



## IZVJEŠTAJ O ITHAS-U 2010

Tradicionalno studijsko putovanje ITHAS (International Tourism and Hospitality Academy at Sea), nakon tri studijska putovanja po hrvatskoj obali (2005., 2006. i 2008.) te krstarenja Dunavom 2007., i ove je godine uspješno realizirano u Hrvatskoj. U razdoblju od 1. do 8. svibnja 2010. ITHAS flota sa 100-tinjak sudionika na četiri motorna jedrenjaka krstarila je južnim Jadranom na ruti: Trogir – Split – Vis – Komiža -Vela Luka – Korčula – Orebić – Bol - Trogir. Glavni organizator i ovoga je puta bila Katedra za turizam Ekonomskog fakulteta Sveučilišta u Zagrebu pod vodstvom prof. dr. sc. Nevenke Čavlek. Tradicionalno, partnerske institucije bile su: Sveučilište primijenjenih znanosti u Münchenu, Katedra za turizam, Njemačka; Sveučilište Jyväskylä, Škola turizma i menadžmenta usluga, Finska; Ekonomski fakultet Sveučilišta u Ljubljani, Slovenija; Sveučilište Brock, Ontario, Kanada.

Sukladno karakteru samog putovanja, tema ovogodišnjeg ITHAS-a bila je "Small Scale Tourism Development". U multikulturalnom okruženju studenti su kroz sve posebnosti ovako organiziranog putovanja i kroz predavanja renomiranih svjetskih profesora stekli nova znanja i iskustva. Tijekom plovidbe studenti su imali priliku slušati sljedeća predavanja:

## REPORT ON ITHAS 2010: "SMALL SCALE TOURISM DEVELOPMENT"

Traditional study trip ITHAS (International Tourism and Hospitality Academy at Sea), after three cruises along the Croatian coast (2005, 2006, 2008) and cruise on Danube in 2007, was once again successfully realized in Croatia. In the period from the 1<sup>st</sup> till the 8<sup>th</sup> of May 2010 ITHAS fleet with about 100 participants was cruising on four motor sailing boats on the south Adriatic. The route was: Trogir – Split – Vis – Komiža -Vela Luka – Korčula – Orebić – Bol – Trogir. The main organizer was once again Department of Tourism, Faculty of Economics & Business, University of Zagreb, under the guidance of Professor Nevenka Čavlek. Traditionally, partner institutions were: Munich University of Applied Sciences, Department of Tourism, Germany; Jyväskylä University of Applied Sciences, School of Tourism & Services Management, Finland; University of Ljubljana, Faculty of Economics, Slovenia and Brock University, Canada.

In accordance with the character of the trip, the topic of ITHAS 2010 was "Small Scale Tourism Development". Within the multicultural surroundings, students had the opportunity to gain new knowledge and experiences of the specific of such an organized journey and through the lectures of renowned professors. During the sail students had the chance to participate in the following lectures:

- Julio Aramberri (Sveučilište Hoa Sen, Vijetnam): "Turizam u društvenoj zajednici";
  - David Fennell (Sveučilište Brock, Ontario, Kanada): "Izazovi i prilike u odnosu između turista i domaćina";
  - William C. Gartner (profesor na Sveučilištu Minnesota, Katedra za primijenjenu ekonomiju, SAD): "Kreiranje imidža u doba slobode informacija";
  - Richard Perdue (pročelnik i profesor na Sveučilištu Virginia Tech, Blacksburg, SAD): "Poduzetništvo u malim turističkim destinacijama";
  - Robert Gibson i Patricia East: "Međukulturalni aspekti turizma".
- Julio Aramberri (Hoa Sen University, Vietnam): "Community Based Tourism";
  - David Fennell (Brock University, Ontario, Canada): "Challenges and opportunities in tourist-host relationships";
  - William C. Gartner (University of Minnesota, Department of Applied Economics, USA): "Image Formation in the Age of Free Information";
  - Richard Perdue (Virginia Tech University, Blacksburg, USA): "Entrepreneurship in Small Tourism Destinations";
  - Robert Gibson i Patricia East: "Intercultural Aspects of Tourism".



*Sudionici ITHAS-a 2010. u Korčuli.  
ITHAS 2010 participants in Korčula.*

Uz aktivno sudjelovanje u predavanjima i raspravama te prezentiranje svoje zemlje, studenti su imali priliku nakon obilazaka komunicirati s lokalnim stručnjacima koji su prezentirali aktivnosti koje se poduzimaju u cilju razvoja turizma u pojedinim destinacijama obuhvaćenim putovanjem.

Spomenutim aktivnostima ostvarene su i ideje vodilje ITHAS-a: ostvarivanje međusobnih kontakata studenata iz različitih zemalja partnera kao budućih turističkih djelatnika, ostvarivanje kontakata studenata s profesorima i stručnjacima koje inače ne bi imali priliku upoznati, kao i upoznavanje s različitim kulturama. I ove su godine studenti znatno doprinijeli realizaciji cijelog projekta pri čemu su stekli vrijedna iskustva koja će im koristiti u budućem radu u turizmu.

Na kraju navodimo popis svih sudionika kako su bili raspoređeni po brodovima:

Alongside active participation in lectures and discussions and presenting tourism development of their countries, students had the opportunity to communicate with local experts during the tours through various destinations. Local experts presented the activities that are being undertaken with the goal to develop tourism within certain destination that were visited during the sail.

Through the mentioned activities, the main ideas of ITHAS were accomplished: achieving mutual contacts between students from all participating countries as future tourism experts, achieving contacts between students, professors and experts that otherwise would be hard to realize, as well as familiarizing with different cultures. This year students have again significantly contributed to realization of his project, which provided them with valuable experiences that will be useful during their future work in tourism.

