

## IZVJEŠTAJ - INTERNATIONAL TOURISM AND HOSPITALITY ACADEMY AT SEA

4.-11. svibnja 2013. godine,  
Hrvatska & BiH

Profesorica Adele Ladkin pozvana je sudjelovati na 8. International Tourism and Hospitality Academy at Sea (ITHAS), putovanju u trajanju od tjedan dana koje uključuje predavanja i stručna razgledavanja vezana za ovogodišnju temu - Specifični oblici turizma.

ITHAS je pokrenut 2005. godine, a 2013. godine održao se po osmi put, ponovno u organizaciji Ekonomskog fakulteta Sveučilišta u Zagrebu. Ukupno je sudjelovalo 108 studenata i profesora sa 4 sveučilišta: Ekonomski fakultet Sveučilišta u Zagrebu; Munich University of Applied Sciences, Department of Tourism, Njemačka; Jyväskylä University of Applied Sciences, School of Tourism and Services Management, Finska te Ekonomski fakultet Sveučilišta u Ljubljani. Program je osmislila profesorica Nevenka Čavlek sa Sveučilišta u Zagrebu, idejna začetnica ovog projekta, a brodove je i ove godine osigurao i putovanje dijelom i sponzorirao turoperator specijalist za Hrvatsku, I.D. Riva Tours iz Münchena.

Svrha ITHAS-a je raznolika. ITHAS pruža studentima jedinstveno iskustvo stručnih posjeta kako bi iz prve ruke doživjeli organizacijske aspekte turizma, studenti imaju koristi od predavanja vrhunskih međunarodnih stručnjaka u području turizma, a

## REPORT ON INTERNATIONAL TOURISM AND HOSPITALITY ACADEMY AT SEA

May 4 – 11, 2013,  
Croatia & BiH

Professor Adele Ladkin was invited to participate in the 8<sup>th</sup> International Tourism and Hospitality Academy at Sea (ITHAS), a week long sea voyage incorporating academic lectures and site visits based on the theme of Special Interest Tourism.

Founded in 2005 and held in 2013 for the eighth time, ITHAS 2013 was hosted by the Faculty of Economics & Business of the University of Zagreb. There were 108 students and professors participating in the study voyage from four participating universities: the University of Zagreb, Faculty of Economics and Business, Croatia; 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 programme was expertly put together by the founder of ITHAS, Professor Nevenka Čavlek from the University of Zagreb, with the boats and partial sponsorship provided by a Munich based tour operator I.D. Riva

Tours, specialized in Croatia.

The purpose of ITHAS is diverse. It gives students the unique opportunity to undertake site study visits to experience first hand the operational aspects of tourism, students benefit from academic lectures from international

*Picture 1 / Slika 1: ITHAS 2013 poster / ITHAS 2013 plakat*



spajanje sudionika s različitih sveučilišta na brodovima omogućuje međusobno upoznavanje različitih kultura i rad unutar raznolikih kulturnih grupa.

Na četiri broda plovilo je 27 profesora i asistenata te 81 student te su svakog dana sudjelovali na predavanjima tijekom plovidbe, a kada bi brodovi pristali, odlazili su na razgledavanje destinacije autobusima ili pješice. Te su destinacije ovoga puta bile: Makarska, Ploče, otok Brač, Vodice i Zadar u Hrvatskoj, te svetište Međugorje i grad Mostar u Bosni i Hercegovini. Studenti sa svakog sveučilišta su također prezentirali svoje matične institucije i dali su prikaz razvoja turizma u svojim zemljama.

Putovanje je završilo 11. svibnja u Zadru, na vrijeme da se ITHAS pridruži međunarodnoj znanstvenoj konferenciji „Myths of Tourism“ koju su organizirali Odjel za turizam i komunikacijske znanosti Sveučilišta u Zadru i Katedra za turizam Ekonomskog fakulteta Sveučilišta u Zagrebu.

