

## **Main Task: Destination Challenge 2019 ACEEPT 2019 Breda**

### **Background**

In 2018 a research collaboration on the phenomenon of overtourism between the World Tourism Organization (UNWTO), the Centre of Expertise Leisure, Tourism & Hospitality (CELTH) of Breda University as., and the European Tourism Futures Institute (ETFI) of NHL Stenden University as. published a research report that led to 11 Strategies and Measures to address visitors' growth in cities. Subsequently the Digital Tourism Think Tank developed a Destination Challenge at the World Travel Market (WTM) in London (2018) in collaboration with Destination Partners Amsterdam Marketing and Paris Convention and Visitors Bureau. This with the aim of tackling one of the biggest challenges faced by the tourism industry worldwide - 'overtourism' - by concrete concepts/ideas in order to overcome the challenge of overcrowding in tourism hotspots in Amsterdam and spread the value of tourism wider.

The ACEEPT Project Week's Main Task is inspired on and supported by the Destination Challenge of The Digital Tourism Think Tank.

### **Main question:**

*"How can we overcome the challenge of overcrowding in tourism hotspots in Amsterdam and spread the value of tourism wider?"*

Once done, the outcomes of this Destination Challenge will - next to helping out Amsterdam - also help Breda Marketing as Destination Management Company (DMC) for the city of Breda to find answers to two important questions: 1. *"Which role can the city of Breda play in the reduction of overtourism-related visitor-streams?"*, and 2. *"What can it learn from a city like Amsterdam on the existence of overtourism, its measures, and the proposed outcomes of the Destination Challenge?"*

So please be prepared for these questions as well during your pitches.

## **The assignment**

There are 5 core stages of the Design Thinking sprint process, and they will form the outline of the for your bidder/principal: City of Amsterdam. You and your international team members will need to work through the stages in order to gather and develop ideas with a blend of structure and creativity, you can really go wild with coming up with a solution. No idea is too big, as long as the three main judging criteria mentioned below are met.

### **Stage 1: Empathizing**

#### **Use empathy to understand the design challenge set.**

Immerse yourselves in the challenge, get overcrowding/overtourism and its related issues into perspective and thrash out problems through thorough discussions tackling its related terms.

### **Stage 2: Defining**

#### **Narrowing down, organizing and clearly defining the needs.**

This stage will see you and your team members organize problems into groupings and drill-down in-depth on data and insights gathered from desk research and other sources gathered during the various programme-items of the ACEEPT Project Week.

### **Stage 3: Ideating**

#### **Intensive ideation, teams thrashing out ideas through thorough discussions on possible solutions.**

With extensive knowledge gathered in the previous stages, you and your team members will put all your ideas together, clustering and voting on those to take forward (intensive ideation).

### **Stage 4: Prototyping**

#### **Taking one idea forward and developing initial prototype concepts.**

You and your team member will select one idea to take into a prototyping stage to develop the idea intensively to show how your most valuable prototype concept(s) would look and function.

### **Stage 5: Pitching: Final Presentations on Friday**

#### **Teams pitch solutions to a panel of expert jury-members for voting.**

With a twenty-minute pitch slot (15 minutes presentation and 5 minutes for questions from the expert-jury-members and international students/teachers) allocated to each team, the pitching begins before the three juries (students, lecturers and professionals) separately decide on the winners who will be announced during the Closing Dinner on Friday night.

**Please note: Within the above stages you are supposed to take one or more of the 11 formulated Strategies and Measures of the UNWTO-report (UNWTO et.al, 2018) into account, and you will - of course - have to motivate your selection.**

**Every stage comes with a supported format-tool (appendices).**

### **Assessment Criteria and Process**

Students, lecturers and professionals will give a Top-3-Ranking\*. The results will be added up, resulting in three ACEEPT Awards: Gold, Silver and Bronze. Three main judging criteria should be used by students, lecturers and professionals (but interpretation of the criteria will remain to the different groups):

**Content I: innovation, creativity**

**Content II: realism, feasibility**

**Presentation skills**

\* After the presentations on Friday the three juries (students, lecturers and professionals) will discuss the presented ideas within their groups. Each group can decide how to achieve a joint decision.

Students are proposed to give a Top-3-Ranking within their international mixed teams (without voting for themselves). The team leaders will hand over their votes to one of the local hosts. The local hosts will sum up the results of the international mixed teams (#1: 25 pts, #2: 10 pts., #3: 5 pts.) and give it to the lecturers who will calculate the total score resulting in the three ACEEPT Awards.

*Veel succes! (Good luck!)*