

IZVJEŠĆE O ITHAS-U (MEĐUNARODNA AKADEMIJA TURIZMA I UGOSTITELJSTVA NA MORU) 2015, HRVATSKA

Međunarodna akademija turizma i ugostiteljstva na moru (ITHAS - International Tourism and Hospitality Academy at Sea) jedinstven je edukacijski program intenzivnog učenja za studente turizma i srodnih disciplina koji se održava na brodovima koji plove duž obala Jadrana. U tjedan dana ITHAS stapa velik broj predavanja, radionica, posjeta i prezentacija stručnjaka u relevantnim destinacijama, kao i mnoge multikulturne susrete, sunce, more, i izniman entuzijizam. Organizator cijelog projekta je Katedra za turizam Ekonomskog fakulteta u Zagrebu u suradnji s I.D. Riva Tours GmbH, njemačkim turoperatorom specijaliziranim za putovanja u Hrvatskoj. ITHAS 2015 bio je posebno svečan zbog obilježavanja 10-godišnjice od prvog ovakvog studijskog programa.

U 10 posjećenih destinacija – Malinska, Rab, Lošinj, Pula, Venecija (Italija), Rovinj, Rabac, Krulci, Opatija i Rijeka – gdje su studenti i profesori imali priliku vidjeti i raspravljati o mnogim primjerima održivog i, u nekim slučajevima, neodrživog razvoja turizma i lokalnih zajednica. Sve su destinacije značajno doprinijele temi ovogodišnjeg edukacijskog modula dajući konkretne primjere i argumente profesorima za teoretska predavanja i radionice, a studentima za propitivanje tih teorija u susretima s lokalnim turističkim stručnjacima kako bi neopterećeno inovativno i kreativno primijenili stečena znanja i spoznaje.

Glavna tema ITHAS-a 2015 održivi razvoj turizma profesionalno je povezivala sva predavanja, posjete destinacijama i prezentacije – pa čak i diskusije za večerom. U ugodnom ambijentu sjedeći za stolom s profesorima, poput Erika Cohena i Jafara Jafarija, budući su znatizeljni turistički stručnjaci imali

REPORT ON THE INTERNATIONAL TOURISM AND HOSPITALITY ACADEMY AT SEA 2015, CROATIA

The International Tourism and Hospitality Academy at Sea (ITHAS) is a unique intensive learning course for tourism students and students of related disciplines held whilst travelling by boat to several destinations along the Adriatic coast. Intensive study, multicultural encounters, sun, sea, stunning relevant destinations and enthusiasm are all mashed together to create ITHAS. The entire project is organized by the Department of Tourism of the Faculty of Economics and Business of Zagreb together with I.D Riva Tours GmbH from Munich, specialized in Croatian travel. ITHAS 2015 is especially unique seeing as it marks the 10th anniversary since the first ever ITHAS trip was organized.

Amongst the 10 destinations visited were Malinska, Rab, Lošinj, Pula, Venice (Italy), Rovinj, Rabac, Krulci, Opatija and Rijeka. The whole group of students and professors visited a number of both more sustainable and a handful of less sustainable tourism developments and communities. Each destination has a significant contribution to the course material and provided concrete examples and evidence to the theory and workshops organized allowing students to challenge these theories, the local tourism experts and to launch themselves “out of the box” and apply their acquired knowledge in a creative fashion.

Sustainable tourism development was the highlighted topic of ITHAS 2015 meet and was expertly incorporated into all lectures, destinations visits, presentations and even evening meal discussions. Professors soaring at the top of their fields such as Professors Erik Cohen and Jafar Jafari sharing a dinner table with their students provides a more than

iznimno rijetku priliku čuti mišljenja ovih vrhunskih stručnjaka u svojim područjima. Iako su mnoga pitanja postavljena nakon predavanja odudarala od glavne teme, ambijent ITHAS-a utjecao je da su se na kraju svi razgovori vraćali upravo na nju.

