

OSVRTI NA ITHAS 2017: UPRAVLJANJE PROMJENAMA U DESTINACIJAMA

Nakon jedanaest uspješno završenih edukacijskih modula projekta *International Tourism and Hospitality Academy at Sea* (ITHAS) koji su se odvijali na brodovima, od 6. do 13. svibnja 2017. održana je dvanaesta međunarodna akademija, no ovoga puta s cijelim itinererom u kontinentalnom dijelu Hrvatske (Zagreb – PP Lonjsko Polje – Vukovar – Ilok – Kopački Rit – Osijek – Đakovo – Zagreb).

Ekonomski fakultet Sveučilišta u Zagrebu (EFZG) ponovno je bio domaćin ITHAS-a. Pod vodstvom profesorice Nevenke Čavlek i njezinog tima na EFZG savršeno je isplaniran i organiziran svaki detalj putovanja, nastave i studentskog angažmana uz velikodušno sponzorstvo I.D. Riva Toursa GmbH iz Münchena. Ovogodišnja ruta odvela je 85 sudionika (66 studenata i 19 nastavnika i pratećeg osoblja) na različita mjesta od turističkog interesa: u Zagreb i hrvatske regije Slavoniju i Baranju. Iskustveno učenje odvijalo se na temu *Upravljanje promjenama u destinacijama*.

Uz domaćina Ekonomski fakultet Sveučilišta u Zagrebu, sudjelovala su partnerska sveučilišta iz Münchena (Munich University of Applied Sciences - MUAS, Njemačka), Haife (University of Haifa, Izrael) i kanadskog grada St. Catharines (Brock University). Međunarodna skupina studenata dijelom su bili prvostupnici i magistranti, ali i doktorandi smjera turizam. Pozvani predavači u okviru ovog edukacijskog modula bila su tri člana Svjetske turističke akademije i dobitnici Nagrade Ulysses od Svjetske turističke organizacije (UNWTO): Erik Cohen, Chris Cooper i Jafar Jafari. Uz njih, predavanja su održavali i Charles Arcodia (Griffith University, Australia), David Fennell (Brock University, Kanada), Burkhard von Freyberg i Daniel Metzler (MUAS, Njemačka), Yoel

REFLECTIONS ON ITHAS 2017: MANAGING CHANGE IN DESTINATIONS

After eleven successful educational modules of *International Tourism and Hospitality Academy at Sea* (ITHAS) conducted on boats, the twelfth international academy took place on land in the continental part of Croatia with the following itinerary: Zagreb – NP Lonjsko Polje – Vukovar – Ilok – NP Kopački Rit – Osijek – Đakovo – Zagreb from 6th to 13th May.

ITHAS 2017 was once again hosted by the Faculty of Economics & Business, University of Zagreb (EFZG). Under the leadership of Professor Nevenka Čavlek and her team at the EFZG every detail of the trip, lectures and students' engagements was planned and organised with well reputed outright perfection. The trip was generously sponsored by I.D. Riva Tours GmbH (Munich). This year's route took 85 participants (66 students and 19 teaching and accompanying staff) to different sites of tourism interest in Zagreb and the Croatian Regions of Slavonia and Baranja to experience learning on the topic *Managing Change in Destinations*.

Besides the host, the Faculty of Economics and Business, University of Zagreb, Croatia, the following institutions also took part: Munich University of Applied Sciences, Department of Tourism, Germany; the University of Haifa, Israel and the Brock University, St. Catharines, Canada. The participants represented an international mix of tourism students at bachelor's and master's as well as PhD levels. The invited lecturers for this educational module were three fellows of the International Academy for the Study of Tourism and laureates of the UNWTO Ulysses Award: Erik Cohen, Chris Cooper and Jafar Jafari. The lectures and seminars were also delivered by renown tourism scholars and business experts like Charles Arcodia (Griffith University, Australia), David Fennell (Brock University,

Mansfeld i Eli Avraham (Haifa University, Izrael) te Michel Poté (Francuska). Njihova su predavanja potaknula dijaloge o najsvremenijim temama, naročito o mobilnosti, destinacijama budućnosti, mega emitivnim tržištima, turističkom ponašanju i strahu od putovanja.

Itinerer je uključio prirodne atrakcije, povijesne znamenitosti, pješačenja, izlete brodom u parku prirode Kopački Rit i na Dunavu u Vukovaru te susrete s predstavnicima lokalnih turističkih organizacija i drugim dionicima. Povrh svega, multinacionalni i multikulturalni timovi studenata uspješno su završili nekoliko timskih zadataka koji su uključivali različite izazove fizičke i psihološke prirode. No, akademsko i međunarodno putovanje ne bi bilo potpuno bez razmišljanja i rasprave o iskustvima studenata u trostrukoj ulozi koje su uključivale i uživanje u lokalnoj gastronomiji i kušanju vrhunskih slavonskih i baranjskih vina u kojima se posebno istaknuo Traminac iz starih Iločkih podruma.

