

Prof.dr.sc. Patricia East

Vera Krnajski Hršak, viši predavač

OSVRT NA ITHAS 2011: PROSTORNO PLANIRANJE U TURIZMU

Studijsko putovanje/krstarenje na moru u trajanju od tjedan dana, međunarodni susret s akademskim raspravama na temu planiranja u turizmu uz interkulturalnu komunikaciju i stvaranje novih prijateljskih veza bez granica, puno rada i truda te veliki užitek: **to je ITHAS** (International Tourism & Hospitality Academy at Sea) koji se od 2005. održava svake godine u proljeće.

Već tradicionalno ITHAS organizira Katedra za turizam Ekonomskog fakulteta Sveučilišta u Zagrebu uz velikodušno sponzorstvo turoperatora specijalista za Hrvatsku I.D.Riva Toursa GmbH iz Münchena. Ovogodišnja ruta odvela je 110 sudionika (93 studenta i studentice i 17 profesora i asistenta) u destinacije u Hrvatskoj, Crnoj Gori i Albaniji. Glavna tema ovog intenzivnog modula edukacije bila je Prostorno planiranje u turizmu. U projektu su, uz Ekonomski fakultet Sveučilišta u Zagrebu, sudjelovali fakulteti ili odjeli za turizam i turistički menadžment s Münchenskog Sveučilišta za primijenjene znanosti, Finskog Sveučilišta za primijenjene znanosti Jyväskylä i Ekonomskog fakulteta Sveučilišta u Ljubljani, sa studentima preddiplomskog, diplomskog i postdiplomskog studija. Ove godine poseban interkulturalni akademski doprinos dala je slovenska grupa s 33 studenta na programu ERASMUS iz mnogih zemalja s 4 kontinenta koji su ljetni semestar proveli na Sveučilištu u Ljubljani.

Professor Patricia East

Vera Krnajski Hršak, Senior Lecturer

REPORT ON ITHAS 2011: PHYSICAL PLANNING IN TOURISM

A week-long sea-bound case study of tourism planning, an international encounter with academic insights, intercultural communication and new bonds of friendship across lots of borders, hard work and great enjoyment: **this is ITHAS**, the International Tourism and Hospitality Academy at Sea, which was founded in 2005 and held in 2011 for the sixth time.

Traditionally ITHAS 2011 was once again organised and hosted by the Faculty of Economics & Business of the University of Zagreb, and the tour was managed and generously sponsored by I.D. Riva Tours GmbH (Munich), a tour operating company specialising in Croatia. This year's route took 110 participants (93 students and 17 professors and assistants) to tourism destinations in Croatia, Montenegro and Albania. The overall topic of this intensive study module was "Physical Planning in Tourism". The participating universities were, besides the Faculty of Economics & Business, University of Zagreb; Munich University of Applied Sciences, Department of Tourism, Germany; Jyväskylä University of Applied Sciences, School of Tourism and Services Management, Finland; and University of Ljubljana, Faculty of Economics, Slovenia. The students were a mixed group of bachelor, master and postgraduate students. The Slovenian group consisting of 33 ERASMUS students from four continents, who were spending the spring semester at the Faculty of Economics in Ljubljana, particularly enriched the programme with their intercultural and academic contributions.

Logistika i glatko provođenje programa opet su pokazali savršenu profesionalnost za koju su najzaslužniji prof.dr.sc. Nevenka Čavlek i I.D.Riva Tours. Isplovivši iz Dubrovnika, četiri motorna jedrenjaka otplovila su prvo do Kotora, da bismo potom autobusima obišli mjesta od posebnog interesa za razvoj turizma u Albaniji i Crnoj Gori. Na povratku iz Dubrovnika doplovili smo preko Korčule i Makarske do konačne luke u Trogiru. Rad akademije odvijao se kako na I.D.Riva Toursovima plovećim hotelima, koji su ponudili izvanredne usluge punog pansiona, tako i na kopnu.

The logistical planning and the smooth running of the itinerary were – once again - a demonstration of professionalism and operational perfection: the credit goes to professor Nevenka Čavlek and I.D. Riva Tours. Starting from Dubrovnik, four old-timer motor-sailing boats took us along the coast and among the islands to Kotor Bay, from where we had two days on buses touring Albania and Montenegro, visiting places of special interest to the developing tourism industries of these countries. On our return to Dubrovnik we sailed up the coast to the island of Korčula and on to Makarska and Split on Croatia's Dalmatian coast. The boats were floating hotels with full board, excellent catering, and delightful service, and the ITHAS activities took place both on and off shore.