Rušenje zidova i uklanjanje formalnosti između profesora i studenata, koje je često naglašeno u akademskom okruženju, potiče puno više kritičkog razmišljanja i rađanje mnogih plodnih ideja nego u konvencionalnom ozračju predavaonice. Japanke, sunčane naočale, otvorenost za razna mišljenja i, možda, olovka i papir – to je sve što je potrebno sudioniku ITHAS-a da bude kreativan, produktivan i sposoban da duboko promišlja zadate teme. Putovanje na brodu ograničava korištenje elektroničkih alata, ali u isti mah i potiče kreativnost. Ne samo da studenti profitiraju sudjelovanjem u otvorenim diskusijama s nekim od najutjecajnijih lidera u svojim disciplinama, nego su i profe-

scarce opportunity for curious future experts to pick their brains in a comfortable environment. Although many questions asked after lectures were not necessarily related to the highlighted topic the ITHAS atmosphere somehow encourages for the topic to pop up in all conversation eventually.

Ripping down boundaries and removing the formalities; often enforced in an academic environment, between professors and students provokes much more critical thinking and numerous constructive ideas than that would be expected from a conventional “lecture hall” environment. Flip flops, sunglasses, an open mind and perhaps a pen and piece of paper are all that is necessary for an ITHAS participant to be creative, productive and be able to really reflect on the topics at hand. Travelling by boat limits the amount of lecture aids but simultaneously sparks creativity. Not only do students benefit from engaging in open discussions with some of the

Picture 1 / Slika 1: Lecture by Professor Erik Cohen on M/S Amore / Predavanje profesora Erika Cohena na brodu M/S Amore



sori puno saznali od studenata kroz komunikaciju na osobnoj razini.

Tijekom sedmodnevnog putovanja studenti su se susreli s brojnim izazovima, ali su i dobili mnoge nove spoznaje i iskustva. Kao zadatak koji je prethodio ITHAS-u studenti svake institucije morali su pripremiti i prezentirati svoj fakultet, zemlju i analizu održivosti jedne od 10 destinacija na programu. Osim toga, studenti su tijekom 40 sati predavanja, seminara i prezentacija imali jedinstvenu priliku propitivati se ne samo međusobno nego i ulaziti u akademske rasprave s profesorima. U susretima sa stručnjacima koji se bave ozbiljnim problemima u raznim područjima turizma studenti su mogli otvo-

most influential leaders in their disciplines but the professors also learnt a lot from their students having been introduced to them on a more interpersonal level.

During the 7 day trip students were challenged in numerous fashions and reaped the benefits of the learning outcomes. Each group was given a pre assignment requiring them to analyze and present the sustainability of one of the 10 destinations along with presenting themselves and their home nations. The 40+ hours of lectures provided a unique experience within students could not only challenge themselves academically but the professors also. Meeting professionals from the various areas who are tackling some se-

Picture 2 / Slika 2: Students of the Faculty of Economics & Business after presentations of home faculties and universities / Studenti Ekonomskog fakulteta nakon prezentacija matičnih fakulteta i sveučilišta



reno govoriti i predlagati konstruktivne i inovativne ideje za njihovo rješavanje.

Možda je najznačajniji dio putovanja i najveća dodana vrijednost bila činjenica da se među 112 sudionika programa ITHAS našao nevjerojatan broj od 31 nacije sa 6 partnerskih institucija u ovom projektu (*Munich University of Applied Sciences, University of Ljubljana, Faculty of Economics, German University of Technology, GUTech, OMAN, Jyväskylä University of Applied Sciences, School of Tourism and Services Management*). Tolerancija, razumijevanje, poštovanje i obazrivost – samo su neke od osobina koje se bruse u društvu tako raznolike grupe pojedinaca. K tomu, tu su i neprocjenjiva iskustva međusobnog upoznavanja kultura kroz razna osjetila (okus, zvuk, vid, dodir). Mnoga prijateljstva i poslovne veze započete na ITHAS-u sigurno će se pokazati još značajnijima u budućnosti za mnoge, ako ne i za sve sudionike.

Općenito, bilo bi vrlo pogrešno smatrati ovaj program glorificiranim odmorom jer

rious concerns gave students the opportunity to speak up and get their idea out in the open, it allowed for the professionals to really hear some constructive and innovative ideas that they would not be able to otherwise.