Daniel Metzler, MUAS, Njemačka

Canada), Burkhard von Freyberg and Daniel Metzler (MUAS, Germany), Yoel Mansfeld and Eli Avraham (Haifa University, Israel) and Michel Poté (France) whose diverse contributions on mobility, destination futures, mega-markets, tourist behaviour, and travel fear sparked cutting-edge academic dialogues.

The programme included visits to natural attractions, historic sites, hikes and boat trips in Nature Park Kopački Rit and on the Danube River in Vukovar, as well as meetings with the representatives of local tourism institutions and other stakeholders. In multinational and multicultural teams students successfully completed several team building tasks comprising diverse challenges of physical and psychological nature. Indeed, this academic and intercultural journey would not have been complete without reflecting and discussing the experiences of students in their triple roles which also included enjoying the local gastronomy and tasting Slavonia's and Baranja's superior wines, especially the Traminer of Ilok Old Wine Cellars.

Daniel Metzler, MUAS, Njemačka

***Slika 1: ITHAS 2017 sudionici u Principovcu /
Picture 1: ITHAS 2017 participants in Principovac***



Slavonija i Baranja su skriveno blago koje nam je otkrilo veliku raznolikost lokalnih proizvoda na koje hrvatske vlasti, investitori i ostali dionici moraju obratiti pozornost. Stoga je najvažnije ovdje pronaći način kako tržištu predstaviti ovaj jedinstveni splet proizvoda od eko-turizma, gastronomije, riječnih krstarenja, originalnog folklor, vjerskih destinacija, kulturne i povijesne baštine i još mnogo toga. Na primjer, pokretanje sveučilišta i instituta u Vukovaru privuklo bi mnogobrojne studente ne samo iz Hrvatske nego i iz raznih drugih dijelova svijeta, što bi moglo polučiti brži napredak ovog kraja. Nadalje, investicije u eko-hotele i butik-hotele postaviti će ovo područje ne samo na nacionalnu nego i na svjetsku turističku kartu. Slavonija i Baranja su nas nadahnule da težimo višim ciljevima.

*Islam El-Bayoumi Ismail Ismail Salem,
Alexandria University, Egipat*

Slavonia and Baranja are hidden treasures which present a huge local product diversity. The Croatian authorities, investors and other stakeholders must take these treasures into consideration. Therefore, the main goal here is to find out how to market this unique product mix composed of eco-tourism, gastronomy, river cruises, traditional folklore, religious destinations, cultural and historical heritage and many others. For example, founding universities and institutes in Vukovar would attract many students not only from Croatia but also from other countries. Consequently, educational institutions could enforce quicker development of this area. Furthermore, investment in eco-hotels and boutique hotels would map this unique area not only domestically but also internationally. Slavonia and Baranja aspire to inspire!

*Islam El-Bayoumi Ismail Ismail Salem,
Alexandria University, Egypt*

**Slika 2: ITHAS 2017 sudionici degustiraju lokalnu hranu u Restoranu Goldschmidt /
Picture 2: ITHAS 2017 participants tasting local food at Goldschmidt Restaurant**



Cjelokupan program za studente je bio vrlo intenzivan, svaki detalj je bio pomno sadržajno i vremenski isplaniran, iz čega smo također naučili da u turizmu sve treba dobro organizirati kako bi turist na svom putovanju uživao i bio zadovoljan. Na ovome studijskom putovanju su zasigurno svi studenti, ali i profesori uživali i vratili se u svoje domovine zadovoljni s jednim novim nezaboravnim iskustvom i uspomenom.

ITHAS je svijet u malom. Iako smo putovali „samo“ po kontinentalnoj Hrvatskoj, nakon sedam dana na tom području s našim kolegama iz inozemstva, imamo utisak kao da smo posjetili i Kanadu, Njemačku, Izrael, Australiju, Egipat... Dobili smo želju istražiti i te zemlje jer imamo još jedan motiv više, a to su poznanstva. Došli smo kao 85 pojedinaca, ali na kraju smo otišli kao jedno. ITHAS uistinu ima tu čar da povezuje ljude i obogaćuje im život i zapravo preslikava ono što turizam odista jest.

Mihaela Bešlić, studentica diplomskog studija smjera Turizam, EFZG

The entire programme was very intensive for the students; every detail was carefully planned in terms of content and time, which also taught us that in tourism all needs to be well-organized in order to provide the tourists with enjoyment and satisfaction. I am sure that all students and professors enjoyed this study trip and returned home with new unforgettable experiences and memories.

ITHAS is a world in miniature. Although we travelled 'only' through the continental Croatia, after seven days with our international colleagues we feel that we have visited Canada, Germany, Israel, Australia, Egypt, etc. Now we feel inspired to explore those countries and we have an additional motive – our acquaintances. We came to ITHAS as 85 individuals, but in the end we left truly united by the ITHAS magic which connects people, enriches their lives and mirrors accurately what tourism really is about.

