



ITHAS 2008 U OČIMA STUDENATA MÜNCHENSKOG SVEUČILIŠTA

*ITHAS: International Tourism and
Hospitality Academy at Sea*

Četvrti puta zaredom ITHAS flota započela je svoje putovanje, ovog puta prostorima sjevernog Jadrana. Tema ovogodišnjeg krstarenja bila je "Destinacijski menadžment", a nakon kratke promjene ambijenta tijekom ITHAS-a 2007, koji se odvijao na Dunavu, ove godine 6 jedrenjaka ponovno je zaplovilo morskom pučinom. Kada čovjek razmišlja o ITHAS-u, nekoliko pitanja mu pada na pamet. Što studenti misle o ITHAS-u? Ispunjava li on njihova očekivanja? Koja znanja oni dobivaju? Četvero studenata sa Fakulteta za turizam, Sveučilište primijenjenih znanosti iz Münchena u Njemačkoj pokušalo je odgovoriti na ta pitanja. Donosimo vam njihova razmišljanja, ideje i komentare.

"Ako pomiješate stranu zemlju, šest različitih nacionalnosti, uzbudljiva i dragocjena predavanja, prezentacije i rasprave, mogućnost posjeta turističkim znamenitostima i atrakcijama s jedrenjem, suncem, veseljem, zabavom i prijateljstvom, što će biti rezul-

ITHAS 2008 IN THE EYES OF "MUAS" STUDENTS

*ITHAS: International Tourism and
Hospitality Academy at Sea*

For the fourth time now, the ITHAS fleet started its journey, this time through the area of north Adriatic. The theme of this year's cruise was "Destination management", and after short change of ambience during ITHAS 2007, which took place on the river Danube, this year 6 motor boats have sailed through offing once again. When thinking about ITHAS, several questions come to one's mind. What do students think about ITHAS? Does it fulfill their expectations? Which knowledge do they get? Four students from the Munich University of Applied Sciences (MUAS) – Faculty of Tourism, Germany tried to answer those questions. We bring you their thoughts, ideas and comments.

"If you mix up a foreign country, six different nationalities, exciting and valuable lectures, presentations and discussions, possibility to see various tourism sites and attractions with sailing, sun, fun, party and friendship, what will be the result? – ITHAS, the short form for International Tourism and Hospitality Academy at Sea.

tat? – ITHAS, skraćenica za International Tourism and Hospitality Academy at Sea.

I upravo se ITHAS održao od 3. do 10. svibnja 2008. godine u Hrvatskoj. Sveukupno gotovo 150 studenata iz Hrvatske, Slovenije, Španjolske, Finske, Kanade i Njemačke priključilo se putovanju koje je organizirala Katedra za turizam Ekonomskog fakulteta Sveučilišta u Zagrebu. Na početku većina sudionika nije uopće očekivala da će ovo krstarenje biti jedno od najboljih iskustava u njihovim životima. U prvom redu zbog izvrsne organizacije domaćina, Sveučilišta u Zagrebu, ali i zbog zanimljivog i raznolikog rasporeda koji je uključivao razgledavanja, predavanja, prezentacije i mnogo kulturnog programa. Upravo zbog toga ovo putovanje neće nikada biti zaboravljeno."

Thomas Hiermeier

Što studenti misle o predavanjima, profesorima i kvaliteti prezentacija tijekom ITHAS-a?

"Razlika između predavanja gostujućih profesora tijekom ITHAS-a i svakodnevnih predavanja na matičnim fakultetima je očita: prvo i glavno, studenti imaju osobniji odnos s profesorima, mogu im postavljati pitanja, raspravljati s njima o temama, učenje je puno intenzivnije, a znanje koje dobiju ostaje duže u glavama. Stvarno se možemo povezati s profesorima i uspostaviti veze s njima, što nije samo osobno obogaćivanje, već može biti i velika prednost ukoliko odlučimo posjetiti njihovo sveučilište, studirati ili raditi u inozemstvu ili samo imamo pitanja na koja njihovo znanje može dati odgovor. Nakon odslušanih različitih predavanja nekoliko profesora, imali smo mogućnost dobiti novi input iz novih izvora koji obogaćuju naše studiranje. Činjenica da smo tijekom predavanja bili u manjoj mjeri studenti nego što smo to inače dalo nam je priliku da radimo zajedno i s profesorima na puno intenzivnijoj razini i vježbamo timski

