

COMPETITION RULES STUDENT CHALLENGE 2024/2025

I. GENERAL SECTION

ORGANIZATION AND MANAGEMENT OF THE COMPETITION

1. The competition **BEST STAY 2025 STUDENT CHALLENGE** (hereinafter referred to as "the Competition") is an educational student competition focused on solving a problem set by the Organizer (in this case, the Best Stay Event).
2. The competition is organized by **Best Stay Event 2025** (hereinafter referred to as "the Organizer").
3. Circumstances not regulated by these rules will be resolved by the director and/or the organizing team.
4. The Organizer reserves the right to amend these Rules at any time. In case of such changes, all interested participants will be informed as soon as possible.

DURATION, PURPOSE, AND LOCATION

1. The competition aims to actively involve young people in the tourism industry through content tailored to their needs, enabling the development of new generations of tourism professionals. The competition runs from **October 15, 2024, to February 28, 2025**, and applies to Croatia, Bosnia and Herzegovina, Montenegro, Serbia, and Slovenia.

PARTICIPATION IN THE COMPETITION

1. The participants in the competition are the **Organizer, Competitors, jury, mentors, and representatives of partner companies**.
 - **Organizer** – BEST STAY 2025.
 - **Competitors** – students of undergraduate and graduate programs from universities and other higher education institutions (colleges and polytechnics) in Croatia, Bosnia and Herzegovina, Montenegro, Serbia, and Slovenia.
 - **Jury** – individuals employed in hospitality, tourism, or other fields related to the competition's theme.
 - **Mentors** – professors, business trainers, hoteliers, and other tourism professionals.
 - **Representatives of partner companies** – individuals employed by companies participating in the prize pool.

OBJECTIVES OF THE COMPETITION

1. The objectives of the competition are:
 - o a. Establish collaboration between students, companies, and employers through problem-solving in a business case.
 - o b. Encourage students to develop creative solutions.
 - o c. Provide support to students through workshops and consultations.
 - o d. Enable students to present their ideas to the public.

MENTORS AND EXPERT JURY

MENTORS

1. The mentor team for the BEST STAY 2025 Student Challenge consists of challenge creators and an expert team supporting the competition. Mentors can include professors, business trainers, hoteliers, and other tourism professionals. Their responsibilities include creating the tasks, scoring parts of the competition, maintaining oversight and handling appeals, and communicating with teams.

EXPERT JURY

1. The expert jury consists of individuals employed in hospitality, tourism, or related fields. Their task is to evaluate the competitors' solutions during different stages of the competition.

II. COMPETITORS

ELIGIBILITY CRITERIA

1. The competition is open to all (full-time and part-time) undergraduate and graduate students from universities and other higher education institutions (colleges and polytechnics) in Croatia, Bosnia and Herzegovina, Montenegro, Serbia, and Slovenia.
2. Competitors may not be members of the Best Stay Event 2025 organizing team.

COMPETITORS

1. Competitors (hereinafter referred to as "Competitors") compete individually.
2. A competitor may only solve the business case once during the competition.

3. The Organizer reserves the right to extend the registration period for the competition.

COMPETITOR REGISTRATION

1. Registration will be open from **October 15 to October 31, 2024**.
2. To participate, competitors must register via an online registration form.
3. The competitor will be solely responsible for all official communication with the Organizer.
4. Competitors should register according to instructions posted on the Best Stay Event website.
5. After the registration deadline, competitors who qualify to participate will be listed by their full names, serving as a unique identifier.
6. Competitors register individually via the online registration form.

REGISTRATION FEE

1. There is no registration fee for participating in the competition.

REGISTRATION DOCUMENTATION

1. The registration documentation consists of an online registration form, which must include a CV and a valid certificate of enrollment, no older than one month.

III. COMPETITION

COMPETITION PHASES

1. The competition has the following phases:
 - **Phase One:**
 - a. Opening of the competition – business case presentation
 - b. Competitor registration
 - **Phase Two:**
 - a. Mentorship consultations
 - b. Online workshop for all competitors (lasting one hour)
 - c. Solution development
 - **Phase Three:**
 - a. Submission and evaluation of solutions
 - b. Announcement of finalists
 - c. Live presentation of final solutions at Best Stay Event 2025
 - d. Conclusion – announcement of the top three solutions

BUSINESS CASE

1. Each competitor works on solving a business case set by the Organizer.
2. Competitors must submit their solutions by **December 22, 2024, at 23:59**.

COMMUNICATION WITH THE ORGANIZER

1. Competitors direct all business case-related inquiries to the Organizer, who will notify them of responses.

SOLUTION SUBMISSION

1. Business case solutions must be submitted via a form that will be made available to competitors.
2. The solution must include an HR strategy (Word document, up to two pages, Times New Roman, size 11, single-spaced, justified alignment) and a promotional video (maximum length of one minute) presenting the business case solution from the specified perspective.
3. Late submissions will not be considered.
4. All competitors will receive feedback from the Organizer.

FINALIST SELECTION

1. The jury, familiar with the specifics of the business case, will solely decide the finalists.
2. Finalists will be informed by the Organizer about the final presentations on time.
3. A maximum of **five competitors** will advance to the finals.
4. Finalists will have their entire participation fee for the two-day Best Stay Event 2025 covered.