Mihaela Bešlić, student of Master Degree in Business in Tourism Programme, EFZG

**Slika 3: ITHAS 2017 uživanje u iločkim vinogradima /
Picture 3: ITHAS 2017 enjoying vineyards of Ilok region**



**ITHAS 2017 PROFESORI I
PREDAVANJA / PROFESSORS AND
LECTURES**

Erik Cohen: *Mobility Regimes, Subversive
Mobilites and Tourism*

Chris Cooper: *Managing for Change: Tou-
rism and Destination Futures*

Jafar Jafari: *New Era of Tourism Growth:
Taking Mega Markets' Pulse-case of
China*

Michel Poté: *Decoding Tourists' Behavio-
urs: A Cross-cultural Approach Based
on Real-life Examples*

David Fennell: *Towards a Model of Travel
Fear*

Charles Arcodia: *Managing Change in De-
stinations: The Challenge of Innovation
and Authenticity*

Burkhard von Freyberg & Daniel Metzler:
*Managing Change in Highly Frequented
Destinations: Current Hospitality and
Tourism Cases*

Yoel Mansfeld & Eli Avraham: *Touri-
sm and Agents of Change: Community,
Marketing and Branding Aspects*

**SUDIONICI ITHAS-A 2017 / ITHAS
2017 PARTICIPANTS**

Erik Cohen & Sripai Cohen

Chris Cooper & Geraldine Cooper

Jafar Jafari & Fariba Jafari

Michel Poté & Annick Poté

Charles Arcodia

Eli Avraham

David Fennell

Burkhard von Freyberg

Yoel Mansfeld

Daniel Metzler

Islam El-Bayoumi Ismail Ismail Salem

Nevenka Čavlek

Danijela Ferjanić Hodak

Vera Krnajski Hršak

Antonio Vlahov

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Canada**

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Miranda Clark

Anthony Crocco-Montagano

Charles Ellington

Kianna Gervais

Logan Ling

Malcolm Lynett

Katerina Valcheff

Jillian Walters

Paige Warren

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Croatia**

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Botica Andrea

Cvijanović Magdalena

Ćevapović Azra

Fičko Romana

Jesih Željka

Krnić Kristian

Mamić Marijana Dragica

Marić Ana

Matić Lida

Mijić Josip

Obad Martin

Puharić Ella

Starčević Sara

Tomaš Filomena

Žarinčić Elena

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Vanessa Luthe
Tatjana Behret
Monika Roth
Susanne Riepl
Jennifer Richter
Carolin Deregowski
Nora Erbeck
Hoai Anh Vu
Anna Eckerl
Marlena Weihtrager
Andreas Hoibl
Alexander Bechte
Tatjana Leuthner
Katharina Messer
Judith von Minden
Sophia Pfundstein
Carolin Altena
Laura Milz
Annamaria Delfin
Victoria Gallmeir
Timo Brückner
Tino Baumann
Laura Schmidt
Elena Günther

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Iris Gazit
Aviram Ronen
Guy Malal
Zvi Dvir
Ednan Cabishi
Noam Sella
Ogen Licht
Ortal Salman
Ariella Hag
Noam Rahavy
Spies Zvi
Herman YIitzhak
Edna Elgressy Shalev
Diana Neiman
Osnat Broshi Chen

**ITHAS 2017 održan je pod pokroviteljstvom
Ministarstva turizma Republike Hrvatske.**

*ITHAS 2017 was held under the auspices
of the Ministry of Tourism of the Republic of Croatia.*

Posebnu zahvalnost želimo izraziti svim sponzorima koji su nam pomogli u realizaciji ovoga projekta.

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Faculty of Economics & Business, University of Zagreb

Development Fund of the University of Zagreb

I.D. RIVA Tours GmbH, München

The Westin Zagreb Hotel

Zagreb Tourist Board

Lonjsko Polje Nature Park

Vukovar Municipal Museum

Vučedol Culture Museum

Iločki podrumi d.d.


Vukovar Tourist Board

Osijek Tourist Board




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International Tourism & Hospitality Academy at Sea




University of Zagreb
Faculty of Economics & Business




International Tourism & Hospitality
Academy at Sea





2017 CROATIA



Managing Change in Destinations: Past - Present - Future

Zagreb - NP Lonjsko polje - Vukovar - Ilok - NP Kopački rit - Osijek - Đakovo - Zagreb

HOST INSTITUTION: The University of Zagreb, Faculty of Economics & Business, Croatia

PARTNER INSTITUTIONS: Munich University of Applied Sciences, Department of Tourism, Germany :: University of Haifa, Israel :: Brock University, Canada

PATRONAGE: Ministry of Tourism of The Republic of Croatia

SPONSORS 2017: Development Fund of the University of Zagreb :: Faculty of Economics & Business, University of Zagreb :: I.D. Riva Tours :: Zagreb Tourist Board :: Iločki podrumi d.d. :: Vučedol Culture Museum :: Vukovar Tourist Board :: Lonjsko Polje Nature Park :: Osijek Tourist Board