And that's exactly what was held from the 3rd until the 10th of May 2008 in Croatia. Altogether almost 150 students from Croatia, Slovenia, Spain, Finland, Canada and Germany joined a trip organized by Department of Tourism, Faculty of Economics and Business, University of Zagreb. At the beginning, most of the participants didn't expect at all that this sailing journey will be one of the best experiences in their whole lives. Firstly because of the fantastic organization by the host University of Zagreb and moreover because of an interesting and diversified schedule, including sightseeing, lectures, presentations and also a lot of cultural programme. Because of that, this tour will never be forgotten."

Thomas Hiermeier

What do students think about lectures, professors and the quality of the presentations during ITHAS?

"The difference between the lectures and discussions with the guest lectures during ITHAS and day-to-day lessons at home universities are obvious: first and foremost, the students have a more personal relation to the professors, they can ask them questions, discuss the topics with them, learning is more intense and the knowledge they gain is longer kept in mind. We could really connect with the professors and establish ties with them, which is not only a personal enrichment, but also could be very advantageous if we decide to visit their universities, study or work abroad or just have some questions where their knowledge is helpful. Hearing various, diverse lectures from several professors, we had the opportunity to get new input from new sources which enhance our studies. The fact that we were less students during the lectures than we usually are, gave us the opportunity to work together and with the professors on a more intense level and practice team working during the group works. Besides that, the professors had a chance to give us more practical and effi-

rad tijekom grupnih zadataka. Osim toga, profesori su imali priliku dati nam stvarne praktičnije i učinkovitije primjere, koristeći se postojećim znanjem studenata sudionika i prilagođavajući nam svoja predavanja."

Sabrina Zeugfang

"Tema ovogodišnjeg ITHAS-a bila je "Destinacijski menadžment". Predavanja su se odvijala svakodnevno na brodovima. Iz tog razloga ITHAS-u se pridružilo šest vrlo stručnih profesora iz cijelog svijeta koji su studente učili o različitim temama vezanim uz destinacijski menadžment. Predavači na ITHAS-u 2008. godine bili su:

Julio Aramberri sa Sveučilišta Drexel, Philadelphia, SAD;

William C. Gartner, Sveučilište u Minnesoti, SAD;

Patricia East sa Fakulteta za turizam Sveučilišta primijenjenih znanosti iz Münchena, Njemačka;

David Fennell sa Sveučilišta Brock, Ontario, Kanada;

Richard Perdue sa Sveučilišta Virginia Tech, Blacksburg, SAD te

Vera Krnajska-Hršak s Ekonomskog fakulteta Zagreb, Sveučilište u Zagrebu, Hrvatska."

Annelies Beutmiller

Što misle o međunarodnom pogledu ITHAS-a?

"... studenti iz Hrvatske, Slovenije, Finske, Španjolske, Kanade i Njemačke, ne zaboravimo studente iz Poljske, Rusije i mnogih drugih zemalja unutar Erasmus programa, proveli su zajedno tjedan dana, svi pomiješani na šest brodova. Zajedno su objeđivali i slušali predavanja, raspravljali i išli na izlete. Večeri su, naravno, provodili zajedno se zabavljajući.

Logična posljedica je da su se studenti polako međusobno upoznavali, počeli su ra-

cient realistic examples, using the existing knowledge of the participating students and fit their lectures to it."

Sabrina Zeugfang

"This year the topic of ITHAS was "Destination Management". The classes took place on board of the boats every day. Therefore six very competent professors from all over the world joined ITHAS and taught the students about different topics concerning destination management. The lecturers of ITHAS 2008 were:

Julio Aramberri, Drexel University, Philadelphia, USA;

William C. Gartner, University of Minnesota, USA;

Patricia East, Munich University of Applied Sciences, Department of Tourism, Germany;

David Fennell, Brock University, Ontario, Canada;

Richard Perdue, Virginia Tech, Blacksburg, USA;

Vera Krnajska-Hršak, Department of Business Foreign Languages, Faculty of Economics and Business, University of Zagreb, Croatia."

Annelies Beutmiller

And what about the international aspect of ITHAS?

