



Izveštaj o ITHAS-u

ITHAS: International Tourism and Hospitality Academy at Sea

ITHAS 2007: Krstarenje na Dunavu od Passaua do Budimpešte i natrag do Passaua

(od petka 20. 4. 07. do petka 27. 4. 07.)

Treći put zaredom održan je ITHAS, ali puta nije se krstarilo na moru već na rijeci. Dok je prošlogodišnja tema krstarenja bila "Upravljanje turizmom u nacionalnim parkovima", ITHAS 2007 usmjerio se na "Turizam krstarenja". Čak 158 studenata i profesora iz šest različitih zemalja ukrcao se na brod "Wolga" s ukrajinskom posadom kako bi sudjelovali u jedinstvenom jednodnevnom doživljaju ITHAS-a. U usporedbi s ITHAS-om 2005 i 2006 zanimanje za ITHAS 2007 nadmašio je broj raspoloživih mjesta. Naime, broj sudionika i njihovih zemalja povećao se zahvaljujući izuzetnom uspjehu prethodnih ITHAS-a i velikom zanimanju kako onih studenata kojima je ovo bilo prvo putovanje tako i onih koji su željeli ponoviti iskustvo. Međunarodnu skupinu studenata sudionika ITHAS-a činili su Kanađani, Hrvati, Finci, Nijemci, Španjolci i Slovenci. Sa studentima je putovalo dvadesetak profesora turizma.

"Majka", inicijatorica i voditeljica ITHAS-a je prof. dr. Nevenka Čavlek s Ekonomskog fakulteta Sveučilišta u Zagrebu,

ITHAS – Report

ITHAS: International Tourism and Hospitality Academy at Sea

ITHAS 2007: Cruise on the Danube River from Passau to Budapest and back to Passau

(Friday, 20/04/07 – Friday 27/04/07)

For the third consecutive time, ITHAS took place on a cruise – this year not "at sea," but "on a river." While last year's topic addressed "Managing Tourism in National Parks," ITHAS 2007 focussed on "Cruise Tourism." Once again 158 students and staff from six different countries came together aboard the "MS Wolga" with a Ukrainian crew to share the unique ITHAS experience for one week. Compared to ITHAS 2005 and 2006 the demand for 2007 far exceeded the number of available spaces. Namely, the number of participants and the countries of origin increased and would have been even larger thanks to the tremendous success and the strong interest of first time participating students as well as of those who were eager to repeat the ITHAS experience. The international group included Canadians, Croatians, Finns, Germans, Spaniards and Slovenes. More than 20 professors accompanied the international student group.

The "mother," initiator and head of ITHAS is Prof. Nevenka Čavlek of Zagreb University. Once again the host institution

organizatora i domaćina cijelog ovog programa.

Zahvaljujući savršeno planiranoj logistici, dobro izbalansiranoj kombinaciji predavanja i rasprava s lokalnim stručnjacima iz turizma te praktičnom iskustvu putovanja, ostvarena je idealna platforma za teoretsko, praktično, interkulturalno i emotivno učenje. ITHAS je također primjer jednog izuzetno uspješnog povezivanja (*networkinga*) zahvaljujući golemom trudu i entuzijazmu profesorice Nevenke Čavlek, koja motivira sve partnere i potencijalne sponzore da podupru ovaj ambiciozan pilot projekt, potiče studente da se u potpunosti uključe u ovaj novi oblik učenja stječući na taj način nova iskustva.

was the Faculty of Economics and Business, University of Zagreb.

Thanks to perfect logistical planning, a well balanced mix of lectures and discussions, and a well-designed tourism programme, ITHAS combines theoretical lessons, meetings with local tourism experts, and the practical experience of travelling, to offer an ideal platform for theoretical, practical, intercultural and emotional learning. ITHAS is also an example of a highly successful networking due to the tremendous effort and enthusiasm of Nevenka, who motivates all partners and potential sponsors to support this ambitious pilot project, as well as motivating the students to get fully involved in this new kind of learning and sharing of experiences.



U posljednjih nekoliko godina, sveučilišta uključena u ovaj program povezala su se u znanstvenu mrežu: Ekonomski fakultet Sveučilišta u Zagrebu, Jyväskylä Polytechnic iz Finske, Ekonomski fakultet Sveučilišta u Ljubljani, Sveučilište Brock iz Ontarija, Kanada, Fakultet za turizam Sant Ignasi iz Barcelone, Španjolska, Fakultet za turizam, Sveučilište primijenjenih znanosti iz Münchena, Njemačka.

