

IZVJEŠTAJ – INTERNATIONAL TOURISM AND HOSPITALITY ACADEMY AT SEA

10.-17. svibnja 2014. godine, Hrvatska

ITHAS - International Tourism and Hospitality Academemy at Sea je projekt kojeg Katedra za Turizam Ekonomskog fakulteta Sveučilišta u Zagrebu već devetu godinu za redom organizira u suradnji s turoperatom specijaliziranim za Hrvatsku, I.D.Riva Tours GmbH iz Münchena. Ovo iznimno interaktivno studijsko putovanje nesumnjivo je ostavilo neizbrisive utiske kod svih sudionika, posebice kod nas studenata.

Ovogodišnja tema projekta ITHAS bila je „Promocija turističkog proizvoda“. Tijekom sedmodnevnog putovanja održana su raznolika interaktivna predavanja o promociji turističkog proizvoda u zemljama u razvoju, kao i u destinacijama u nastanku. Ugodan ambijent predavanja, koja su se održavala tijekom plovidbe jadranskom obalom i otocima, omogućio je lakše fokusiranje na teme predavača. Predavanja eminentnih profesora tijekom putovanja održavala su se u prijednevnom satima. Raznoliki stilovi predavanja profesora koji dolaze iz različitih dijelova svijeta, od Njemačke, Francuske, preko Izraela, pa sve do Australije ukazuju na to da je i bez uporabe najnovije tehnologije moguće pobuditi zainteresiranost studenata za materiju koja se predaje. Poseban naglasak stavljen je na važnost inovacija, kao i promociju turističkog proizvoda u vrijeme krize, uz istovremene dinamične i zabavne radionice obojane interkulturalnim različitostima čijih je 124 sudionika došlo iz čak 31 zemlje.

Program spomenutog projekta detaljno je isplaniran, što je omogućavalo da se vrijeme provedeno na putovanja maksimalno iskoristi. Prilikom pristajanja brodom odlazilo se u razgledavanje te destinacije, autobusom ili pješice. Ovogodišnje destinacije

REPORT ON INTERNATIONAL TOURISM AND HOSPITALITY ACADEMY AT SEA

May 10-17 May, 2014, Croatia

International Tourism and Hospitality Academy at Sea (ITHAS) is a project organised by the Department of Tourism of the Faculty of Economics and Business together with I.D.Riva Tours GmbH from Munich, Germany, specialised in Croatian travelling. In the past nine years this extraordinary interactive study programme has undoubtedly left unforgettable impressions with all participants, especially with us, the students.

This year's ITHAS project was devoted to the theme of the Promotion of Tourism Product. During a seven-day voyage we participated in a variety of interactive lectures/workshops on promotion of tourism product in developing countries and in emerging destinations. The cosy atmosphere on the boats where lectures/workshops were held while sailing on the Adriatic coast facilitated thorough focusing on the issues and concepts presented and discussed. The lectures/workshops held by eminent professors from Germany, France, Israel and Australia have proved that even without the use of state-of-the-art technology students' interest in the subject matter can be stimulated. Special emphasis was put on discussing the significance of innovations and on promotion of tourism product at times of crises in lectures accompanied by lively workshops in colourful intercultural exchanges among the 124 participants coming from as many as 31 countries from all over the world.

The schedule of lectures/workshops held on board boats while sailing, field visits and meetings with the local tourism experts in ports and teambuilding exercises in our 'free time' was planned in detail to facilitate maximum use of time. When the boats docked the students went on sightseeing tours of each destination (Split, Omiš, and Brač) on

bile su: Split, Omiš, Brač, Brač (Bol), Šolta (Stomorska), Solaris Beach Resort (u blizini Šibenika) te Trogir. Pojedinačne aktivnosti bile su popraćene stručnim predavanjima, čime se doživljaj svakog pojedinog turističkog proizvoda iz perspektive turista stapao s analizom istog tog proizvoda iz perspektive nositelja turističke ponude. Takav način učenja briše sve granice, navodi na razmišljanje izvan standardnih okvira i normi te pruža uvid u to kako u praksi funkcioniraju odnosi i subjekti u turizmu.