Finally, here is the list of all ITHAS 2010 participants according to their allocation on ships.



Sudionici ITHAS-a u razgledu grada Trogira. / ITHAS participants on guided tour in Trogir.

**MAČEK**

Professor Nevenka Čavlek – Faculty of Economics and Business, University of Zagreb, Croatia

Professor William C. Gartner – University of Minnesota, Department of Applied Economics, USA, member of International Academy for the Study of Tourism

Professor Patricia East – Munich University of Applied Sciences, Department of Tourism, Germany

Robert Gibson, senior lecturer – senior consultant, Siemens, Germany

Dr. Wolfgang Ebert – Germany

Lovre Gačina – student from Croatia

Stjepan Sušec – student from Croatia

Andrija Pirnat – student from Croatia

Monika Pešorda – student from Croatia

Anamarija Platušić - student from Croatia

Lisa Kleiner – student from Germany

Antje Kraus – student from Germany

Gerlinde Strauß – student from Germany

Annika Jestädt – student from Germany

Frederike Hildebrand – student from Germany

Julia Arnold – student from Germany

Julie-Helene Dalan Sørensen – student from Slovenia

Lidija Laličić – student from Slovenia

Magdalena Penz – student from Slovenia

Joana Sanches de Noronha e Silveira – student from Slovenia

Liisa Manninen – student from Finland

Maarit Tietäväinen – student from Finland

Akseli Miettinen – student from Finland

Pekka Haverinen – student from Finland

Coralie Ullyett – student from Canada

Jillian Scheliga – student from Canada

**OTAC IVAN**

Professor David Fennell – Brock University, Canada

Gregg Campbell - Canada

Professor Tanja Mihalič – University of Ljubljana, Faculty of Economics, Slovenia

Matthias Grüneisl – Munich University of Applied Sciences, Germany

Danijela Ferjanić – Faculty of Economics and Business, University of Zagreb, Croatia

Vanja Budimski – Faculty of Economics and Business, University of Zagreb, Croatia

Martina Hranić – student from Croatia

Petra Karasman – student from Croatia

Ana Dominović – student from Croatia

Martina Pehar – student from Croatia

Ana Pavković – student from Croatia

Torben Heide – student from Germany

Philipp Vetter – student from Germany

Anna Fritz – student from Germany

Lisa Kern – student from Germany

Nina Siebels – student from Germany

Julia Ziener – student from Germany

Nuria Mohedano Camacho – student from Slovenia

Urška Počervina – student from Slovenia

Marita Liimatainen – student from Finland

Tiina Kokki – student from Finland

Carolyn MacLennan – student from Canada

**COLUMBO**

Professor Rick Perdue – Virginia Tech University, Blacksburg, USA, member of International Academy for the Study of Tourism

Professor Marion Schulz – Munich University of Applied Sciences, Germany

Nina Liszt, prof – Faculty of Economics and Business, University of Zagreb, Croatia

Susanna Nuijanmaa, senior lecturer - Jyväskylä University of Applied Sciences, School of Tourism & Services Management, Finland

Mrs. Jennifer Perdue - USA

Ingeborg Matečić – Faculty of Economics and Business, University of Zagreb, Croatia

Mr.sc. Božena Krce Miočić – University of Zadar, Department of Tourism and Communication Studies, Croatia

Saša Cindrić – student from Croatia

Ivan Gambiroža – student from Croatia

Maja Novosel – student from Croatia

Katarina Orešić – student from Croatia

Lisa Schamoni – student from Germany

Nicole Schaller – student from Germany

Sebastian Walk – student from Germany

Freya Nuytten – student from Germany

Mirjam Leidner – student from Germany

Ina Hermannsdörfer – student from Germany

Julia Augustin – student from Germany

Mohamed Jamil Elhanafi – student from Slovenia

Kerstin Müller – student from Slovenia

Lara Moragrega Martin – student from Slovenia

Claudia Trinks – student from Slovenia

Anna Pavesi – student from Slovenia

Milla Kytölä – student from Finland

Olivia Kauppinen – student from Finland

Jessica Sutton – student from Canada

Cyndal Janzen – student from Canada



Prezentacija studenata sa Svečilišta u Münchenu na brodu "Maček"

Presentation of students from the Munich University of Applied Sciences on MS "Maček".

**ANETA**

- Professor Julio Aramberri – Hoa Sen University, Vietnam, member of International Academy for the Study of Tourism
- Dr. Irmela Neu – Munich University of Applied Sciences, Germany
- Dr. Oliver Kesar – Faculty of Economics and Business, University of Zagreb, Croatia
- Birgit Dittrich – Munich University of Applied Sciences, Germany
- Ms. Venera Mema – representative from tourism agency, Albania
- Anne Törn, principal lecturer - Jyväskylän University of Applied Sciences, School of Tourism & Services Management, Finland
- Antonio Vlahov – Faculty of Economics and Business, University of Zagreb, Croatia
- Monika Robić – student from Croatia
- Iva Rešetar – student from Croatia
- Ivana Bistrović – student from Croatia
- Maja Rogić – student from Croatia
- Lina Widmann – student from Germany
- Asya Unger – student from Germany
- Kerstin Köster – student from Germany
- Marion Halm – student from Germany
- Sebastian Furtmair – student from Germany
- Andre Meier – student from Germany
- Björn Refsgaard Eriksen – student from Slovenia
- Matej Gornik – student from Slovenia
- Mervi Piriälä – student from Finland
- Noora Linnala – student from Finland
- Anna Sebert – student from Canada
- Courtney Higgins – student from Canada

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