*Studentice Ekonomskog fakulteta Zagreb u pripremi izlaganja programskog zadatka /
FEB students preparing assignment presentation*

Vrijeme plovidbe bilo je ispunjeno zanimljivim i zahtjevnim predavanjima i seminarima:

Prof.dr.sc. Julio Aramberri sa Sveučilišta Hoa Sen, Vijetnam, govorio je o prostornom planiranju za potrebe kulturno-povijesne baštine;

Prof.dr.sc. Bill Gartner sa Sveučilišta u Minnesoti, SAD, predavao je na temu brendiranja destinacije;

Prof.dr.sc. Larry Dwyer sa Sveučilišta Novi Južni Wales, Australija, raspravljao je o instrumentima politike planiranja u turizmu, njihove primjene i evaluacije;

Robert Gibson, konzultant za interkulturalno osposobljavanje u Siemensu, vodio je radionicu zajedno s prof.dr.sc. Patriciom East i Verom Krnajski Hršak na temu komunikacije među različitim kulturama;

I konačno, ali ne manje važno, svi su studenti održali vrlo maštovito pripremljene prezentacije svojih sveučilišta i primjera prostornog planiranja na obalnim područjima u svojim zemljama.

Program na obali obuhvatio je posjete povijesnim mjestima, vođenja na mjesta koja ilustriraju koncepte i probleme turističkog planiranja, posjete hotelima te susrete s predstavnicima lokalnih turističkih organizacija. Večeri su bile posvećene diskusijama studenata i predavača, probama timskih zadataka za natjecanje koje se održalo zadnje večeri i slobodnom vremenu za zajedničke izlaske i zabavu do ranih jutarnjih sati. Ovo je putovanje završilo novostečenim prijateljima i dubljim razumijevanjem raznih aspekata turističkog planiranja i obavljanja poslova u međunarodnom okruženju.

Kako je tema ovogodišnjeg ITHAS-a bila Prostorno planiranje u turizmu, sudionici su imali prilike usporediti razvoj turizma u tri različite zemlje. U Albaniji su obišli tri različita grada: slikoviti srednjo-

Lectures and discussions with the guest lecturers on board filled the sailing hours:

Prof. Julio Aramberri of Hoa Sen University, Vietnam, discussed physical planning for heritage sites;

Prof. Bill Gartner of the University of Minnesota, USA, lectured on destination branding;

Prof. Larry Dwyer from the University of New South Wales, Australia, lectured on policy instruments, implementation and evaluation in tourism planning;

Robert Gibson, interculturalist responsible for intercultural management training and consultancy at Siemens AG, led an intercultural workshop together with Prof. Patricia East and Vera Krnajski Hršak.

And last, but by no means least, the students from each university gave creative presentations of their home universities and examples of coastal physical planning in their respective countries.

The onshore programme included visits to historic sites, guided tours illustrating tourism planning concepts and problems, hotel visits, and meetings with representatives of local tourism institutions. The evenings were filled with discussions among students and staff, team building rehearsals for the final evening, and free time to go out and have fun together until the early hours of the morning. We have come home with new friends and deeper understanding of different aspects of tourism planning and of working internationally.

As the theme of this ITHAS module was "Physical Planning in Tourism" the participants were able to compare the tourism development in these countries. The tour of Albania included three different towns: a picturesque medieval town of Kruja propped on a hilltop and surrounded by threateningly gigantic grey concrete structures, mass tourism resort of Dürres with its

vjekovni grad Kruju propet na stijeni i okružen prijetećim ogromnim betonskim polusagrađenim divovima, novoizgrađeni masovni turistički kompleks u Draču s hotelskim kapacitetima na pješčanim plažama i grad Skadar na rubu istoimenog jezera. Ali, možda je najimpresivnije bilo gledati neke od 750.000 bunkera koje je pokojni albanski predsjednik sagradio kako bi zaštitio svoje građane od "imperijalističkih prijetnji" čija se turistička vrijednost, koja je uhvaćena u malim kamenim suvenirima, tek treba valorizirati. Uz prirodne ljepote Bokotorskog zaljeva te Lovćena s jedne strane, i s druge strane povijesne građevine starog grada Kotora i rezidencije dinastije Petrovića koja nadrealistički zrcali europske dvorove iz 19. stoljeća na visini od preko 1.400 metara, vidjeli smo ogromne nove hotelske kapacitete za masovni turizam čija je izgradnja na budvanskoj dugoj pješčanoj plaži potaknuta uglavnom ruskim kapitalom.