Izuzev mogućnosti za poboljšanjem znanja i umijeća korištenja engleskog jezika, projekt ITHAS otvara horizonte i u kontekstu upoznavanja različitih načina promišljanja, životnih stavova, navika, želja, ali i potreba. Ostvarivanje kontakata sa sudenticima i profesorima iz cijelog svijeta od neprocijenjive je koristi za naš budući razvitak i rad. Opisujući posebnosti i izdvajajući prednosti koje ITHAS pruža u širokom spektru, ne smijemo zaboraviti niti izostaviti šarolike

the mainland coast, Bol on the island of Brač, Stomorska on the island of Šolta, the Solaris Beach Resort near the town of Šibenik and Trogir on the mainland again) either by bus or on foot. All activities were accompanied by presentations by the local experts, which completed the picture of each experience of the particular tourism product both from the tourist's and tourism supplier's perspective. An insight into the practical functioning of the relationships among the tourism entities enriched our learning/studying through thinking outside the box and the usual norms.

In addition to offering the students opportunities to gain new knowledge and improve their English communication skills, the ITHAS project also opens new horizons in the context of getting to know different ways of thinking, life attitudes, customs, aspirations as well as needs. The interaction among the students and professors from all over the world is invaluable for our future professional development and careers. One of ITHAS's

Picture 1 / Slika 1: ITHAS 2014 participants / Sudionici ITHAS-a 2014



prezentacije, posebice nas studenata, koje nam daju mogućnost uspoređivanja našeg znanja i studijskih programa kao i stručne i osobne informacije od naših kolega i kolegica iz cijeloga svijeta. Zanimljiva je i činjenica kako se usprkos toga što se sudionici razlikuju u kulturama i običajima, svi slažu u osnovnoj biti ITHAS-a - želji za učenjem i upoznavanjem, te radoznalošću koje predstavljaju glavni pokretač svih turističkih kretanja.

Cjelokupni projekt, osim što pruža mogućnosti stjecanja teoretskog znanja iz područja turizma, nudi i mnogo više od toga - upoznavanje samoga sebe, vlastitih granica, razvijanje organizacijskih vještina, upravljanje vremenom i sl. Suživot s ljudima iz cijelog svijeta, spoj različitih kultura, tradicija i rasa na jednom mjestu, potpuno mijenjaju doživljaj i kut gledanja, želja i potreba turističke ponude i potražnje, što dodatno pri-

peculiarities are the students' colourful presentations on their countries and universities, and on the assigned topic in which we could benchmark our own school and programme and get all sorts of professional and personal information from our colleagues from all over the world. An interesting fact is that the participants, although different in cultures and customs, all agree on the essence of ITHAS: the desire to study and curiosity as the main initiator for all tourism undertakings.

ITHAS offers much more than opportunities to gain theoretical knowledge in the area of tourism. It enables getting to know one self, one's own limits, developing organisational skills, time management, etc. The cohabitation with the people from all over the world, a mixture of different cultures, traditions and races in one place, completely alter the experience and the viewing angle, the desires and the needs of tourism demand and supply – all

Picture 2 / Slika 2: Students from M/S Vilma during presentations of their home faculties and universities / Studenti s broda Vilma tijekom prezentacija matičnih fakulteta i sveučilišta



donosi izoštravanju pogleda na mogućnosti koje su pred nama, na naše vlastite kapacitete i planove za budućnost.

Vremenski uvjeti tijekom putovanja nisu uvijek bili idealni, no vedar duh i potpora profesionalne i ljubazne posade, omogućili su prevladavanje negativne atmosfere u svakom trenutku. Tako smo i od njih dobili živu poduku o tome kako rade pravi timovi.

Konačno, svaki pojedinac koji je sudjelovao u ITHAS-u zna da nema pretjerivanja u tvrdnji – nakon ITHAS-a više niste isti. Citirajući sv. Augustina koji je rekao da je svijet knjiga - oni koji ne putuju pročitali su samo jednu stranicu, shvaćamo da je putovanje u sklopu projekta ITHAS neminovno najbolja investicija tijekom studija, kako intelektualna tako i životna. Mnoštvo lijepih uspomena, iskustava, dojmova, a napose znanja, ono je što smo kao sudionici ponijeli sa sobom. Zbog svega navedenog, s velikom željom i veseljem iščekujemo ITHAS 2015 koji će nas bez sumnje ponovno oduševiti.

