

**IZVJEŠĆE O ITHAS-U  
(MEĐUNARODNA AKADEMIJA  
TURIZMA I UGOSTITELJSTVA  
NA MORU) 2016, HRVATSKA**

**7.–14. svibnja 2016. godine**

**Nekoliko činjenica o ovogodišnjem pu-  
tovanju:**

**Ruta:** Trogir – Maslinica (otok Šolta) – Komiža (otok Vis) – otok Biševo – otok Lastovo – NP Mljet – Vela Luka (otok Korčula) – otok Hvar – otok Palmižana – Trogir

**Broj sudionika:** 88

**Predavači i predavanja:**

Prof.dr.sc. Jafar Jafari: *Socio-kulturne osobine za uspješne karijere na turističkim tržištima u nastajanju*

Prof.dr.sc. Yoel Mansfeld: *Od isključivanja do uključivanja: izazov planiranja i razvoja turizma okrenutog zajednici*

Prof.dr.sc. Eli Avraham: *Promocija turizma nepoznatih destinacija*

Prof.dr.sc. Larry Dwyer: *Planiranje razvoja turizma: novi načini razmišljanja za destinacije u nastajanju*

Prof.dr.sc. Charles Arcodia i Margarida Abreu Novais: *Autentičnost i njega uloga u razvoju turizma destinacija u nastajanju*

Prof.dr.sc. Burkhard von Freyberg: *Planiranje izgradnje hotela u destinacijama u nastajanju*

Prof.dr.sc. Ralph Berchtenbreiter: *Planiranje razvoja turizma u destinacijama u nastajanju: orijentacija na klijente i digitalni pristup*

Prof.dr.sc. David Fennell: *Planiranje programa ekoturizma u destinacijama u nastajanju*

**REPORT ON ITHAS  
(INTERNATIONAL TOURISM  
& HOSPITALITY ACADEMY AT  
SEA) 2016, CROATIA**

**7-14 May 2016, Croatia**

**Some facts about this year's trip:**

**Route:** Trogir – Maslinica (island of Šolta) – Komiža (island of Vis) – island of Biševo – island of Lastovo – NP Mljet – Vela Luka (island of Korčula) – island of Hvar – island of Palmižana – Trogir

**Number of participants:** 88

**Lecturers and lecture topics:**

Professor Jafar Jafari: *Sociocultural traits for successful careers in emerging tourism markets*

Professor Yoel Mansfeld: *From exclusion to inclusion: the challenge of community centered tourism planning and development*

Professor Eli Avraham: *Tourism promotion for unfamiliar destinations*

Professor Larry Dwyer: *Planning tourism development: new ways of thinking for emerging destinations*

Professor Charles Arcodia and Margarida Abreu Novais: *Authenticity and its role in the tourism development of emerging destinations*

Professor Burkhard von Freyberg: *Planning hotel development in emerging destinations*

Professor Ralph Berchtenbreiter: *Planning tourism development in emerging destinations: a customer-focused and digital approach*

Professor David Fennell: *Planning eco-tourism programs in emerging destinations*

### **Osvrti studenata iz Kanade, Hrvatske i Omana:**

Na mom nevjerojatnom putovanju ITHAS 2016 upoznala sam nevjerojatno zanimljive ljude iz mnogih zemalja iz cijelog svijeta. Naučila sam toliko puno u tako kratkom vremenu! Od čudnih načina jela do ružnih riječi na stranim jezicima – koristili smo svaku šansu da naučimo ili podučimo jedni druge na našem putu! Prijateljstva i spona koje su nastale na svakom brodu i cijeloj grupi ostat će nam za cijeli život! Oduvijek sam govorila da su mi najdraži dio putovanja ljudi i prijatelji koji se upoznaju na putu! ITHAS je dodatno potvrdio ovo mišljenje jer su upravo oni učinili ovu pustolovinu zbilja čudnovatom!

Što se tiče edukacije za turizam, čini mi se da sam više naučila u tom jednom tjednu nego u cijelom semestru! Svako predavanje je bilo zanimljivo i jedinstveno pa je zbilja tjeralo na razmišljanje o svakoj temi nastave! Moći učiti iz različitih perspektiva svake

### **Observations by students from Canada, Croatia and Oman:**

On my incredible journey with ITHAS 2016 I met the most incredible people from numerous countries around the world and learned so much from them in such a short amount of time! From funny eating habits to bad words in foreign languages, we never missed an opportunity to teach and/or learn during our trip! The friendships and bonds that were created and formed on each boat, and as an entire group, are ones that will last a lifetime! I've always said that my favourite part of traveling is the people and friends that you meet along the way! ITHAS has continued this opinion for me as all of the ITHAS participants are what made this adventure truly amazing!