"...students from Croatia, Slovenia, Finland, Spain, Canada and Germany, not to forget Erasmus students from Poland, Russia and many other countries, spent a week together, all mixed up on six boats. They had dinner together as well as lectures, discussions and excursions. And, of course, they also spent the nights partying together.

The logical consequence was that the students slowly got to know each other, they started talking about their countries and asking

zgovarati o svojim zemljama i postavljati pitanja da vide jesu li uobičajeni stereotipi istiniti. K tome su studenti iz svake zemlje morali prezentirati svoje sveučilište, svoju zemlju i posebice turizam svoje zemlje. Zahvaljujući tome, studenti su se upoznali s različitim pogledima na turistički razvoj koji se često razlikuje od onog u njihovim zemljama.

U kontekstu predrasuda i stereotipa radionica profesorica East i Krnjski Hršak doprinijelo je međunarodnoj razmjeni. Svaki student trebao je ispuniti upitnik izabirući određenu reakciju u danoj situaciji, kao i navesti neke pridjeve koji opisuju druge narode. Rezultati su uspoređeni s onima koje je dala generacija njihovih roditelja. U mnogim dijelovima rezultati su bili isti, no u nekima su uočene značajne razlike među zemljama. U svakom slučaju, svi studenti su naučili mnogo o drugim nacijama, o posebnim običajima, kao npr. da finski poslovni partneri idu zajedno u saune i raspravljaju o poslu, što je prilično neobična situacija za sve druge nacije, ali potpuno normalna u Finskoj.

Studenti su naučili da za svoju buduću suradnju s ljudima diljem svijeta moraju upoznati njihovu kulturu, uobičajene načine ponašanja i neverbalna pravila u poslovanju, poput načina predavanja posjetnice poslovnom partneru iz Azije.

ITHAS je zasigurno program koji mlade ljude mnogo uči o drugim nacijama, gdje oni mogu upiti znanje koje će im pomoći u budućnosti tijekom poslovanja s ljudima iz tih zemalja. ITHAS pomaže u otklanjanju predrasuda i prevladavanju kulturnih barijera koji su nastale tijekom naše povijesti i prošlih događanja."

Constanze Gut

Kako se odvijalo praktično obrazovanje tijekom ovogodišnjeg ITHAS-a?

questions in order to see if common stereotypes are true. Additionally, every nation's students on the boat had to present their university, their country and especially the tourism there. With this process, students came to know different views of tourism and tourism development, often diverging from those in their home countries.

When talking about prejudices and stereotypes, the workshop by professors East and Krnjski Hršak contributed to the intercultural exchange. Every student had to fill in a questionnaire by choosing a certain reaction in a given situation as well as to name some adjectives describing the other nations. The results were compared to these of the students' parents' generations. In many sectors the answers were the same, but in some there were to be seen significant differences between the countries. Definitely, all students learned a lot about the other nations, about special behaviors as e.g. that Finish business partners go together in the sauna to talk about business. It was really a strange idea for all other nations, but quite normal in Finland.

Students learned that for their future contacts with people from all over the world, they have to know their culture, their typical patterns, and unspoken rules in business, like how to hand a business card to an Asian business partner.

ITHAS is for sure a programme where young people can learn a lot about other nations, where they can absorb the knowledge that will help them in their future when doing business with people from those nations. ITHAS helps to diminish prejudices and to overcome cultural barriers built up through our history and past events."

Constanze Gut

What was the practical training like during this year's ITHAS?



Prezentacija studentskih radova / Students' presentations



Zajednička fotografija svih sudionika ITHAS-a 2008 / Group photo of all ITHAS 2008 participants

