**WINTER SCHOOL "RAVELLO TOURISM, CULTURE AND MUSIC PROGRAM"**

***Graduate Certificate in Culture and Tourism Project Management***

**CALL FOR APPLICATIONS**

**Art. 1 – Subject matter**

Università IULM, in collaboration with Fondazione Ravello and Confcommercio, is organising a selection process for admission to the international Winter School entitled "Ravello Tourism, Culture and Music Programme", hereinafter referred to as the "Winter School", an intensive advanced training programme aimed at developing advanced skills in cultural planning, tourism and regional development through cultural heritage, music and live performance. The programme aims to foster the development of new professionals capable of designing, managing and promoting innovative cultural initiatives that are integrated with the local tourism sector and geared towards the sustainable development of the region.

**Art. 2 – Course structure**

The Winter School is classified as an advanced training course in accordance with Art. 10 of the "University Regulations for Master's Degrees, Advanced Training Courses and Specialisation Courses at Università IULM".

The Winter School may also constitute a "residential teaching" activity for second-year students on the Master's Degree Programme in Hospitality and Tourism Management at Università IULM. For these students, participation in the programme entitles them to 3 university credits (CFU/ECTS) in accordance with the procedures laid down by the degree programme and Academic Senate Resolution No. 407/2025 of 17 June 2025.

The Winter School will be held as a residential programme in Ravello (SA) from 1 March 2027 to 13 March 2027.

The Winter School's activities will be conducted in English and will be based on an interdisciplinary teaching methodology comprising lectures, seminars, project-based workshops, fieldwork, meetings with industry professionals, and group work.

Upon completion of the Winter School programme, Università IULM will award a "Graduate Certificate in Culture and Tourism Project Management" and 3 CFU/ECTS credits to participants who have attended at least 80 per cent of the total hours specified in the teaching programme and met the course requirements.

During the two-week programme, participants – organised into multidisciplinary working groups – will develop an original project to promote the local area, based on project briefs prepared as part of the Ravello Tourism, Culture and Music Programme.

At the end of the Winter School, the projects will be presented to an assessment panel, and the project judged best will be awarded the "Ravello Tourism, Culture and Music Award".

**Art. 3 – Number of places available**

Twenty (20) participants will be admitted to the Winter School.

To encourage the retention of skills developed during the programme within the region, 25 per cent of the available places will be reserved for candidates resident in Campania, with priority given to residents of the Province of Salerno, provided they meet all the admission requirements set out in this call for applications.

If the number of eligible candidates from the reserved categories is lower than the number of places available, the remaining places will be allocated, in order of ranking, to other eligible candidates.

**Art. 4 – Admission requirements**

Applications may be submitted by those who, by the closing date of this call for applications, satisfy the following requirements:

a) A Bachelor's degree or equivalent academic qualification, obtained from an Italian or foreign university, in any subject area, although the consistency of the candidate's educational and professional background with the objectives of the Winter School will be assessed as part of the selection procedure referred to in Art. 7.

b) Possession of a language certificate attesting to knowledge of English at or above level B2 of the Common European Framework of Reference for Languages (CEFR). If the candidate does not hold such a certificate, their knowledge of English at CEFR level B2 will be assessed during the selection interview.

c) An interest in the fields of culture, tourism, cultural management, events, live performance, regional development, or related areas, as evidenced by the curriculum vitae and verified at the selection interview.

Candidates with qualifications obtained abroad must attach the necessary documentation to enable assessment.

Verification of the requirements set out in points (b) and (c) will take place during the selection interview, to which only candidates meeting requirement (a) will be admitted.

**Art. 5 – Language of instruction**

The Winter School's teaching activities will be conducted in English to ensure the programme's international dimension and to encourage participation by students and professionals from diverse national and international backgrounds.

**Art. 6 – Application for admission**

Applications must be submitted by 31 January 2027 using the link http://servizionline.iulm.it/.

The following must be attached to the application:

- a curriculum vitae in English;
- a copy of a valid identity document and Italian tax code;
- a copy of the applicant's academic qualification or a self-certification in accordance with current legislation;
- a motivation letter in English;
- where applicable, certification of English language proficiency at CEFR level B2 or higher;
- a certificate of residence or a self-certification of residence, for applicants seeking places reserved for residents of Campania or the Province of Salerno.

Submitting the application implies full acceptance of this call for applications.

**Art. 7 – Selection of candidates**

Admission will be granted, following a selection interview, on the basis of a comparative assessment of the applications carried out by a committee comprising the Scientific Director of the Winter School and representatives of Fondazione Ravello, Università IULM and Confcommercio.

The assessment will be scored out of 20 points, based on the following elements:

- academic and professional CV (up to 10 points);
- quality and relevance of the motivation letter in relation to the Winter School's objectives (up to 5 points);
- the candidate's motivation, interest, and the relevance of their profile to the Winter School's educational and professional objectives (up to 5 points).

For candidates who do not hold a language certificate attesting to knowledge of English at or above CEFR level B2, the selection interview will initially aim to verify that they meet the language requirement set out in Art. 4. Failure to meet the minimum B2 level will result in exclusion from the selection process.

At the end of the procedure, a merit-based ranking list of eligible candidates will be drawn up.

Without prejudice to the provisions of Art. 3 of this call for applications, the ranking list may be used to fill any vacancies if admitted candidates withdraw.