As far as the tourism education aspect goes, I've learned more in one week than I think I would have in a four month long semester! Every lecture was interesting and unique and made me really think about every

*Slika 1: Sudionici ITHAS-a 2016 na otoku Šolti / Picture 1: Participants of ITHAS 2016 on the island of Šolta*



zemlje o zadanim temama bilo je poučno i poticajno za razmišljanje izvan okvira! Zatim, mogućnost direktnog doživljaja svakog pojedinog otoka kroz oči domaćih ljudi bilo je zbilja neprocjenjivo. Jako sam zahvalna na zdušnoj angažiranosti! I, naravno, imati priliku učiti od međunarodnih profesora, čak od Jafara Jafarija, koji su došli iz cijelog svijeta samo da nama drže predavanja bilo je nevjerovatno! Bilo je to zbilja autentično iskustvo na kojem sam vrlo zahvalna!

Hrana na putu je bila fantastična i niti jedan obrok me nije razočarao! Probala sam svako jelo koje je došlo na stol (čak i neobičnu ribu s kostima i šiljcima...) i uvijek mi je prijalo! Posada motornog broda *Amore* bila je toliko ljubazna, zabavna i uvijek na pomoći da sam presretna što smo ih imali! Ne moram niti spominjati kako je brod uvijek bio tako čist i lijep!

A sama Hrvatska – to je zemlja ljepote koja uzima dah i bogate kulture. Odmah bih se vratila tamo! Na početku nisam uspijevala ostvariti kontakte s domaćima, ali kad sam naučila reći “*Dobar dan*” odgovarali su mi sa smiješkom pa čak i glasnim smijehom!

topic being taught! Being able to learn about each country’s different perspectives on each topic was insightful and had me thinking way outside of the box! Then being able to experience each island, first-hand, through the locals’ perspectives was really amazing and I am so grateful for the level of participation from the locals! And, of course, having international professors, even Jafar Jafari flying from all around the world just to teach us for a week is just incredible! It was a truly authentic experience that I am so grateful to have had!

The food on the trip was unbelievable and I was never disappointed! I tried every dish that came my way (even the fish that still had its bones and spine...) and was always happy with my meal! The crew of *M/S Amore* was so nice, funny and helpful, and I am so happy that we had them! Not to mention, the boat was always so clean and beautiful!

And Croatia itself – this country is truly breath-taking and so rich in culture. I would go back in a heartbeat! Although it started off rough and none of the locals would wave back at me, once I learned how to say “*Do-*

**Slika 2: Predavanje prof.dr.sc. Jafara Jafarija / Picture 2: Lecture by Professor Jafar Jafari**



Mislim da je razina nerazvijenosti Hrvatske upravo ono što ju čini lijepom! To je zemlja prirodne, netaknute ljepote koji će imidž, nadam se, zadržati kako se bude razvijala.

ITHAS 2016 značio mi je toliko puno i nedostaju mi svi i sve u vezi s njim! Sve što sam naučila o turizmu, o različitim kulturama i o sebi uopće ne mogu izreći riječima! Toliko sam zahvalna na mogućnosti da sudjelujem u programu da sam presretna s cijelim iskustvom! Pustolovina je trajala samo tjedan dana, ali se čini kao da je to bilo mjesec dana. A prijateljstva i uspomene – trajat će cijeli život!

*Brooklyn McIntosh, Kanada*

Provesti sedam dana krstareći na Jadranu s mladim ljudima iz cijeloga svijeta obećaje zabavu. Bilo je uzbudljivo!

Međutim, to znači i marljivo raditi. Pod radom se razumije stjecanje znanja tijekom raznih predavanja koja se održavaju na brodu, kao i zadubljivati se u situacije u posje-

*bar dan*”, they all replied with smiles, and usually laughter! The level of underdevelopment that Croatia has, in my opinion, is what makes it so beautiful! It’s a country of natural, untouched beauty that I hope can maintain that image as it develops.

ITHAS 2016 meant so much to me and I miss everyone and everything about it! I learned more than I can possibly put into words about tourism, different cultures and about myself! I am so grateful to have been given this opportunity and am beyond happy with my overall experience! The adventure was only a week but it felt like a month and the friendships and memories will last a lifetime!

*Brooklyn McIntosh, Canada*

To spend seven days on a cruise with young people from all over the world and on the Adriatic sea - you’d expect great fun! It was exhilarating.