Između mnogih atraktivnih turističkih destinacija u Hrvatskoj, ovaj je ITHAS u skladu s ovogodišnjom temom posebnu pozornost posvetio posjetu Srđu, budući da se na tom platou iznad Dubrovnika planira kontraverzna izgradnja golf terena s velikim brojem apartmanskih/hotelskih kapaciteta i prezentaciji predsjednice dubrovačke grupe za Menadžment turističke destinacije, gospođe Pave Župan-Rusković, koja je govorila o dilemama: je li Dubrovniku potreban teren za golf te kolika opasnost prijeti od prevelike izgrađenosti s obzirom da bi teren za golf mogao postati izgovor za izgradnju apartmana profitom vođenih investitora. U zaključku smo čuli da se traži urbanistički izbalansiran plan razvoja tog platoa koji bi uzeo u obzir nenarušavanje vizure ovog jedinstvenog povijesnog grada. Još jedan aspekt ovog projekta je i pozivanje lokalne zajednice za očuvanjem mediteranske vegetacije kojim se upozorava na osjetljivost terena za golf u botaničkom smislu, tj. vrste trava neprirodne su u tom dijelu jadranske obale te stoga predstavljaju prijetnju biodiverzitetu travnjaka na Srđu, a istodobno

hotel developments on sandy beaches, and a lakeside town of Skodra. But most impressive were 750,000 bunkers that had been built by the late president Hoxha to protect his citizens from the "imperialist threat", whose tourism value is still being explored – presently captured only in small stone souvenir items. Montenegro boasted both extraordinary natural beauties in the Kotor Bay and on Mount Lovćen, on one hand, and, on the other, the structures of the medieval walled-in town of Kotor built in stone and of the residence of the Montenegrin Petrović dynasty surrealistically mirroring 19th century European courts on top of a 1400 meter high mountain, as well as huge development sites driven by mass tourism and fuelled by mostly Russian investors on the long sandy beaches in Budva.

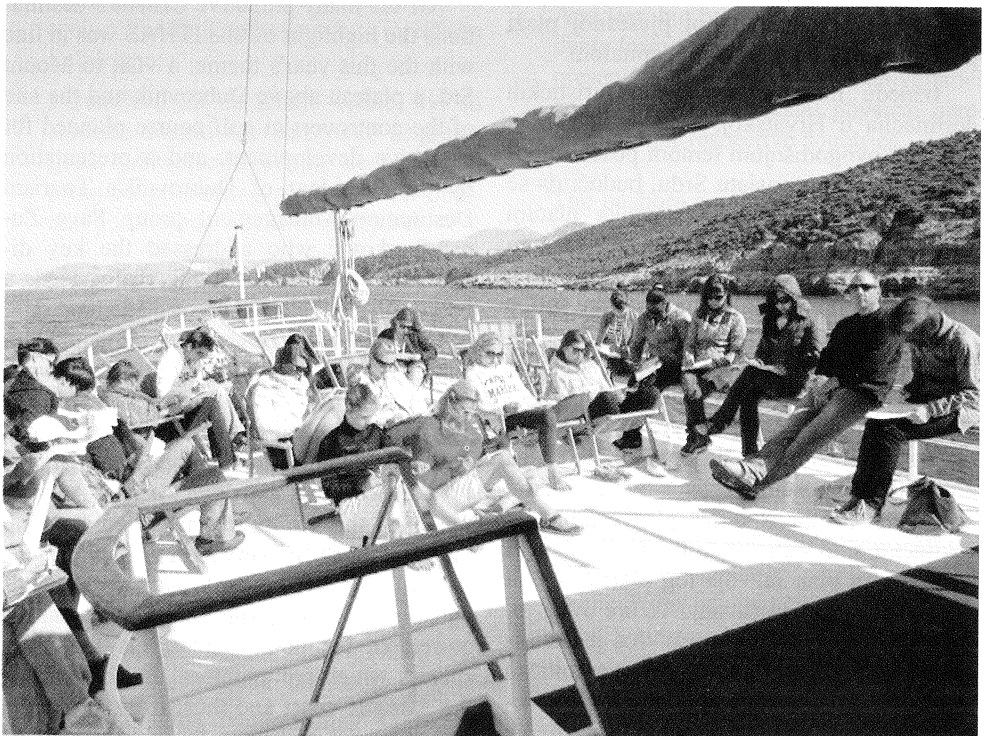
Of the many attractive Croatia's destinations the highlight of this ITHAS was in line with the this year's theme: a visit to Mount Srđ, a plateau above Dubrovnik and the site of the controversial golf course planned for extensive development, and a presentation by the President of Dubrovnik's Tourism Destination Management group Pave Župan-Rusković who addressed the key dilemmas: whether Dubrovnik really needs a golf course, whether there is a looming danger of overdevelopment as golf could become only a cover for building accommodation facilities by profit-driven investors. The conclusion called for carefully balanced physical planning and preservation of this uniquely historic town's landscape. Another aspect of this controversial project echoing the need for the preservation of the Mediterranean vegetation warns against the ecologically sensitive issue of the botanical requirement for golf courses, i.e. the grass species which are unnatural for that part of the Adriatic coast and thus, if the project is realised, will endanger the biodiversity of the Srđ grassland and Dubrovnik's water supplies as the limestone (karst) underlying the plain will allow uncontrollable leakages of water mixed with fertilizers. In the dis-