Gosti predavači renomirani su eksperti i profesori iz područja turizma. Njihovi seminari i rasprave dali su teoretsku podlogu i primjere konkretnih primjena u studijama slučaja; William Gartner sa Sveučilišta u Minesoti (SAD) vodio je seminar na temu "Razumijevanje ekonomskih učinaka turizma". Julio Aramberri sa Sveučilišta Drexel (Philadelphia, SAD) usredotočio se na "Turizam nasljeđa", a Larry Dwyer sa Sveučilišta New South Wales (Australija) održao je predavanje na temu "Turizam krstarenja – ocjena ekonomske važnosti." Patricia East s Fakulteta za turizam iz Münchena i Vera Krnajska s Ekonomskog fakulteta Sveučilišta u Zagrebu raspravljale su sa studentima "Interkulturalne stilove u pregovaranju".

Krstarenje Dunavom vodilo nas je do glavnih gradova Austrije (Beč), Slovačke (Bratislava), i Mađarske (Budimpešta), kao i do manjih mjesta poput Esztergoma i Kalocse u Mađarskoj te Hainburga i Weissenkirchena u Austriji. Upoznali smo bogatstvo kulturne i prirodne baštine na izletima pod vodstvom stručnih vodiča, a prezentacije lokalnih stručnjaka omogućile su nam nove spoznaje o razvoju turizma u tim regijama. Kao turisti, mogli smo se uživjeti u dinamiku tih prostora u transformaciji gdje još uvijek žive i mogu se osjetiti lokalna kultura i tradicija, kao na primjer, u tradicionalnim plesovima. Preljepo vrijeme s očaravajuće sjajnim zrakama sunca na čistom plavom nebu doprinijeli su izvrsnom raspoloženju tijekom cijelog ITHAS-a te su nam omogućili kreativnu atmosferu za uče-

For the past few years the participating universities have been linked in an academic network: the Zagreb University Faculty of Economics and Business, Croatia, the Munich University of Applied Sciences - Faculty of Tourism, Germany, the Jyväskylä Polytechnic in Finland, the University of Ljubljana Faculty of Economics in Slovenia, Brock University from Ontario, Canada, and the Sant Ignasi School of Tourism from Barcelona, Spain.

The guest lecturers are world-renowned experts and professors in the field of tourism. Their workshops and discussions provided theoretical input and examples of concrete applications in case studies: William Gartner from the University of Minnesota Tourism Center, USA held a workshop entitled "Understanding Tourism's Economic Impact;" Julio Aramberri from Drexel University, Philadelphia, USA focused on "Heritage Tourism," and Larry Dwyer from the University of New South Wales, Australia, presented the "Cruise Tourism – Assessing its Economic Significance." Patricia East from the Faculty of Tourism, University of Applied Sciences, Munich, and Vera Krnajska from the Faculty of Economics and Business, University of Zagreb, Croatia, discussed "Intercultural Negotiating Styles".

The cruise along the Danube River led us past the capitals of Austria (Vienna), Slovakia (Bratislava) and Budapest (Hungary), as well to smaller places such as Esztergom and Kalocsa (Hungary), Hainburg and Weissenkirchen (Austria). We discovered the rich cultural and natural heritage on guided excursions and in presentations informing us about the positive development of tourism in these regions. As tourists, we could immerse ourselves in the dynamics of these cities in transformation, where a rich culture and tradition are still alive and tangibly present, for example, in traditional dances. The fantastic weather, with a brilliant sunshine and clear blue sky contributed to the excellent mood of the whole ITHAS experience and provided us with a creative learning atmosphere.

nje. Taj duh kreativnosti bio je prisutan i u svim prezentacijama studenata - od onih više akademskih (npr. kad su predstavljali svoja sveučilišta i razvoj turizma u svojim zemljama) pa do onih više umjetničkih (npr. kad su prezentirali vlastite show programe). Svi smo doista bili impresionirani snagom i vitalnošću izraza pokrenutima iskustvenim učenjem. Razumijevanje kultura drugih naroda prerasta je u vrlo interaktivan susret osoba sa zajedničkim namjerama i iskustvima. Menadžment turizma je više od *know-how*-a i akademskog znanja; to je sposobnost kreiranja živih prostora za nezaboravne susrete poput ITHAS-a. Zahvaljujući Nevenkinom profesionalizmu i entuzijazmu i zahvaljujući svim sudionicima i njihovom dinamičnom sudjelovanju svi smo se vratili u svoje zemlje obogaćeni novom motivacijom, novim idejama i novim prijateljstvima. Iskustvo ITHAS-a s temom "Upravljanje turističkom destinacijom" nastavlja se na hrvatskom sjevernom Jadranu u svibnju 2008. godine.