However, it is a hard work also. Work means acquiring knowledge through various lectures given on the boat, and absorb-

**Slika 3: Radionica studenata na palubi broda / Picture 3: Students’ workshop on the deck**





ćenim destinacijama. Fascinantno je koliko se može naučiti samo promatrajući načine života lokalnih ljudi. Večeri (i noći) bile su rezervirane za međukulturalne aktivnosti. Glazba, igre, pića – sve je to smanjivalo sate spavanja zbog čega je ponekad bilo problema s koncentracijom, ali nije to bio problem s kojim se naš gorljiv pristup nije mogao nositi. Mogao bih još govoriti o svemu što smo radili i vidjeli – od velikodušne dobrodošlice na Šolti do blage kiše u Trogiru – ali ništa od toga ne može opisati koliko su me nadahnuli svi oko mene.

Nakon sedam dana komunikacije s ljudima iz cijelog svijeta ljudske osobine postaju jasnije: možda dolazimo iz raznih zemalja, različitih kultura i mentalnih sklopova, ali u srži svi smo prilično isti.

*Braslav Bradić, Hrvatska*

Bilo je iznad očekivanja. Naučio sam filozofiju iskustvenog učenja i također kako uočiti osnove učenja na licu mjesta, naročito za studente turizma. K tomu, studenti su naučili kako razviti i planirati razvoj turizma u novim destinacijama. Ono što mi se najviše svidjelo na ovoj edukaciji bilo je razgovarati s lokalnim ljudima i slušati njihova mišljenja o turizmu i izazovima. Štoviše, program je bio predivan i puno sam profitirao od razmjene kultura i iskustava sa sudionicima. Ova je generacija ITHAS-a bila sjajna zbog činjenice da su svi studenti i nastavnici bili prijateljski raspoloženi i radili kao tim pomažući se. Iskreno, plakao sam kad je program završio. Sjetit ću se svih ljudi koje smo upoznali, naročito hrvatskih studenata jer su bili ljubazni i ugađeni. Iskustvo s ITHAS-a odnosi se na kulturnu razmjenu među sudionicima i nastavnicima iz raznih zemalja, ali i na načine planiranja postizanja održivog razvoja turizma.

Već se veselim ponovnim susretima sudionika ove generacije ITHAS-a 2016. Ono što mi se najviše svidjelo bilo je topljenje kulturnih barijera između sudionika i ujedinjavanja u jednu obitelj. Mislim da je ovaj

ing the host destinations. It is fascinating how much one can learn only by observing the local lifestyle. The evenings (and nights) were reserved for intercultural activities. Drinks, games, music – all three pushed the hours out of sleep which resulted in concentration problems on few occasions, but nothing our eager attitudes couldn't overcome. I could go on by saying what we did and what we saw – from the generous hospitality on Šolta to the gentle rain in Trogir – yet nothing, can describe how inspired I felt by the individuals around me.

Having communicated with the young people from different parts of the world for seven days, one witnesses people's qualities: we may come from different cultures and opposite mind-sets, but in our core we are all quite the same.

*Braslav Bradić, Croatia*

It was above the expected. I learned the philosophy of experiential learning and also to identify the basics of on-site training, especially for students of tourism. Additionally, the students learned how to develop and plan tourism development in new destinations. What I liked the most in this course was when I sat down with the local people and heard their opinions about tourism and challenges. Moreover, the programme was wonderful and I gained a lot from the exchange of cultures and experiences between the participants. I also feel I improved my knowledge of the challenges that the local communities face. This generation of ITHAS was great, because of the fact all the students and teachers were friendly and helped each other working as one team. Honestly, I cried when the program finished. I'll remember all the people we met as one family, especially the Croatian students because they were kind and polite. Experience that I gained from ITHAS concerns the cultural exchange between the participants and teachers from different countries and also the ways of planning to achieve sustainable tourism development.

I'm already looking forward to have a reunion of this generation of ITHAS 2016

program vrijedan zbog mnogih iskustava i približavanja različitih nacija. Mislim da je dobna uravnoteženost među sudionicima ITHAS-a 2016 bila učinkovit instrument u postizanju uzajamnog razumijevanja. Nedostajat će mi svi, naročito moja grupa s broda *Amore*. Osjećam puno ljubavi i poštovanja prema svakom sudioniku ITHAS-a 2016. Pružio mi je nezaboravno iskustvo, izvanredna prijateljstva i vrijedno znanje. Mislim da je vrijeme bilo prekratko i da program treba uključiti još i više praktičnih iskustava.

*Ahmad Said Khalaf Al Bahri i  
Ayman Suhail Juma Al Shamsi, Oman*

again, and again. What I liked the most was the melting of the cultural barriers between the participants, and becoming one family. I think this program is valuable for many experiences and the convergence of different nations. I think that, the age proportionality among the participants of ITHAS 2016 generation was an effective instrument in achieving mutual understanding. I shall miss everyone, especially my M/S *Amore* group. I feel a lot of love and respect towards every ITHAS 2016 participant. ITHAS has given me a memorable experience, outstanding friendships and valuable knowledge. I think that, time was too short and the program needs to have even more practical experiences.