"... bilo je mnogo praktičnog obrazovanja. Na gotovo svakoj lokaciji tijekom putovanja studenti su išli u razgledavanje s lokalnim turističkim vodičima koji su im mnogo pričali o povijesti i kulturi i dali im informacije o turizmu i smještaju. Također, sudionicima ITHAS-a organizirane su prezentacije i rasprave s nekoliko stručnjaka u turizmu, poput gđe. Šimičić, direktorice Turističke zajednice grada Malog Lošinja, koja je objasnila trenutnu situaciju u turizmu, ali i buduće planove tog otoka. Još jednu doista zanimljivu prezentaciju održao je na Birjunima gosp. Veljko Ostojić, direktor Riviere Poreč. U prezentaciji pod naslovom "Strateški plan razvoja Istre" objasnio je glavnu ideju buduće strategije te je pokazao kako se ona implementira u ovaj dio Hrvatske. Veliki dijelovi praktičnog obrazovanja održavali su se i na brodovima. Svakog dana odvijalo se predavanje na određenu temu. Tijekom tih predavanja studenti nisu bili osuđeni samo na slušanje, nego se od njih očekivalo da izraze svoja iskustva u raznim područjima turističkog menadžmenta i u međunarodnim pitanjima. Nadalje, trebali su raspravljati i upotrijebiti svoje znanje kako bi riješili studije slučaja. Na primjer, vrlo zanimljiva studija slučaja odvijala se na predavanju Prof. Richarda Perduea, profesora i pročelnika Katedre za turizam u Blacksburgu, SAD. Studenti su trebali riješiti postojeći problem u turizmu malog američkog poluotoka kojeg pogađaju razni problemi, poput loše opskrbe vodom ili stalnih prometnih gužvi na jedinoj autocesti koja ih povezuje s kopnom, a iz svega toga slijedi manjak turističke potražnje. Studenti su bili podijeljeni u grupe i svaka je grupa trebala ponuditi rješenje tog problema. Nakon što se raspravilo o svim rješenjima, Prof. Perdue rekao nam je kako su riješili probleme. Bilo je to zaista zanimljivo iskustvo; vidjeti kako ponekad teorija može biti potpuno drugačija od problema u stvarnom životu."

Thomas Hiermeier

"...there was a lot of practical training. At nearly every location of the trip students went on sightseeing with a local tour guide, who told them many things about history and culture and also provided them some information about tourism and accommodation. In addition to that, the ITHAS participants were offered presentations and also discussions with several tourism experts, like Mrs. Šimičić, the director of the tourist board of Mali Lošinj, who explained the current tourism situation and also future plans of the island. Another really interesting presentation was held on the island of Brijuni by Mr. Veljko Ostojić, the director of Riviera Poreč. In a presentation entitled "Strategic Development Plan of Istria" he explained the main idea of the future strategy and also showed how it is being implemented in this part of Croatia. Big parts of practical training were also held on boat. Everyday there was a lecture on a special kind of topic. In these lectures students were not only asked to listen but they were also expected to express their experiences in many different fields of tourism management and about intercultural issues. Moreover they had to discuss and use their knowledge to solve case studies. For example, one very interesting case study took place during the lecture by Professor Richard Perdue, a Professor and head of the department of tourism in Blacksburg, USA. The students were supposed to solve an existing tourism problem of a small peninsula in America, which suffers of various problems, like bad water supply or never-ending traffic jams on the only connection highway and therefore a lack of tourism demand. Students were separated into groups and every group had to offer a solution for this problems. Finally, the solutions were discussed, Professor Perdue told us how they solved these problems. It was a really interesting experience to see how sometimes theory could be completely different from real life problems."

Thomas Hiermeier

Možemo zaključiti kako je ITHAS za studente bio odlično iskustvo, imali su mogućnost upoznati druge kulture, nove ljude, naučiti mnogo od stručnjaka u turizmu, prezentirati svoju zemlju i steći nova, neprocjenjiva iskustva. Možemo samo reći – vidimo se na sljedećem ITHAS-u!

"ITHAS je izvanredno iskustvo za studente sudionike. Zadivile su nas destinacije koje smo posjetili, kultura koju smo živjeli, predavanja i prezentacije koje smo čuli i teme o kojima smo raspravljali, a dali su nam i uvid u temu destinacijskog menadžmenta."

Sabrina Zeugfang

"ITHAS bi se trebao održavati svake godine. To je vrlo dobar projekt i dobra ideja kako spojiti studente iz različitih kultura. Tijekom ITHAS-a oni mogu učiti zajedno i jedni od drugih. Kako je već pokazano, ITHAS je prilika za svakog studenta. Osim toga, ITHAS je dobar primjer suradnje između sveučilišta. Bilo bi izvrsno kada bi bilo više ovakve suradnje i kada bi se dogovorilo više projekata poput ITHAS-a. Svijet, a posebice Europa sve se više i više približavaju. Zašto ne bi rasla i sveučilišta i studenti? Posebice u području turizma – mogla bi biti i prednost poznavati različite kulture i ljude. Putem ITHAS-a studenti mogu početi graditi mrežu za cijeli život. I ne zaboravimo: ITHAS iskustvo će ostati u svim glavama."