zbog poroznog krškog tla u dubrovački će se vodovod slijevati nekontrolirani tokovi voda pomiješanih s kemijskim gnojivima s novozasađenih terena za golf. U naknadnim diskusijama koje su ove godine po prvi put potaknuli profesori Burkhard von Freyberg sa Sveučilišta u Münchenu, Tanja Mihalič s Ekonomskog fakulteta u Ljubljani i u prezentaciji na kraju putovanja studenti su pokazali duboku osviještenost o važnosti pažljivog prostornog planiranja koje bi trebalo biti motivirano dugoročnim koristima za turizam i lokalnu zajednicu, a ne brzim zgrtanjem profita.

Prema općeprihvaćenom mišljenju svih sudionika, ITHAS 2011 je opet nadmašio očekivanja svih sudionika te se već s velikim zanimanjem očekuje objavljivanje novog programa ITHAS-a za 2012. godinu.

cussions guided by professors Burkhard von Freyberg from University of Munich and Tanja Mihalič from University of Ljubljana, and in the resulting final presentation the students showed great awareness of the significance of prudent physical planning motivated by long-term benefits for both the tourism industry and the destinations and not driven by quick profit seekers.

According to the widely accepted opinion, ITHAS 2011 has topped again the expectations of participants – hence the new ITHAS 2012 programme is already awaited with great curiosity.



Predavanje na palubi broda Aneta / Lecture aboard M/B Aneta



Studenti u posjeti kontroverznom projektu golf terena na Srđu / Students visiting a controversial golf course project on the mount Srđ above Dubrovnik



Zaključna radionica: Osvrt na viđeno i naučeno / Sum-up workshop: Reflecting on what we've seen and learned

Sudionici ITHAS-a 2011 / ITHAS 2011 participants

M/B ANETA

Mr. Mikael Viitasaari – Jyväskylä University of Applied Sciences, School of Tourism & Services Management, Finland
 Ms. Birgit Dittrich – Munich University of Applied Sciences, Department of Tourism, Germany
 Ingeborg Matečić – Faculty of Economics & Business, University of Zagreb, Croatia
 Vanja Budimski – Faculty of Economics & Business, University of Zagreb, Croatia
 Petra Karasman – student from Croatia
 Ana Dominović – student from Croatia
 Anamarija Platušić – student from Croatia
 Mare Juričev Barbin – student from Croatia
 Ivana Jagić – student from Croatia
 Tamara Milić – student from Croatia
 Katja Kern – student from Germany
 Barbara Stadler – student from Germany
 Ellen Drecoll – student from Germany
 Katharina Gogel – student from Germany
 Tobias Wissel – student from Germany
 Sebastian Schwarze – student from Germany
 Daniela Unterkofler – student from Germany
 Clarissa Kielhorn – student from Germany
 Immaculate Mary Mbabazi – ERASMUS student from Uganda
 Mariia Orlenko – ERASMUS student from Ukraine
 Lalada Chantrawong – ERASMUS student from Thailand
 Margarita Chichyan – ERASMUS student from Armenia
 Elizaveta Fedorova – ERASMUS student from Russia
 Judita Malovrh – ERASMUS student from Slovenia
 Md. Abdul Hamid – ERASMUS student from Bangladesh
 Amare Nega Wondirad – ERASMUS student from Ethiopia
 Heini Dahlbom – student from Finland
 Mervi Pirilä – student from Finland