U ime svih studenata Ekonomskog fakulteta Zagreb zahvaljujem na financijskoj potpori Sveučilištu u Zagrebu i našem fakultetu.

Magdalena Mustapić,
Studentica 4. godine
Ekonomskog fakulteta Sveučilišta u Zagrebu

these contribute to sharpening our focus on the opportunities before us, to building our own capacities and planning our future.

Although the weather conditions during the voyage were not always perfect, the bright spirits and the firm support of the helpful and always professional crews on each boat made up for all peripheral snags. In this aspect we had an on-the spot lesson on how great teams operate.

To conclude I strongly believe without exaggeration that every person who participated in ITHAS knows that after ITHAS you are not the same person anymore. Quoting St. Augustin who said that the world was a book, one can say that those who do not travel have only read one page. Furthermore we realise that the voyage within the ITHAS project is undoubtedly the best investment during our studies both intellectually and in terms of life. What we, the participants, took home with us is a multitude of beautiful memories, experiences, impressions, and especially knowledge. Because of all of the above we eagerly await the next ITHAS 2015 which will definitely be a thrill.

On behalf of all students from the Faculty of Economics and Business Zagreb I would like to thank the University of Zagreb and our Faculty for the provided financial support.

Magdalena Mustapić,
4th year undergraduate student
Faculty of Economics and Business, University of Zagreb

ITHAS 2014 Professors and lectures / Profesori i predavanja

Professor Charles Arcodia & Margarida Abreu Novais: *Promoting Tourism Products through Innovation / Promoviranje turističkih proizvoda korištenjem inovacija*

Professor Eli Avraham: *Tourism Promotion for Developing Countries and Emerging Destinations / Promocija turizma u zemljama u razvoju i destinacijama u nastajanju*

Professors Patricia East, Burkhard von Freyberg and Ralph Berchtenbreiter: *Intercultural Workshop / Međukulturna radionica*

Professor Yoel Mansfeld: *Promoting Tourism Product in Time of Crisis and Risks / Promoviranje turističkog proizvoda u vrijeme kriza i rizika*

Professor Michel Poté: *Puzzles in Predicting Tourist Expectation and Behavior in a Cross-cultural Environment / Slagalice u predviđanju očekivanja i ponašanja turista u kroskulturalnom okruženju*

ITHAS 2014 participants / Sudionici ITHAS-a 2014

M/S MAČEK

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

Professor Michel Poté – ESSCA (Ecole Supérieure des Sciences Commerciales d'Angers), France

Annick Poté - France

Professor Heba Aziz - German University of Technology, GÜtech, Oman

Jasmin Šmit – student from Croatia

Domagoj Mišević – student from Croatia

Magdalena Mustapić – student from Croatia

Mateja Vinka Vranković – student from Croatia

Kerstin Rak – student from Germany

Lou-Ann Pancur – student from Germany

Laura Schmidt – student from Germany

Marina Neidig – student from Germany

Johanna Windisch – student from Germany

Lea Winkelbach – student from Germany

Jonna Mentunen – student from Finland

Almaz Ritanen – student from Finland

Alla al-Habsi – student from Oman

Sharifa Al Farsi – student from Oman

Georgios Panteloukas – EMTM student from Slovenia

Alexandros Manolitsis – EMTM student from Slovenia

Anna Tarnovskaya – EMTM student from Slovenia

Lydia Marina Witter – EMTM student from Slovenia

Eleonora Provozin – EMTM student from Slovenia

Franziska Ute Rottig – EMTM student from Slovenia

Roula Bazerbashi – EMTM student from Slovenia

Milica Matorčević – EMTM student from Slovenia

M/S MILENA

Professor Charles Arcodia - Griffith Business School, Griffith University, Australija

