

**IZVJEŠTAJ O ITHAS-u 2018.
(INTERNATIONAL TOURISM
& HOSPITALITY ACADEMY AT
SEA)
NAUTIČKI TURIZAM I
POPRAVNE AKTIVNOSTI
5. - 12. svibnja 2018., Hrvatska
Regionalna direktorica za Europu
UNWTO-a pozdravila ITHAS 2018.**

**REPORT ON ITHAS
(INTERNATIONAL TOURISM
& HOSPITALITY ACADEMY AT
SEA) 2018
MARINE TOURISM
5-12 May 2018, Croatia
UNWTO Regional Director for
Europe Greets ITHAS 2018**



Sudionicima ITHAS-a 2018 ukazana je posebna čast službenim obraćanjem Regionalne direktorice za Europu UNWTO-a, Isabel Garaña, putem video poruke koju vam donosimo u cijelosti:

“Dobro jutro draga profesorice Nevenka Čavlek, i profesore Lajoše Žageru, dekane Ekonomskog fakulteta, dragi profesori, dragi predstavnici lokalnih vlasti, dragi studenti. Velika je čast za Svjetsku turističku organizaciju sudjelovati ovoga jutra na otvaranju International Tourism & Hospitality Academy at Sea 2018 čiji je domaćin Ekonomski fakultet Sveučilišta u Zagrebu koji je već 30 godina pridruženi član UNWTO-a.

Prvo bih čestitala domaćinu na izboru ovogodišnje rute plovidbe Jadranskom oba-

The participants of ITHAS 2018 had a special honour to receive a formal address by the UNWTO Regional Director for Europe Ms. Isabel Garaña via video. We bring you her message in full:

“Good morning dear Professor Nevenka Čavlek and Professor Lajoš Žager, Dean of the Faculty of Economics & Business, dear professors, dear authorities, dear students. It is a great honour for the World Tourism Organization to contribute this morning to the opening session of the 2018 International Tourism & Hospitality Academy at Sea, hosted by the University of Zagreb’s Faculty of Economics and Business which has been an affiliated member of the UNWTO for the last 30 years.

lom. Zaista mi je žao što nisam u mogućnosti biti sada s vama. Spriječile su me obaveze i zato vam se obraćam ovim putem iz Madrida. Ovaj je događaj vrlo važan s obzirom da je posvećen STD-u 14, održivom korištenju pomorskih resursa, i jer povezuje studente svih nacionalnosti, što doprinosi međusobnoj suradnji, razumijevanju i miru.

Pomorski su resursi najvažniji segment turizma. Stoga svi trebamo biti svjesni da su obale vrlo značajne za bioraznolikost ekosustava, ali da su to istovremeno i vrlo krhka područja. Mi se u UNWTO-u zalažemo za održivo korištenje tog ekosustava jer moramo znati da je samo u 2016. godini Mediteran zabilježio 538 milijuna međunarodnih turističkih dolazaka. Predvidjeli smo da će do 2030. godišnja stopa rasta iznositi 3% što ukazuje na potrebu jačanja svih napora u zaštiti tih pomorskih resursa.

Želim vam puno uspjeha na ovome putovanju i želim ponovno naglasiti da imate punu podršku UNWTO-a. Neka vam bude uspješan ovaj edukacijski modul. Hvala vam.“

I would like to first congratulate the host for choosing to sail along the Adriatic coastline this year. I really would have loved to be with you this morning. I could not, because my agenda did not allow me and this is why I am addressing you from Madrid. This event is very important as it is devoted to the STD 14, sustainable uses of maritime resources, and as it is bringing together the students from all nationalities, which contributes to mutual collaboration, understanding and peace.

Marine resources are the most important tourism segment. That is why we all should be aware that coastlines are key to the ecosystem biodiversity, but are very fragile areas at the same time. We at the UNWTO advocate for the sustainable use of this ecosystem because we need to be aware that in 2016 the Mediterranean alone registered 538 million international arrivals. We have forecasted an annual growth of 3% until 2030, which points to the need to strengthen all the efforts to protect these maritime resources.

I wish you all the success on this voyage and I would like to reassure you of the full support of the UNWTO. I wish you a very fruitful study module. Thank you very much.”

Slika 1: Prezentacija studenata iz Hrvatske / Picture 1: Presentation by Croatian students



PODACI / FACTS & FIGURES**Broj sudionika / Number of participants:****Ruta / Route:**

107

Trogir – Rogoznica – Šibenik – Skradin – National Park Krka – island of Prvić – Vodice – National Park Kornati – Nature Park Telašćica – Šibenik (Amadria park) – Primošten – Trogir

Profesori i teme predavanja / Professors and lecture topics**Organizator / Host institution:**

Ekonomski fakultet Sveučilišta u Zagrebu, Katedra za turizam / Faculty of Economics and Business, University of Zagreb, Department of Tourism

Erik Cohen: *Small Islands – Attraction and Vulnerability / Mali otoci – atraktivnost i ranjivost*

Jafar Jafari: *Understanding and Managing Cruise Tourism Culture / Razumijevanje i upravljanje kulturom turizma krstarenja*

Partnerska sveučilišta / Partner universities:

