclusive interview article on DuurzaamBedrijfsleven.nl
- 6.4 The award ceremony takes place yearly at a relevant event, which will be announced by the involved organisations once agreed upon.
- 6.5 Receiving the award is only possible if the winning (ex-)student is present during the award ceremony. The jury can decide to move the runner-up to first place, and reward him or her with the award and the corresponding prize(s).