Profesorica Ladkin je izjavila: „Ovo je bila izvrsna prilika za studente. Imali smo organiziran raspored s mnogo različitih aktivnosti i poučnim iskustvima. Svi smo se složili da je to bilo iznimno vrijedno putovanje. I vrijeme nam je bilo dobro, a more mirno!“

Tijekom putovanja profesorica Adele Ladkin i profesorica Nevenka Čavlek provele su pilot studiju za njihovo predstojeće istraživanje o iskustvima poduzetnika u nautičkom turizmu koje će se provesti u suradnji s I.D. Riva Toursom.

tourism experts, and the bringing together of the different university participants on the boats allows for cultural exchange and practice in working with diverse cultural groups.

The 81 students and 27 professors and assistants sailed on four boats, with each day typically involving lectures during the sailing times and site excursions on foot and by bus when each destination was reached. Destinations included Makarska, Ploče, The Island of Brač, Vodice and Zadar in Croatia, and Medugorje Pilgrimage Site and Mostar in Bosnia and Herzegovina. The students from each university also gave presentations of their home universities and a review of tourism in their respective countries.

The voyage ended in Zadar on May 11<sup>th</sup>, in time to join with the International conference ‘Myths of Tourism’ organised jointly by the University of Zadar and the University of Zagreb.



*Picture 2 / Slika 2: ITHAS 2013 fleet / ITHAS 2013 flota*

Professor Ladkin said “This was a fantastic opportunity for the students. We had a packed schedule with many different activities and learning experiences. We all agreed it was an extremely worthwhile trip. The weather was also kind to us, with calm Seas!”

During the voyage, Professors Ladkin and Čavlek undertook a pilot study for their forthcoming research on experiences of naval entrepreneurs in tourism being undertaken in collaboration with I.D.Riva Tours.

### **ITHAS 2013 participants / Sudionici ITHAS-a 2013**

#### **M/S COLUMBO**

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

Professor Emeritus Erik Cohen – The Hebrew University of Jerusalem, Jerusalem, Israel

Sripai Cohen – Thailand

Professor Larry Dwyer, University of New South Wales, Australia

Professor William C. Gartner – University of Minnesota, USA

Hunter Gartner –USA

Beth Kish – USA

Professor Adele Ladkin – Bournemouth University, United Kingdom

Professor Ralph Berchtenbreiter - Munich University of Applied Sciences, Germany

Antonio Vlahov, MA - Faculty of Economics & Business, University of Zagreb, Croatia

Ana Radunić – student from Croatia

Kristina Perc – student from Croatia

Samanta Bićanić – student from Croatia

Ivana Domijan – student from Croatia

Emel Tarazouyazar – student from Germany

Stefanie Brunner – student from Germany

Christina Stehle – student from Germany

Lisa Schramm – student from Germany

Theresa Liese – student from Germany

Maiju Parttimaa – student from Finland

Mimmi Pekurinen – student from Finland

Polina Tarabrina – EMTM student from Slovenia

Lidya Petkova – EMTM student from Slovenia

Agnes Julia Maset – EMTM student from Slovenia

Emmanuelle Brochet – EMTM student from Slovenia

Kristof Tomey – EMTM student from Slovenia

Alexandru Octavian Dimache – EMTM student from Slovenia

Goodluck Elisha Mdumi – EMTM student from Slovenia

#### **M/S MAČEK**

Professor Julio Aramberri – Hoa Sen University, Vietnam

Professor Patricia East - Munich University of Applied Sciences, Germany

Professor Rick Perdue – Virginia Tech University, USA

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

Danijela Ferjanić Hodak, MA - Faculty of Economics & Business, University of Zagreb, Croatia

Vanja Budimski, MA - Faculty of Economics & Business, University of Zagreb, Croatia

