

## **SKAL CV and Vision Statement for SKAL Europe Further Development**

**(for more details and personal information please see the attached CV)**

### **Career in SKAL International Salzburg**

1996	membership of Skal International Salzburg
2007 - 2021	President of Skal International Salzburg
2021 until now	Past President of Skal International Salzburg, member of the board

During the presidency time of Dr. Franz Heffeter SKAL International Salzburg became the strongest Club in Austria with about 100 members. Most of the members are active, all of them in excellent business positions. Which is most important is the fact that the average age of the members is about 47 years. This is a fact which makes the club especially strong and dynamic. Additionally, it was possible to motivate also members of the decision-making institutions in Salzburg tourism to become members of the club, e.g. the Head of the Salzburg State Tourism Promotion Agency or the Head of the Salzburg City Convention Bureau.

A major outcome was the success in the progress of increasing the network of SKAL International Salzburg by establishing close connections and partnerships with other clubs. SKAL International Salzburg is now twinned with SKAL International Hamburg with about 150 members and Sydney North in both cases connected with visits and good personal and business relationships. The club is actually finalizing the twinning with SKAL International Venezia to be celebrated during the SKAL Europe Day in Venice Oct. 2021.

The success of SKAL International Salzburg was possible as an excellent team of board members cooperated with a common aim and understanding which will continue in their efforts also in the future. Consequently, the team is carefully changing to give new members the opportunity to contribute and to assist in the way to establish a trusted community of experts who move the industry further on.

### **Career in SKAL International Austria**

2007	member of the board and 1 <sup>st</sup> Vice President of SKAL International Austria
2014 until now	President of Skal International Austria
2016 until now	on request of the board took over the agenda of the Councillor too especially due to limited financial possibilities of SKAL International Austria

At the beginning of the presidency in SKAL International Austria the organization had to face a difficult financial situation. The reasons lay out of the influence of the involved persons but were nevertheless to be solved as soon as possible. By the full cooperation of the board members a new structure could be implemented and therefore the situation was consolidated during the next five years which helped our national organization to find new ways for relaunching the international activities.

Another issue was to establish a closer relationship with the SKAL International organization in Torremolinos. SKAL International Austria committed itself to contribute to a dynamic development of SKAL International as a future oriented organization with the challenge to adopt regulatory, statutes and by-laws to the necessities of a dynamic organizational change process. To combine the positions of the president with the one of the International Councillor helped in this process although it led to a position which asked SKAL Torremolinos on several occasions to redefine its structure.

The idea of starting an area organization to bundle the interests of the European SKAL Clubs at least on a country level was raised already during several informal meetings with other country representatives already during the Vice-Presidency term of Dr. Heffeter and was followed consequently during the next years. To support the role of the European clubs in SKAL International is an issue which will be followed by Austria also in the future in whatever way necessary.

### **Participation in World Congresses and Other International Meetings (Excerpt)**

- 2015 World Congress Torremolinos
- 2016 World Congress Monaco
- 2018 SKAL Australia National Meeting and Councillors Meeting
- 2018 ISC Meeting in Berlin
- 2019 SKAL International Rome and SKAL Europe Network Foundation Meeting
- 2020 and the following year unfortunately only virtual meetings to be attended
- 2022 World Congress, AGA and ISC meeting in Opatij/Rijeka

Additionally numerous Country, Club and informal Meetings in Germany, Italia, Monaco, Australia and naturally also Austria used for networking and living the idea of SKAL friendship were visited.

Internationally the task was mainly to contribute to the progress of starting an alliance to find a common strong voice of the European clubs. This was undergone in various meetings with other National representatives, at the beginning with the German Rolf Werner, Edwin Lehmann from

Switzerland, Italian representatives mainly during the Venetian events and initially also the Netherlands. When looking closer to the statutes of Skäl International it showed some ideas for changes could do some good for more flexibility. From there an excellent co-operation with Skäl Torremolinos started which I hope will be continued in any case. To make Skäl's organizational structure as flexible as possible and to adopt to modern times requirements is an issue which has to be followed anyway to make Skäl as strong again as it was in the past.

During the last two years of my presidency of Skäl Europe Area Committee I participated in various meetings of national Skäl organisations as German Skäl Day in Hamburg with President Burcin Turkkan or the Italian Skäl Day 2023 in Palermo. Also, numerous meetings of clubs were visited as e.g. last time in Garmisch-Partenkirchen where strategies to consolidate membership development of the clubs were discussed with several clubs and experts.

### **Shortlist of Actual Professional Activities (for more info see attached CV)**

**Chairman of ALE – Arbeiten und Lernen in Europa.** ALE is an EU Trustee Organization which provides Erasmus+ funds for students, apprentices and VET educators for international internships and co-operation projects

**Consultant for EU Projects and Quality Assessment,** esp. ECVET (European Credit System for Vocational Education and Training). The highly qualified members of the team support organizations applying for funds in EU projects and on request to master critical steps in projects

**Member of the National EQF (European Qualification Framework) Team** to provide expertise on the qualification status and level where qualifications should be embedded in the framework

**Consultant for international projects** for the improvement of the cooperation of businesses and educational systems on governmental level, mainly in the Balkan states and in the sector of tourism and gastronomy

**Member of the Advisory Board of the St. Gilgen International School.** The StGIS is a top ranked international school working according to the IBO (International Bachelor Organization) standards and controlled by the IBO central organization based in Geneva. The StGIS is fully accredited by the Austrian Government and school authorities. It is the most exclusive educational institute in Austria.

### **Vision for SKAL International Europe Area and the position of the President**

*Europe is the homeland of tourism starting centuries ago for the issues of learning and science, thousands of years ago already for trade and innovation. An own SKAL International Europe Area and an Area Committee is a vital requirement for the European SKAL Clubs to bring their voices into accordance and to articulate those in SKAL for a better understanding of specific challenges of European tourism. Being aware of the diversity of the European countries makes the task for the president even more difficult. Also, bureaucracy in organizations has to be treated sensitively. Therefore a main issue will be to motivate the members of the newly elected board to cooperate and concentrate onto content and not into statutes and paragraphs. It is a difficult*

*task; I cannot promise to solve all problems but together as a team with the support of the European clubs we will go for it.*

*During the last two years it has turned out that fostering links between clubs, sharing of knowledge and opportunities to develop tourism regionally is becoming more and more important. The industry has become even more dynamic after the restrictions caused by COVID-19. Workshops like the Academy Programme which is coordinated by Vice President and President Skal Italy Tito Livio Mongelli have played an important role in the field of the activities of Skal Europe.*

*We, the members of the board of Skal Europe have been working as a team since the start of the Area Committee with clearly defined work fields, regular meetings, and precisely agreed tasks with results to be reported and to be put into practice. Everything is done transparent and is to be found on the website. If being elected I will stand for the involvement of European clubs and international ones which are interested in our network. Let's work together for a good future of Skal!*



Dr. Franz Heffeter, 2023-09-22