**Art. 8 – Acceptance of admission**

Candidates admitted to the Winter School will be notified by the Organising Secretariat.

Those admitted must confirm their participation by the deadline specified in the admission notification by signing the general terms and conditions and the enrolment form.
Failure to confirm by the specified deadline will be deemed a withdrawal, resulting in the forfeiture of admission, and the ranking list will be updated accordingly.

**Art. 9 – Fees and accommodation**

Participation in the Winter School requires the payment of a fee of €100.00 to cover administrative costs.

Admitted participants will also be provided with accommodation in a shared double room at a partner hotel in Ravello for the duration of the training activities.

Participants are responsible for the following:

- travel expenses to and from Ravello;
- meal costs;
- any personal expenses;
- any other costs not expressly provided for in this call for applications.

**Art. 10 – Participants' obligations**

Participants in the Winter School are required to conduct themselves in accordance with the principles of integrity, respect and good conduct expected in a university environment and at the host venues, with particular regard for the premises of Villa Rufolo, where the activities are held.
Participants also undertake to:
- take an active part in teaching and project-based activities;
- comply with the organisational guidelines issued by Università IULM and Fondazione Ravello;
- make proper use of the facilities and services available;
- observe the rules set by the host hotel.

Participants must bring their own laptop computer to carry out project work and for any online sessions.
Università IULM reserves the right to exclude from the Winter School, at any time, participants whose behaviour is incompatible with the proper conduct of the educational activities.

**Art. 11 – Attendance requirements and award of qualifications**

Attendance at educational activities is compulsory.
To obtain the Graduate Certificate in Culture and Tourism Project Management and the 3 CFU/ECTS credits, the following are required:

- attendance of at least 80 per cent of the activities set out in the Winter School programme;
- completion of 100 per cent of the assigned project activities;
- the final presentation of the project developed during the Winter School.

For second-year students on the Master's Degree Programme in Hospitality and Tourism Management at Università IULM who may be admitted to the Winter School as part of the "residential teaching" programme approved by the relevant academic bodies, the 3 CFU/ECTS credits will be recognised within the curriculum in accordance with the procedures set out by the degree programme.

Students enrolled on other degree programmes at Università IULM who are admitted to the Winter School must, before formalising their enrolment, choose one of the following options for credit recognition:

a) recognition of the 3 CFU/ECTS credits as part of their degree programme, where permitted by the relevant academic regulations and subject to authorisation by the degree programme;

b) participation in the Winter School as a postgraduate specialisation course, leading to the award of a Graduate Certificate and the attribution of the corresponding 3 CFU/ECTS credits as an extracurricular activity.

The option chosen by the participant is irrevocable, and the same credits cannot be recognised as both a curricular and an extracurricular activity.

**Art. 12 – Withdrawal from participation**

An admitted participant may withdraw from participation by sending written notice to the Organising Secretariat.

Withdrawal notified at least 30 days before the start of the Winter School will have no consequences.

Under no circumstances will withdrawal and/or exclusion from participation in the Winter School entitle the participant to a refund, even partial, of the fee.

Withdrawals notified after that deadline and/or failure to arrive for the start of the programme without a valid reason will be assessed by Università IULM with a view to the possible exclusion of the candidate from future free training initiatives organised by Università IULM or by the project partners.

This is without prejudice to cases of force majeure, illness, or other serious and documented impediments, which will be assessed by Università IULM.

In the event of a withdrawal, Università IULM may draw on the ranking list.

**Art. 13 – Changes to the programme and cancellation**

Università IULM, in agreement with Fondazione Ravello and the other project partners, reserves the right to amend the programme schedule, teaching content, teaching staff, venue for the activities, or other

organisational aspects if this becomes necessary for educational or organisational reasons, or due to force majeure.

Università IULM also reserves the right not to run or to suspend the Winter School due to force majeure, new regulatory provisions, or other circumstances beyond its control, without this giving rise to any right to compensation or indemnity.

**Art. 14 – Intellectual property, use of materials and confidentiality**

Teaching materials, presentations, documents and other content used during the Winter School are protected by current legislation on intellectual property and may not be reproduced, distributed or disseminated without the prior authorisation of Università IULM or the respective rights holders.

Participants undertake to keep confidential any information and data acquired during the project activities.

Projects and work produced as part of the Winter School may be used by Università IULM, Fondazione Ravello and Confcommercio for educational, scientific, institutional and communication purposes, with the authors' names credited in accordance with the Italian Copyright Act (Law No. 633/1941).

Audio and video recording of training activities is prohibited without prior authorisation from Università IULM.

**Art. 15 – Processing of personal data**

Personal data provided by candidates will be processed in accordance with Regulation (EU) 2016/679 (GDPR) and Legislative Decree 196/2003 (Personal Data Protection Code), as amended and supplemented, exclusively for purposes related to the management of the selection process, the organisation of the Winter School and the issue of final certificates.

The full privacy notice on the processing of personal data is available on Università IULM's official website at the link https://www.iulm.it/it/servizio/privacy-policy.

**Art. 16 – Information**

For information regarding this call for applications, please contact:

Winter School Organising Secretariat at Università IULM – Polo di Roma

Email: roma@iulm.it

Telephone: +39 06 80308520

**Art. 17 – Final provisions**

In matters not expressly provided for in this call for applications, the provisions of Università IULM's regulations and current legislation shall apply.