Lana Jerković – student from Croatia

Petra Radan – student from Croatia

Darka Jurković – student from Croatia

Tajana Štros – student from Croatia

Izabela Terzić – student from Croatia

Jasmin El Hasairi – student from Germany

Franziska Reichel – student from Germany

Daniela Wester – student from Germany

Nina Hödel – student from Germany

Nicolai Pokorny – student from Germany

Stephan Boxhorn – student from Germany

Sanna Kivimäki – student from Finland

Elly Kalenius – student from Finland

Lilli Luoma-Aho – student from Finland

Sanna Kastikainen – student from Finland

Anastasiia Lushyna – EMTM student from Slovenia

- Inga Pruseviciute – EMTM student from Slovenia
- Nafisah Ratanti Wulandari – EMTM student from Slovenia
- Luka Maslač – EMTM student from Slovenia
- Lucas Fenandez Estevez – EMTM student from Slovenia
- Elena Sibireva – EMTM student from Slovenia
- Aksana Staravoitava – EMTM student from Slovenia
- M/S MIRABELA**
- Vera Krnajski Hršak, prof. - Faculty of Economics & Business, University of Zagreb, Croatia, Professor Marina Dabić - Faculty of Economics & Business, University of Zagreb, Croatia
- Cindy Cook - USA
- Professor Burkhard von Freyberg - Munich University of Applied Sciences, Germany
- Marija Librenjak – student from Croatia
- Josipa Stjepanović – student from Croatia
- Ana Brenko – student from Croatia
- Kelly Berner – student from Germany
- Tara Freude – student from Germany
- Cornelia Krichbaumer – student from Germany
- Corinna Kieser – student from Germany
- Charlotte Lehmann – student from Germany
- Kaisu Hyvärinen – student from Finland
- Anni Kalenius – student from Finland
- Saana Luukkonen – student from Finland
- Štepan Prindiš – EMTM student from Slovenia
- Gabriel Blčač – EMTM student from Slovenia
- Selina Botescu – EMTM student from Slovenia
- Marija Lanč – EMTM student from Slovenia

*Picture 3 / Slika 3: Professor C. Arcodia and M. Abreu Novais moderate a workshop on a boat / Prof.dr.sc. C. Arcodia i M. Abreu Novais vode radionicu na brodu*



**M/S OTAC IVAN**

Professor Charles Arcodia – Griffith University, Brisbane, Australia

Margarida Abreu Novais – University of Queensland, Brisbane Australia

Hannele Salminen – JAMK University of Applied Sciences, School of Tourism & Service Management, Finland

Birgit Dittrich - Munich University of Applied Sciences, Germany

Ingeborg Matečić, PhD - Faculty of Economics & Business, University of Zagreb, Croatia

Marina Borovinšek – student from Croatia

Mirela Geci – student from Croatia

Ana Bilek – student from Croatia

Ivan Dehuri – student from Croatia

Domagoj Pavlović – student from Croatia

Verena Hofstetter – student from Germany

Annalena Pertek – student from Germany

Sandra Ringholz – student from Germany

Veronika Schmidt – student from Germany

Verena Waliczek – student from Germany

Lisa-Marie Kraus – student from Germany

Marina Mayer – student from Germany

Juliane Voigt – student from Germany

Valentina Malkoc – student from Germany

Marika Rokkamaäki – student from Finland

Anni Pääkkönen – student from Finland

Georgina Xifra Cubero – EMTM student from Slovenia

Anna Karina Gentgen – EMTM student from Slovenia

Gražina Diržyte – EMTM student from Slovenia

Maja Černek – EMTM student from Slovenia

Kimberly Yakarah Peterkin – EMTM student from Slovenia

Rieko Ando – EMTM student from Slovenia

Syes Mohiudden Bashar – EMTM student from Slovenia

Johan Erik Ivar Amyquist Adermalm – EMTM student from Slovenia

Luiza Badzhakyan – EMTM student from Slovenia

Alina Pop – EMTM student from Slovenia

**SPONSORI / SPONSORS**

*Izražavamo posebnu zahvalnost svim našim sponzorima koji su nam pomogli u realizaciji i organizaciji ovoga projekta.*

*We express our special gratitude to all sponsors who supported the realization and organization of the project.*

**Faculty of Economics & Business,  
University of Zagreb**

**I.D. Riva Tours**

**Zagreb Tourist Board**

**Croatian National Tourist Board**

**Hotel Park d.o.o. - Makarska**

**Zagreb Airport**

**Zadar County**

**Zadar County Tourist Board**

**Zadar Tourist Board**

**Dubrovnik-Neretva County**

**Federal Ministry of Environment and  
Tourism, Bosnia and Herzegovina**