*Ahmad Said Khalaf Al Bahri and  
Ayman Suhail Juma Al Shamsi, Oman*

## **ITHAS 2016 participants / Sudionici ITHAS-a 2016**

### **M/S AMORE**

Professor Larry Dwyer – University of New South Wales, Australia

Elisabeth Jane Carroll – Australia

Professor Eli Avraham – University of Haifa, Izrael

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

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

Professor Heba Aziz – GUtech University, Oman

Iva Branković – student from Croatia

Ana Milanović – student from Croatia

Magdalena Cvijanović – student from Croatia

Matea Smrek – student from Croatia

Jurica Tumpa – student from Croatia

Mihovil Nakić-Vojnović – student from Croatia

Marija Selitaj – student from Croatia

Karla Jantolić – student from Croatia

Renée Goldstein Osmić – student from Croatia

Viktorija Žugaj – student from Croatia

Laura Schmidt – student from Germany

Sophie Daprà – student from Germany

Timo Kraus – student from Germany

Trung Nguyen – student from Germany

Sophia Lehn – student from Germany

Arta Ismahli – student from Germany

Teresa Gruner – student from Germany

Franziska Heller – student from Germany

Karoline Gutensohn – student from Germany

Khamis Salim Juma Al Maskary

Ayman Suhail Juma Al Shamsi

Ayala Yahalomi – student from Israel

Doria Ben Bassat – student from Israel

Hannah Kocsis – student from Canada

Brooklyn McIntosh – student from Canada

Katarina Bago – student from Canada

Hilary Szwalek – student from Canada

**M/S COLUMBO**

Professor Jafar Jafari – University of Wisconsin-Stout, USA  
Fariba Jafari – USA  
Professor Charles Arcodia – Griffith Business School, Griffith University, Australia  
Professor Yoel Mansfeld – University of Haifa, Izrael  
Professor Patricia East – Munich University of Applied Sciences, Germany  
Professor Nevenka Čavlek – Faculty of Economics & Business, University of Zagreb, Croatia  
Barbara Bušić Brzak – student from Croatia  
Matea Jukić – student from Croatia  
Lea Luketić – student from Croatia  
Vlatka Peulić – student from Croatia  
Sara Melkić – student from Croatia  
Marija Menjak – student from Croatia  
Braslav Bradić – student from Croatia  
Jakov Lacić – student from Croatia  
Zino Toth – student from Germany  
Tobias Dietz – student from Germany  
Fiona Sailer – student from Germany  
Daniela Nirschl – student from Germany  
Valerie Pfannenstiel – student from Germany  
Daniela Sittenauer – student from Germany  
Antonia Eichkorn – student from Germany  
Charis Neumann – student from Germany  
Sami Saleh Mohamed Al Salhi  
Ahmed Said Khalaf Al Bahri  
Ortal Salman – student from Israel  
Ariella Hag – student from Israel  
Stephanie Knox – student from Canada  
Katherine Doherty – student from Canada  
Jamie Miotto – student from Canada

**M/S OTAC IVAN**

Professor David Fennell – Brock University, Canada  
Margarida Abreu Novais – University of Queensland, Brisbane, Australia  
Professor Ralph Berchtenbreiter – Munich University of Applied Sciences, Germany  
Vera Krnajski Hršak, MA – Faculty of Economics & Business, University of Zagreb, Croatia  
Željka Balun – student from Croatia  
Nikolina Berglez – student from Croatia  
Leonora Bajrami – student from Croatia  
Nina Petkovski – student from Croatia  
Matea Galić – student from Croatia  
Ana Kurtović – student from Croatia  
Karla Katanec – student from Croatia  
Lana Perutović – student from Croatia  
Sophia Schmeil – student from Germany  
Franziska Zedes – student from Germany  
Annelie Fridlein – student from Germany  
Tina Hartmann – student from Germany  
Theresa Maierhofer – student from Germany  
Alexandra Holzfurtner – student from Germany  
Lisa-Maria Weizert – student from Germany  
Franziska Sturm – student from Germany  
Noam Sella – student from Israel  
Ogen Licht – student from Israel  
Tara Wilken – student from Canada  
Quinn Meeson – student from Canada  
Jonah Graham – student from Canada  
Scott Gray – student from Canada

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

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**I.D. Riva Tours G.m.b.H Munich**

**Public Institution „Mljet National Park“**

**Zagreb Tourist Board**

**Croatian National Tourist Board**

**Split-Dalmatia County Tourist Board**

**Lastovo Tourist Board**

**Hvar Tourist Board**

**Association MY ŠOLTA**

**Island Movement**

**Hotel Posejdon, Vela Luka**

**Vela Luka Tourist Board**