Margarida Abreu Novais – Univesity of Queensland, Bribane, Australia

Professor Yoel Mansfeld – University of Haifa, Izrael

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

Hedviga Tandara – student from Croatia

Ivana Trogrlić – student from Croatia

Tamara Somek – student from Croatia

Dora Štimac – student from Croatia

Anja Sommer – student from Germany
 Marina Mayer – student from Germany
 AJ Pesacov – student from Germany
 Timo Brückner – student from Germany
 Tena Bransteter – student from Germany
 Vera Schindlmeier – student from Germany
 Johanna Auer – student from Finland
 Maija Kalliola – student from Finland
 Kerttu Hämäläinen – student from Finland
 Nada Al Amri – student from Oman
 Lulwa Al Araimi – student from Oman
 Caroline Ashley Scott-Charles – EMTM student from Slovenia
 Carolina da Costa Saraiva – EMTM student from Slovenia
 Changkyun Kim – EMTM student from Slovenia
 Mulugeta Asteray Demssie – EMTM student from Slovenia
 Veronika Štáková – EMTM student from Slovenia
 Miss Chonnikan Petchprasittd – EMTM student from Slovenia
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 Minyi Deng – EMTM student from Slovenia
 Yue Cui – EMTM student from Slovenia

M/S MIRABELA

Professor Ralph Berchtenbreiter – Munich University of Applied Sciences, Germany
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 Anja Herceg – student from Croatia
 Ivana Pavunc – student from Croatia
 Valentina Gregurin – student from Croatia
 Lorena Jurenc – student from Croatia
 Alex Lignadis – student from Germany

Christoph Müller – student from Germany
 Jacqueline Eder – student from Germany
 Lena Vattrodt – student from Germany
 Nina Hödel – student from Germany
 Santtu Marjamäki – student from Finland
 Eetu Välimaa – student from Finland
 Jokha Al Saqri – student from Oman
 Azhar Al Shukeili – student from Oman
 Yusra Al Kindi – student from Oman
 Eva Musilová – EMTM student from Slovenia
 Julie Henriëtte Vissers – EMTM student from Slovenia
 Rūta Vidauskaitė – EMTM student from Slovenia
 Barbara Jeglič – EMTM student from Slovenia

M/S OTAC IVAN

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 Jožica Merljak, prof. – Faculty of Economics, University of Ljubljana, Slovenia
 Antonio Vlahov, PhD – Faculty of Economics & Business, University of Zagreb, Croatia
 Petra Martić – student from Croatia
 Mateja Mavrek – student from Croatia
 Ivana Domijan – student from Croatia
 Ana Cindrić – student from Croatia
 Mateo Juran – student from Croatia
 Karlo Novosel – student from Croatia
 Helena Bratkovic – student from Germany
 Simone Diermeier – student from Germany
 Pia Dederichs – student from Germany
 Sarah Fassoth – student from Germany
 Julia Heilmann – student from Germany
 Caroline Jägge – student from Germany
 Liisa Loippo – student from Finland

Sonja Tolvanen – student from Finland
 Sulayma Al Jahdami – student from Oman
 Murooj Al Balushi – student from Oman
 Monika Mester – EMTM student from Slovenia
 Denise del Rosario Cajuste Trivino – EMTM student from Slovenia
 Elisa Munaro – EMTM student from Slovenia
 Miriam Bianconi – EMTM student from Slovenia
 Dominik Weissensteiner – EMTM student from Slovenia
 Patrick Mandred Edlinger – EMTM student from Slovenia
 Léa Marie Emilie Moley – EMTM student from Slovenia
 Yuliya Kolomoyets – EMTM student from Slovenia

M/S VILMA

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Katharina Denz – student from Germany
 Anja Fahrenschon – student from Germany
 Kalus Reichel – student from Germany
 Philipp Aberle – student from Germany
 Jonna Hänninen – student from Finland
 Anna Kärkkäinen – student from Finland
 Fathiya Al Kindy – student from Oman
 Maryam Al Farsi – student from Oman
 Melissa Gagné – EMTM student from Slovenia
 Marta Sala – EMTM student from Slovenia
 Cristina Martínez Garcia – EMTM student from Slovenia
 Franziska Elisabeth Mattner – EMTM student from Slovenia

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