Perhaps the most significant part of the trip and the real value addition is the fact that out of the 112 participants the ITHAS program boasts an unbelievable 31 nationalities arriving from 6 different institutions (*Munich University of Applied Sciences, University of Ljubljana, Faculty of Economics, German University of Technology, GUTech, OMAN, Jyväskylä University of Applied Sciences, School of Tourism and Services Management*) Tolerance, understanding, respect and consideration are just a handful of the traits one sharpens whilst being amongst such a diverse group of individuals let alone the invaluable experiences of sharing each other's cultures through more than one sense (taste, sound, sight, touch). Many of the friendships and business connections established during ITHAS will prove more

Picture 3 / Slika 3: Lecture by Professor Charles Arcodia and Margarida Abreu Novais on M/S Kruna mora / Predavanje profesora Charlesa Arcodie i Margaride Abreu Novais na brodu M/S Kruna mora



je njegova vrijednost dokazani proizvod koji oplemenjuje razvoj umova mladih studenata i izlaže ih nekim stvarnim i svakodnevnim problemima koji se trebaju uzimati u obzir. Razmjena ideja s kolegama i profesorima iz cijeloga svijeta, te izloženost drugačijim idejama i mišljenjima velik je korak u razvoju nečijeg obrazovanja i karijere. Uz veliko hvala svima koji su bili uključeni u zadnjih 10 godina ITHAS-a, puno sreće u daljnjem razvoju ovog programa tijekom mnogih narednih godina.

than influential in the future for many of the participants if not all.

Overall it would be considered a crucial mistake to believe that this program is a “glorified holiday”, the value it offers through the different factors is a concoction proven to enrich the young developing students mind and expose them to some real present day-time issues which need addressing. Bouncing ideas of off colleagues and professors from all over the globe and hearing certain views and opinions various from your own is a great step in one’s career and educational development. A great many thanks to all involved in the last 10 years of the International Tourism and Hospitality Academy at Sea and the best of luck in the next countless years of developing the program even further.

Napisao Dario Richard Oxenham u ime svih sudionika ITHAS-a 2015 s Ekonomskog fakulteta Sveučilišta u Zagrebu

Written by Dario Richard Oxenham on behalf of all of the ITHAS 2015 participants from the Faculty of Economics and Business, University of Zagreb

ITHAS 2015 Professors and lectures / Profesori i predavanja

Professor Charles Arcodia and Margarida Abreu Novais: *Unusual events: A distinctive way of enhancing the sustainability of destinations / Neobični događaji: Karakterističan način poticanja održivosti destinacija*

Professor Erik Cohen: *Sustainability in tourism: ideology or salvation / Održivost u turizmu: ideologija ili spas*

Professors Burkhard von Freyberg and Ralph Berchtenbreiter: *Sustainable offline and online aspects of the hospitality and tourism industry / Održivi offline i online aspekti ugostiteljstva i turizma*

Professor Jafar Jafari: *Culture Matters in Sustainability and Competitiveness / Kultura je važna u održivosti i konkurentnosti*

Professor Catalina Juaneda: *Tourism, sustainability and economic growth / Turizam, održivost i ekonomski rast*

Professor Yoel Mansfeld: *The rise and fall of sustainable tourism / Uspon i pad održivog turizma*

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 2015 participants / Sudionici ITHAS-a 2015