Prof. dr. Irmela Neu
Koordinatorica ERASMUS Programa
Fakultet za Turizam
Sveučilište primjenjenih znanosti u
Münchenu

Na kraju navodimo imena svih sudionika kako su bili raspoređeni po palubama broda:

WOLGA II

- Professor Nevenka Čavlek – Faculty of Economics and Business, University of Zagreb, Croatia
 Professor William C. Gartner – (Minnesota University USA) – member of International Academy for the Study of Tourism
 Professor Julio Arramberi – Drexel University/USA – member of International Academy for the Study of Tourism
 Professor Vera Krnajski Hršak – Faculty of

This spirit of creativity was also present in all the students' performances, in the more academic ones (for example when they informed about their universities and the development of tourism in their regions), but also in the artistic ones (for example, when the groups presented their own shows). We were all very impressed by the power and the vital expressions of what experiential learning can activate. Understanding each others' culture became a very human encounter and a sharing of meanings and experiences. Tourism management is more than know-how and academic knowledge – it is the capacity to create living spaces for unforgettable meetings like ITHAS. Thanks to Nevenka's professionalism and enthusiasm, and thanks to all the participants and their dynamic contributions we returned to our home institutions enriched with new motivation, new ideas and new friendships.

The ITHAS experience entitled "Tourism Destination Management" continues on Croatia's northern Adriatic in May 2008 .

Prof. Dr. Irmela Neu
ERASMUS Programme Coordinator
Department of Tourism
Munich University of Applied Sciences

Finally, here is the list of all ITHAS 2007 participants according to their placement on the MS/WOLGA:

- Economics and Business, University of Zagreb, Croatia
 Professor Theo Eberhard – Munich University of Applied Sciences, Dean of the Department of Tourism, Germany
 Professor Larry Dwyer – Australia
 Elisabeth Jane Carroll – Australia
 Katharine D'Amico – ESADE Sant Ignasi School of Tourism, Spain
 Professor Patricia East – Munich University of Applied Sciences, Department of Tourism, Germany
 Dr. Wolfgang Ebert - Germany

Antonio Vlahov – Faculty of Economics
and Business, University of Zagreb,
Croatia

Petra Filipović – student from Croatia

Sandra Sadžak – student from Croatia

Andrea Šola – student from Croatia

Jelena Župarić – student from Croatia

Maja Drviš – student from Croatia

Kristina Pek – student from Croatia

Tea Pros – student from Croatia

Sandra Šipek – student from Croatia

Nina Čaušević – student from Croatia

Anđelko Živković – student from Croatia

Tomislav Kuliš – student from Croatia

Vanja Budimski – student from Croatia

Ana Beč – student from Croatia

Evgeniya Lunkova – student from Germany

Elke Baum – student from Germany

Claudia Sunderkamp – student from
Germany

Andreas Hanebuth – student from Germany

Markus Pettinger – student from Germany

Tonia Sirtl – student from Germany

Evi Krinner – student from Germany

Debora Heilig – student from Germany

Maria Broll – student from Germany

Andrea Friederichs – student from Germany

Irena Smrkolj – student from Slovenia

Patricija Škofljanec – student from Slovenia

Derrick Lancaster – student from Canada

Dave Giffin – student from Canada

Sini Nousiainen – student from Finland

Hanna Pusa – student from Finland

Miriam Candel Cebrian – student from
Spain

Lorena Ustero Lahoz – student from Spain

Silvia Martí Alabart – student from Spain

Marta Bosch Ribera – student from Spain





WOLGA I

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

Professor Jorma Asunta – Jyväskylän Polytechnic, School of Tourism and Services Management, Finland

Andrea Pešutić, Ph.D. – Faculty of Economics and Business, University of Zagreb, Croatia

Matthias Grueneis – Munich University of Applied Sciences, Department of Tourism, Germany

Nikolina Palinić – student from Croatia

Blanka Alebić – student from Croatia

Sanja Sinovčić – student from Croatia

Danijela Ferjanić – student from Croatia

Branka Gojak – student from Croatia

Nikolina Anić – student from Croatia

Josipa Buza-Vidas – student from Croatia

Kristina Šerbedžija – student from Croatia

Aline Alwardt – student from Germany

Jacqueline Boahene – student from Germany

Daniela Hausch – student from Germany

Sabrina Nötzel – student from Germany

Valerie Schühle – student from Germany

Alexandra Schaaf – student from Germany

Kathrin Seibold – student from Germany

Carolin Ramm – student from Germany

Katharina Mayr – student from Germany

Felix Gsottschneider – student from Germany

Marcel Pisch – student from Germany

Joachim Voit – student from Germany

Urska Prelog – student from Slovenia

Tina Bregant – student from Slovenia

Jonna Vornanen – student from Finland

Riikka Sikala – student from Finland

Sergi Viñes Arbós – student from Spain

Jacobo Hajar Salcedo – student from Spain

Victor Martinez Moreno – student from Spain

Barbara Bosch Reverter – student from Spain

Nerea Camps Monforte – student from Spain

DANUBE II

Professor Mato Bartoluci – Faculty of Economics and Business, University of Zagreb, Croatia