M/B MAČEK

Professor William C. Gartner – University of Minnesota, Department of Applied Economics, USA, member of International Adacemy for the Study of Tourism
 Robert Gibson, senior lecturer – senior consultant, Seimens, Germany
 Professor Julio Aramberri – Hoa Sen University, Vietnam, member of International Adacemy for the Study of Tourism
 Professor Nevenka Čavlek - Faculty of Economics & Business, University of Zagreb, Croatia
 Saša Cindrić – student from Croatia
 Viktor Nađ – student from Croatia
 Maja Rogić – student from Croatia
 Martina Hranić – student from Croatia
 Maja Novosel – student from Croatia
 Kristina Kopic – student from Croatia
 Iva Rešetar – student from Croatia
 Maja Bukovac – student from Croatia
 Pascal Vetter – student from Germany
 Matthias Heumer – student from Germany
 Philipp Holz – student from Germany
 Tabea Gerstmann – student from Germany
 Andrea Kittler – student from Germany
 Christina Werlitz – student from Germany
 Stephanie Weyerer – student from Germany
 Nina Tosin – ERASMUS student Austria
 Megan Hennessy – ERASMUS student from Ireland
 Christina Kaab Mosegaard – ERASMUS student from Denmark
 Yu-Ning Su – ERASMUS student from Taiwan
 Wei Mei Lee – ERASMUS student from Malaysia
 Kerrin Brandt – ERASMUS student from Germany
 Laura Perpiñá Blanch – ERASMUS student from Spain
 Katja Richter – ERASMUS student from Germany
 Magdalina Yarichkova – ERASMUS student from Bulgaria

M/B MIRABELA

Professor Larry Dwyer – University of New South Wales, Australia

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

Professor Tanja Mihalič – Universtiy of Ljubljana, Faculty of Economics, Slovenia
Vera Krnajski Hršak, prof. – Faculty of Economics & Business, Universtiy of Zagreb, Croatia

Tomislav Klarin – University of Zadar, Department of Tourism and Communication Studies, Croatia

Ana Pavković – student from Croatia

Martina Pehar – student from Croatia

Monika Robić – student from Croatia

Franziska Neuper – student from Germany
Sophie Fehrenbacher – student from Germany

Heidi von Heissen – student from Germany

Jessica Steinmetz – student from Germany

Julia Gedimina – student from Germany

Anna Pavesi – ERASMUS student from Italy

Urška Počervina – ERASMUS student from Slovenia

Kwaw Koi Thompson – ERASMUS student from Ghana

Gussa Haile Hambisa - ERASMUS student from Ethiopia

Spyridon Doumenis – ERASMUS student from Greece

Mari Birling – student from Finland

Tiia Lampinen – student from Finland

Anni Laulainen – student from Finland

M/B OTAC IVAN

Mrs. Auli Nikmo – Jyväskylä Universtiy of Applied Sciences, School of Tourism & Services Management, Finland

Prof. dr. Burkhard von Freyberg – Munich Universtiy of Applied Sciences, Department of Tourism, Germany

Doc.dr. Oliver Kesar - Faculty of Economics & Business, Universtiy of Zagreb, Croatia

Antonio Vlahov - Faculty of Economics & Business, Universtiy of Zagreb, Croatia

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

Sanja Rajter – student from Croatia

Matea Šindilj – student from Croatia

Martina Primorac – student from Croatia

Monika Pešorda – student from Croatia

Andrea Menjak – student from Croatia

Ines Murgić – student from Croatia

Julia Jentsch – student from Germany

Kristin Huckenbeck – student from Germany

Christina Ott – student from Germany

Lisa Gersing – student from Germany

Katharina Winkler – student from Germany

Cathrin Cordewener – student from Germany

Caroline Obermair – student from Germany

Matthias Neuer – student from Germany

Walailak Trongjittipanya – ERASMUS student from Thailand

Yvonne Chu Yin Kok – ERASMUS student from Malaysia

Andreea Stefanescu – ERASMUS student from Romania

Eliška Smaržikova – ERASMUS student from Slovakia

Rocio Arenado – ERASMUS student from Spain

Anika Teresa Nolte – ERASMUS student from Germany

Tamara Gađanski – ERASMUS student from Serbia

Barbara Fignarova – ERASMUS student from Slovakia

Lucia Lopošová – ERASMUS student from Slovakia

Nikolina Đurinec – ERASMUS student from Croatia

Milica Ilinčić – ERASMUS student from Serbia

Olli-Pekka Haataja – student from Finland

Anssi Pasanen – student from Finland

Antti Viitasalo – student from Finland

ZAHVALA/ SPECIAL THANKS

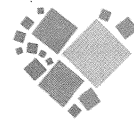
Zahvaljujemo sponzorima koji su pomogli u organizaciji ovog programa. / We are grateful to all the sponsors who helped in organizing this program.

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University of Zagreb, Croatia
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and Tourism, Montenegro
Municipality of Kotor, Montenegro
Port of Kotor, Montenegro
Ministry of Tourism, Culture, Youth and
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Atlas Travel Agency Dubrovnik



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