M/S AMORE

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

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

Sriprai Cohen – Thailand

Professor Jafar Jafari - University of Wisconsin-Stout, USA

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

Annick Poté – France

Professor Catalina N. Juaneda Sampol - University of the Balearic Islands, Spain

Professor Patricia East – Munich University of Applied Sciences, Germany

Juraj Puljić – student from Croatia

Dario Richard Oxenham – student from Croatia

Magdalena Mustapić – student from Croatia

Emilija Čurila – student from Croatia

Ana Grgurić – student from Croatia

Nikolina Cosic – student from Germany

Lisa Friedl – student from Germany

Sarah Dieminger – student from Germany

Martina Sand – student from Germany

Azhar Al Shukeili – student from Oman

Jokha Al Saqri – student from Oman

Zvi Dvir – student from Israel

Aviram Ronen – student from Israel

Deborah Melanie Huls – EMTM student from Slovenia

Shima Ahmadi – EMTM student from Slovenia

Iva Tcolova – EMTM student from Slovenia

Violeta Meotto – EMTM student from Slovenia

Viktor Husag – EMTM student from Slovenia

Stefan Büttner – EMTM student from Slovenia

Zhenrui Yang – EMTM student from Slovenia

Jiayuan Guo – EMTM student from Slovenia

Maria Kavazidou – EMTM student from Slovenia

Valeria Guttilla – EMTM student from Slovenia

M/S KAŽIMIR

Professor Ralph Berchtenbreiter – Munich University of Applied Sciences, Germany

- Vera Krnajska Hršak, MA - Faculty of Economics & Business, University of Zagreb, Croatia
- Professor Heba Aziz – GÜtech University, Oman
- Agnès Julià Maset – EMTM student coordinator, Spain
- Assistant Professor Božena Krce Miočić – Department of tourism and communication studies, University of Zadar, Croatia
- Filip Bartoluci – student from Croatia
- Saša Milaković – student from Croatia
- Danijela Marija Despotušić – student from Croatia
- Bianca Fiedler – student from Croatia
- Marina Wagner – student from Germany
- Sarah Hofmann – student from Germany
- Anna Wendl – student from Germany
- Magdalena Schmid – student from Germany
- Carolin Berg – student from Germany
- Theresa Sammermeier – student from Germany
- Annbritt Ramm – student from Germany
- Annika Vähärautio – student from Finland
- Fathiya Al Kindi – student from Oman
- Lulwa Al Araimi – student from Oman
- Al Anood Al Mohammed – student from Oman
- Yusra Al Kindi – student from Oman
- Siham Al Mabsali – student from Oman
- Efrat Taanach – student from Israel
- Iris Gazit – student from Israel
- Nuntanut Krissanasuwan – EMTM student from Slovenia
- Ngoc Thanh Binh Phan – EMTM student from Slovenia
- Suchi Smita Mahato – EMTM student from Slovenia
- Bojana Bozhinovska – EMTM student from Slovenia
- Tjaša Rahne – EMTM student from Slovenia
- Massimo Donato Bonmassari – EMTM student from Slovenia
- Ernest Samsonchyk – EMTM student from Slovenia
- Yin Chun Jeffrey Wong – EMTM student from Slovenia
- M/S KRUNA MORA**
- Professor Charles Arcodia – Griffith Business School, Griffith University, Australia
- Professor Yoel Mansfeld – University of Haifa, Izrael
- Margarida Abreu Novais – University of Queensland, Brisbane, Australia
- Vanja Krajinović, PhD – Faculty of Economics & Business, University of Zagreb, Croatia
- Ana Periša – student from Croatia
- Nikolina Sekulić – student from Croatia
- Svenja Frantz – student from Germany
- Simone Frenz – student from Germany
- Anika Schülein – student from Germany
- Lea Winkelbach – student from Germany
- Sarah Heigl – student from Germany
- Julia Hahn – student from Germany
- Lea Klein – student from Germany
- Franziska Loth – student from Germany
- Madleen Grobe – student from Germany
- Flavia Mendes – student from Oman
- Tassneem Al Nassri – student from Oman
- Pedro A. Zuniga – student from Israel
- Avishai Raviv – student from Israel
- David Michael Hornstein – EMTM student from Slovenia
- Gonzalo Adell Rodriguez – EMTM student from Slovenia
- Sil Van De Velde – EMTM student from Slovenia
- Anna-Maria Innocenti – EMTM student from Slovenia

Matilde Guido – EMTM student from Slovenia

Yi-Ling Chen – EMTM student from Slovenia

Vladimíra Šajbanová – EMTM student from Slovenia

Marina Tcaturian – EMTM student from Slovenia

Ioana Varodi – EMTM student from Slovenia
Christina Bispink – EMTM student from Slovenia

Xiajiao Yang – EMTM student from Slovenia

Lining Wang – EMTM student from Slovenia

Statia Williams – EMTM student from Slovenia

M/S PLANKA

Professor Burkhard von Freyberg – Munich
University of Applied Sciences, Germany

Petra Blinnika, prof. – JAMK University of Applied Sciences, School of Tourism and Services Management, Finland

Jožica Merljak, prof. – Faculty of Economics, University of Ljubljana, Slovenia

Antonio Vlahov, PhD – Faculty of Economics & Business, University of Zagreb, Croatia

Sara Melkić – student from Croatia

Katarina Bačić – student from Croatia

Harald Witulski – student from Germany

Jonas Fröhlich – student from Germany

Madlen Trescher – student from Germany

Kerstin Schubert – student from Germany

Svea Helder – student from Germany

Maryana Al Hamdani – student from Oman

Sulayma Al Jahdami – student from Oman

Guy Malal – student from Israel

Ednan Cabishi – student from Israel

Sandra Castañer Camps – EMTM student from Slovenia

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