Annelies Beutmiller

"Kao zaključak, može se reći da je ITHAS 2008 bio veliki uspjeh i jedinstveno iskustvo za sve sudionike. Sveučilišta su svojim studentima ponudila pravu priliku integriranjem takvih ekskurzija u studijske programe. Nadamo se da će u budućnosti biti ponudeno mnogo ITHAS putovanja i ekskurzija u druge zemlje jer bi svaki

We can conclude that ITHAS was a great experience for students, as that they had a chance to get to know other cultures, to meet new people, to learn a lot from experts in tourism, to present their own countries and to gain new, priceless experiences. We can only say – see you all at the next ITHAS!

"ITHAS is an outstanding experience for the participating students. The destinations we visited, the culture we lived, the lectures and presentations we heard and the topics we discussed fascinated us and gave us an insight into the topic of destination management."

Sabrina Zeugfang

"ITHAS should be held again every year. It is a very good project and a nice idea to bring students from different cultures together. During ITHAS they can learn together and also from each other. Like already shown, ITHAS is a chance for every student. Moreover, ITHAS is a very good example of cooperation between universities. It would be great if more cooperation like this took place and more projects like ITHAS would be arranged. The world and especially Europe grow together more and more. So why shouldn't universities and students do the same? Particularly in the field of study of tourism – it can only be an advantage to know different cultures and people. Through ITHAS the students can start to build up a network for their whole lives. And not to forget: the experience of ITHAS will remain in all heads."

Annelies Beutmiller

"As the final conclusion, one can say that ITHAS 2008 was a great success and a unique experience for all participants. The universities offered their students a real opportunity by integrating such excursions in the study programme. Hopefully, a lot of ITHAS trips and excursions to other countries will be offered in



Radionica interkulturalnih kompetencija profesorice Patricije East
Workshop on intercultural competencies by Professor Patricia East



Predavanje gospodina Veljka Ostojića u hotelu Neptun na Brijunima
Presentation of Mr. Veljko Ostojić in hotel Neptun on Brijuni Islands

student trebao steći takvo iskustvo koje će ga učiniti boljim stručnjakom u području turizma, zahvaljujući ne samo teoretskim nego i praktičnim iskustvima tijekom studija."

Constanze Gut

"... to je najbolje iskustvo učenja koje se može dobiti tijekom jednog tjedna! Bio sam u Hrvatskoj već mnogo puta, ali na ovom putovanju imao sam priliku vidjeti sve stvari iz drugog gledišta. Štoviše, svi glavni ciljevi ITHAS-a nisu bili samo ispunjeni, već i nadmašeni. Sve u svemu, ITHAS 2008 će mi pomoći u završetku studiranja turizma, a i proširio sam svoju mrežu diljem svijeta s mnogim zanimljivim ljudima koji rade ili studiraju u području turizma. Te mreže će mi zasigurno pomoći u mojoj budućoj karijeri ili će čak rezultirati dugoročnim prijateljstvima. Hvala što ste nam dali mogućnost da se pridružimo ovom izvanrednom iskustvu i zaista cijenim sav trud koji ste uložili u ovaj projekt.

Hvala za ITHAS 2008!"

Thomas Hiermeier

the future because every student should gain such an experience that will for sure make him or her a better tourism expert thanks not only to theoretical but also to practical experiences during the study."

Constanze Gut

"...it's the best learning experience that one could get during one week! I have been to Croatia many times before, but on this trip I've had the possibility to see all the things from a different point of view. Moreover all the main goals of ITHAS have not only been fulfilled but even excided. All in all this ITHAS 2008 will help me finish my tourism studies and I've expanded my worldwide networks, with many interesting people working or studying in the field of tourism. These networks will surely help me in my further career or even end up in long term friendships. Thanks for giving us the opportunity to join this outstanding experience and I really appreciate all the efforts you've put into this project.

Thanks for ITHAS 2008!"

Thomas Hiermeier

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