

CALL FOR PARTICIPANTS

CONTEXT

STARLIGHT, “Skills for Tourism And Recognition of the importance of dark skies”, is a project funded by the Erasmus+ EU program. STARLIGHT project aims at increasing job opportunities for young Europeans (18-35) with an education/training background in tourism and upskilling for already active touristic operators, identifying innovative sectors in line with market trends and specifically the promotion of dark skies as a competitive asset for sustainable and experiential tourism.

STARLIGHT will involve 60 participants to learn scientific notions on astronomy, biodiversity, history and culture, light pollution. They will be trained to create an innovative business, build experience boxes to be offered to tourists and finally learn how to tell the story of our skies and transform this into a job opportunity.

The partnership covers six European countries (Austria, Bulgaria, Germany, Italy, Slovenia and Spain) and encompasses various competences such as astronomy, nature preservation, cultural heritage, local development and sustainable tourism.

More information about the project here:

STARLIGHT [website](#)

STARLIGHT on [Facebook](#)

STARLIGHT on [Instagram](#)

STARLIGHT on [LinkedIn](#)

COURSE CONTENTS

STARLIGHT aims at providing learning and job opportunities to young people (18-35 years old) and new skill to already active touristic operators.

The course is made by:

- **ACTIVITY 1**

Free use of the training material contained in the STARLIGHT toolkit to provide a knowledge base for participants on Dark Skies.

Three main topics will be covered:

- Culture&Heritage
- Biodiversity & Human Wellbeing and Health
- Astronomy

- **ACTIVITY 2 – 3 half days from April to June 2023 (indicative period)**

3 webinars to transform knowledge acquired in activity 1 into skills to operate on the market and engage the audience. The storytelling approach will be central in this activity.

The webinars will focus on 3 main topics:

- Scientific popularisation on astronomy and biodiversity/nature preservation
- Experiential Tourism. How do we transform knowledge acquired in an experience for tourists?





- Entrepreneurship, territorial and digital marketing. How to we sell what we learned to potential clients/tourists?

- **ACTIVITY 3A – Bansko, Bulgaria - OCTOBER 2023 (indicative period)**

It is a 5 days residential school in Bansko, Bulgaria.

The main topic is entrepreneurship, digital marketing and customer care, experiential purchase, etc. The aim is to support participants in building their career. It will be organized in a Hackathon format with the aim to present a business model embedding dark skies observation for tourism purpose. The results will be then presented in a multiplier event.

ACTIVITY 3B – Luserna San Giovanni – MAY 2024 (indicative period)

It is a 5 days residential school in Luserna San Giovanni, Italy.

The main topic is territorial marketing benefiting from an enriching exchange with local economic operators and tourism policy makers to build an “Experience Box”, a complete tourist package ready to be sold. It will be used a storytelling approach. There will be cooperation with local touristic operators and tourism policy makers.

ACTIVITY 3C – Picos de Europa National Park – SEPTEMBER 2024 (indicative period)

It is a 5 days residential school in Picos de Europa National Park, Spain.

The main topic is biodiversity preservation and environmental protection from light pollution and thus how dark skies can improve and enrich landscape and nature experience. There will be cooperation with local touristic operators and tourism policy makers. It will be used a Living Lab approach to build an “Experience Box” for a tourist offer conjugating biodiversity, stargazing, orientation and history.

VENUE:

ACTIVITY 1: online (self-study)

ACTIVITY 2: online

ACTIVITY 3A: Bansko, Bulgaria

ACTIVITY 3B: Luserna San Giovanni, Italy

ACTIVITY 3C: Picos de Europa National Park, Spain

NUMBER OF POSITIONS AVAILABLE

Activity 1 open for all candidates

Activities 2&3 upon selection according to candidates' evaluation.

Participation to the schools is mandatory for at least one destination according to number of applying candidates and availabilities, participation to more than one destination could be possible depending on availability.

Austria: 9

Bulgaria: 11

Germany: 9

Italy: 11

Slovenia: 9

Spain: 11



The available positions are considered for:

- 1- **Young Europeans under 35 years old** (born between 1988 and 2005 included. The participant must be 18 years of age at the time of the school mobility) with an interest in dark skies observation, sustainable tourism, biodiversity and light pollution impact (from 60% to 90% of the participants)
- 2- **Active touristic operators** (from 10% to 40% of the participants). Tourist operators already active in the sector. They can be entrepreneurs, employees, freelance, etc. The economic sectors include:
 - 1) Accommodation
 - 2) Gastronomy
 - 3) Travel and tours
 - 4) Destination management
 - 5) Guiding and experience making

CANDIDATES' ELIGIBILITY CRITERIA

REQUIREMENTS:

Young Europeans	Active touristic operators
Be a young European aged between 18 and 35 (born between 1988 and 2005 included. The participant must be 18 years of age at the time of the mobility)	Be an active touristic operator (entrepreneurs, employees, freelance) in one of the following sectors: accommodation, gastronomy, travel&tours, destination management, guiding and experience making
CV and motivation letter (max 1 page), both in English	
Language: English as the vehicular language (at least lower intermediate B1)	
Clear commitment to participate in the project until the end of the activities – to be demonstrated in the motivation letter.	
To participate to activity 3 (the schools), it is mandatory to reside (also temporarily) in one of the partner countries (Austria, Bulgaria, Germany, Italy, Slovenia, Spain)	

PRIORITIES

Preference will be given to candidates with the following characteristics:

- Reside (also temporarily) in one of the partner regions
- High school degree-diploma or Bachelor's degree in tourism or similar
- Previous work or voluntary experience in organisations/associations/projects related to the project subjects (astronomy, tourism, biodiversity, nature preservation, local development/culture, exchange experiences...)
- Working condition and difficulty to enter the labour market
- Good knowledge of digital and IT tools
- Good communication and interaction skills
- In the event of equal skills, priority will be given to participants under 30 years of age



PROCEDURES OF SELECTION

- 1- Documental analysis and first list for candidates
- 2- Individual interview
- 3- Final discussion among partners

In the application e-mail candidates will be asked to indicate preferences for the school destinations (3A, 3B, 3C). The preference expressed does not identified the definitive destination. Candidates and destinations will be matched according to preferences expressed but also availabilities and selections process. The choice communicated by the selection board will not be changed.

WHAT IS COVERED BY THE PROJECT?

The costs for the schools will be covered by the project up to a maximum sum guaranteed by the project.

The maximum amount guaranteed for accommodation and meals is 58 € per day per participant. The reimbursement of travel costs is guaranteed according to the ErasmusPlus mileage bands up to a maximum amount explained in the table in Annex I.

Any higher costs will have to be covered by the participants.

The partners organising the schools will do their utmost to keep the costs of accommodation and meals low.

WHAT IS NOT COVERED BY THE PROJECT?

Devices to participate to the online and in presence activities.

SUBMISSION AND DEADLINE:

The application e-mail must be sent by **01/12/2022** to the following address:

starlight.erasmus@gmail.com

The application e-mail must contain:

- CV in English
- Motivation letter in English (max. 1 page)
- Country of residence
- Order of preference for school attendance



ANNEX I

Maximum travel costs covered by the project for the residential schools:

Participant country of residence	A1 Bulgaria School	A2 Italy School	A3 Spain School
Austria	275 €	210 €	275 €
Bulgaria	23 €	320 €	360 €
Germany	320 €	320 €	275 €
Italy	275 €	23 €	275 €
Slovenia	275 €	320 €	275 €
Spain	410 €	275 €	23 €