Professor Lovorka Galetić – Faculty of Economics and Business, University of Zagreb, Croatia

Oliver Kesar, Ph.D. – Faculty of Economics and Business, University of Zagreb, Croatia

Professor Irmela Neu – Munich University of Applied Sciences, Germany

Boris Vukušić – student from Croatia

Marta Slišković – student from Croatia

Marina Russo – student from Croatia

Monika Tvrđić – student from Croatia

Tomislav Zaninović – student from Croatia

Gordan Novak – student from Croatia

Ivana Trnčić – student from Croatia

Kristina Topol – student from Croatia

Inga von Deest – student from Germany

Ruth Schmitt – student from Germany

Andrea Schärtel – student from Germany

Miriam Buss – student from Germany

Paulina Drvarova – student from Germany

DANUBE I

Professor David Fennell – Brock University, Ontario, Canada

Mika Niskanen - Jyväskylä Polytechnic, School of Tourism and Service Management, Finland

Professor Vlasta Bahovec – Faculty of Economics and Business, University of Zagreb, Croatia

Ljubica Knežević Cvelbar, Ph.D. – University of Ljubljana, Faculty of Economics, Slovenia

Jen Hall – student from Canada

Shanna McKeever – student from Canada

Ashley Briggs-Jude – student from Canada

Julia Sabelfeld – student from Germany

Melanie Kohwanger – student from Germany

Andrea Gnad – student from Germany

Laura Hemmer – student from Germany

Carmen Reeb – student from Germany

Kristin Michaelis – student from Germany

Anita Bergmann – student from Germany

Petya Mitova – student from Germany

Goran Štefančič – student from Slovenia

Žiga Škrlj – student from Slovenia

Anni Kuperinen – student from Finland

Essi Repo – student from Finland

Andrea Bischoff – student from Canada

Carleigh Guiry – student from Canada

Victor Martinez Carrascoso – student from Spain

Dani Muñoz – student from Spain

Mireia Pi i Coll – student from Spain

Elena Trullas Vila – student from Spain

Ingrid Garcia Salazar – student from Spain

Anais Torruella Gallart – student from Spain

Jurica Belle – student from Croatia

Maja Katić – student from Croatia

Antonija Vrbanić – student from Croatia

Mia Dužanec – student from Croatia

Kazimir Bogović – student from Croatia

Ivica Spajić – student from Croatia

Valentina Ivančević – student from Croatia

Marijana Maretić – student from Croatia

Tanja Radovanović – student from Croatia

Nela Reščić – student from Croatia

Julia Ruthus – student from Germany

Harald Bernkopf – student from Germany

Sonja Löw – student from Germany
Astrid Vetter – student from Germany
Jessica Heeg – student from Germany
Andrea Obermaier – student from Germany
Martin Mayer – student from Germany
Lena Willumeit – student from Germany
Andrea Stoiber – student from Germany
Christina Flügler – student from Germany
Pilar Presas Maynegre – student from
Slovenia
Eija Lappalainen – student from Finland
Heidi Lehtonen – student from Finland
Anna Hurri – student from Finland
Sarah Briggs-Jude – student from Canada

Laura Smith – student from Canada
Laura Wellstead – student from Canada
Esteban Lechuga Fuentes – student from
Spain
Pablo Adan Barba – student from Spain
Sofia Hoffmann Salvañá – student from
Spain
Marta Centeno Sampere – student from
Spain
Mirela Guix Navarrete – student from Spain
Ana Fernandez – student from Spain
Marko Bujas – student from Croatia
Stephan Balkenius – student from Germany

ITHAS 2007 Sponzori

Posebnu zahvalu dugujemo svim sponzorima koji su nam pomogli u ostvarenju ovog jedinstvenog projekta.

University of Zagreb, Faculty of Economics and Business

Munich University of Applied Sciences,
Department of Tourism

Croatian National Tourist Board

University of Zagreb Student Council

Zagreb Tourist board

Croata, Potomac Ltd.

Kompas International

National Tourist Office of Hungary

National Tourist Office of Slovakia

Tourist Office of Town Kalocsa

Ms. Ilona Egrine Pap, Republic of Hungary,
Ministry of Local Government and
Regional Development, Tourism Department

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