PRESENTING FINAL SOLUTIONS

1. Finalists must prepare a presentation (ppt/pptx/pdf format, maximum 5 slides) of their final solution.
2. The final presentations will take place live at Best Stay Event 2025, held on **February 27-28, 2025**, at the Sheraton Hotel in Zagreb.
3. The selected competitor must deliver the presentation.
4. Solutions will be presented to the jury, audience, and Organizer.
5. The presentation should last no more than **five minutes** and consist of a maximum of five slides.

IV. RIGHTS TO USE SOLUTIONS

1. Presentations and works created by competitors are considered the intellectual property of the respective competitor. The Organizer is not obliged to pay any fees for the submitted solutions and will not publish them without written consent from the competitors. If published, the competitor's name will be credited as the author.
2. The received materials will not be distributed to third parties except to jury members involved in the evaluation.
3. The Organizer has exclusive rights to use all submitted solutions, with the author's name credited, and only with the author's prior consent, regardless of the competition outcome.
4. The Organizer is not obligated to pay any compensation for the use of solutions but must acknowledge the competitor's identity when using or presenting their work.

V. EXPERT JURY

1. The expert jury for the business case will consist of individuals chosen by the competition's Organizer.
2. After the final presentations, the expert jury will select the **top three solutions**, which will be announced at the competition's conclusion.

VI. PRIZES

1. Finalists from the first phase of the competition will receive two student tickets for the Best Stay Event. One ticket is exclusive to the competition finalist, and the other can only be used by a student or pupil.
2. Finalists who place in the top three at Best Stay Event will receive the following prizes:
 - a. **1st place**: A flight to Frankfurt via Croatia Airlines, two nights with breakfast in a double room at BWH Hotel in Frankfurt.
 - b. **2nd place**: Two nights with breakfast in a double room at BWH Hotel in Vienna.
 - c. **3rd place**: Two nights with breakfast in a double room at BWH Hotel in Linz.
1. The Organizer reserves the right to modify the prize content. Prizes are non-transferable, and cannot be exchanged for cash or other goods/services.

VII. ADDITIONAL ACTIVITIES

ONLINE WORKSHOP

1. All competitors will have the opportunity to participate in a workshop during the competition.
2. The workshop will be conducted by the Organizer for all registered participants.
3. A mentor will also attend the workshop.
4. The workshop will cover topics relevant to the competition problem.
5. The workshop aims to help competitors develop a high-quality solution to the business case.
6. After registration, an online workshop will be held to introduce the project, where participants can ask questions and receive answers in real-time (approximately 60 minutes).

CONSULTATIONS

1. Finalists will have the opportunity to attend consultations with the Organizer and Mentor.
2. Consultations will be held online by prior agreement between the Organizer, Mentor, and Competitors.
3. Consultations will be held a maximum of **two times**, each lasting up to 90 minutes.
4. Competitors can ask questions to help refine their final solution.
5. The Organizer will coordinate consultation schedules between the Organizer, Competitors, and Mentor.

VIII. PARTICIPATION RIGHTS AND DISQUALIFICATION

1. The Organizer reserves the right to disqualify any competitor who does not respect the rules of the competition.
2. Grounds for disqualification include:
 - a. Falsification of information in the registration form.
 - b. Plagiarism or unauthorized use of others' intellectual property in the submission.
 - c. Failure to submit the solution by the specified deadline.
 - d. Any behavior deemed inappropriate or unprofessional by the Organizer.

3. Disqualification is final, and disqualified competitors will not have the right to appeal.

IX. CONFIDENTIALITY AND DATA PROTECTION

1. The Organizer commits to protecting the personal data of all participants.
2. Personal information collected through registration forms, such as name, contact information, and student status, will be used solely for competition purposes.
3. The Organizer will not share personal data with third parties unless required for the competition process (e.g., jury evaluation, mentorship consultations).
4. Participants have the right to access and correct their personal data during the competition period.
5. After the competition concludes, personal data will be stored for a period of **one year**, after which it will be permanently deleted, unless further retention is necessary for legal or reporting purposes.

X. LIABILITY

1. The Organizer is not responsible for any technical issues (e.g., internet connection failures, or platform malfunctions) that may occur during the competition.
2. The Organizer will not be held liable for any disputes arising from the violation of intellectual property rights by competitors.
3. Competitors agree to release the Organizer from any claims arising from their participation in the competition, including but not limited to, claims related to the use of their submitted solutions by the Organizer in accordance with these rules.
4. Competitors are fully responsible for ensuring that their submissions comply with all legal and regulatory requirements, particularly in terms of copyright and intellectual property rights.

XI. CONTACT AND SUPPORT

1. All questions and communication regarding the competition should be directed to the Organizer through the official communication channels provided during registration.

2. The Organizer will provide support for competitors in the form of a **frequently asked questions (FAQ)** document, which will be updated throughout the competition.
3. Competitors can expect a response from the Organizer within **48 hours** of submitting a question.
4. For urgent issues, the Organizer may establish direct communication channels (e.g., email or phone).

XII. FINAL PROVISIONS

1. By participating in the competition, competitors agree to abide by all the rules and provisions outlined in this document.
2. The competition results, including the announcement of winners, are final and cannot be contested.
3. In the event of unforeseen circumstances that affect the competition (e.g., natural disasters, pandemics), the Organizer reserves the right to alter the competition schedule or format, with appropriate notice provided to participants.
4. Any legal disputes that arise from participation in the competition will be resolved following the laws of the Republic of Croatia.
5. These rules are effective immediately and will remain in force until the conclusion of the competition.