Munich University of Applied Sciences, Department of Tourism, Germany;
University of Haifa, Israel;
German University of Technology, GUTech, Oman;
Corvinus University of Budapest, Hungary

Heba Aziz: *Cruise Tourism: a Developmental Perspective / Turizam krstarenja: perspektiva razvoja*

Chris Cooper: *Resorting to Pleasure – Past, Present and Future / Odmaranjem do zadovoljstva – prošlost, sadašnjost i budućnost*

Adele Ladkin: *All at Sea: Sustaining Livelihoods through Maritime Tourism in Croatia / Sve na moru: održavanje malih lokalnih zajednica putem nautičkog turizma u Hrvatskoj*

Slika 2: Predavanja tijekom plovidbe / Picture 2: Lectures during sail



Larry Dwyer & Alison Gill: *Planning for Sustainability in Coastal and Marine Tourism / Planiranje održivosti u obalnom području i nautičkom turizmu*

Charles Arcodia & Margarida Abreu Novais: *Innovation in Marine Tourism / Inovacije u nautičkom turizmu i popratnim aktivnostima*

Yoel Mansfeld: *Over-Tourism and Carrying Capacity Management: Challenges and Practice in Coastal Communities / Upravljanje prekapacitiranim turizmom i kapacitetom nosivosti: izazovi i prakse u priobalnim zajednicama*

Eli Avraham: *Marketing and Branding Seaside and Island Destinations / Marketing i brendiranje priobalnih i otočnih destinacija*

Ralph Berchtenbreiter: *Digital Marketing in Marine Tourism / Digitalni marketing u nautičkom turizmu i popratnim aktivnostima*

Andreas Humpe: *Financial Aspects of Marine Tourism / Financijski aspekti nautičkog turizma i popratnih aktivnosti*

SUDIONICI / PARTICIPANTS

M/Y MIRABELA

Professor Andreas Humpe – Munich University of Applied Sciences, Germany

Edina Kovacs – Corvinus University of Budapest, Hungary

Vera Krnajska Hršak, MA – Faculty of Economics & Business, University of Zagreb, Croatia

Professor Vladimir Hršak – University of Zagreb, Croatia

Ivan Čurić – student from Croatia

Domagoj Leko – student from Croatia

Andrea Botica – student from Croatia

Valentina Brajković – student from Croatia

Dea Karadžija – student from Croatia

Deniza Karadžija – student from Croatia

Lucas Nunner – student from Germany

Jannis Hoffmann – student from Germany

Melanie Arlt – student from Germany

Slika 3: Sudionici ITHAS-a 2018 ispred Memorijalnog centra Faust Vrančić na otoku Prviću / Picture 3: ITHAS 2018 participants in front of Faust Vrančić Memorial Centre on the island of Prvić



Marina Hieke – student from Germany
 Ranin Jubran – student from Israel
 Ronit Piso – student from Israel
 Nawar Al Farsi – student from Oman
 Miyamin Al Lawati – student from Oman
 Daniella Sajo – student from Hungary
 Julia Margit Palik – student from Hungary

M/Y MYSTIC

Professor Chris Cooper – Leeds Beckett University, United Kingdom
 Mrs. Geraldine Cooper – United Kingdom
 Professor Ralph Berchtenbreiter – Munich University of Applied Sciences, Germany
 Professor Adele Ladkin – Bournemouth University, United Kingdom
 Professor Yoel Mansfeld – University of Haifa, Izrael
 Professor Charles Arcodia – Griffith University, Australia
 Margarida Abreu Novais – Griffith University, Australia
 Ivana Obad – Faculty of Economics & Business, University of Zagreb, Croatia
 Suzana Karabaić – Faculty of Economics & Business, University of Zagreb, Croatia
 Sara Melkić – student from Croatia
 Vlatka Penezić – student from Croatia
 Mirna Bogeljić – student from Croatia
 Lucija Banić – student from Croatia
 Kristina Čebić – student from Croatia
 Katarina Jambrošić – student from Croatia
 Justin Nebonta – student from Germany
 Trung Nguyen – student from Germany
 Jessica Pfaller – student from Germany
 Lisa Faßbender – student from Germany
 Nina Thoma – student from Germany
 Sabine Fischer – student from Germany
 Anne-Sophie Krattinger – student from Germany

Laura Paul – student from Germany
 Hadas Markus – student from Israel
 Osnat Broshi Chen – student from Israel
 Sahar Al Mughairi – student from Oman
 Rahil Al Muaini – student from Oman
 Toleen Al Tall – student from Oman
 Myriam Al Hajri – student from Oman
 Bashaer Al Hajri – student from Oman
 Karoly Gergely – student from Hungary
 Simon Aladar Nagy – student from Hungary

M/Y SOLARIS

Professor Nevenka Čavlek – Faculty of Economics & Business, University of Zagreb, Croatia
 Professor Erik Cohen – Hebrew University of Jerusalem, Israel
 Mrs. Sriprai Cohen - Thailand
 Professor Jafar Jafari – University of Wisconsin-Stout, USA
 Professor Heba Aziz – German University of Technology, Oman
 Harald Albrecht, Ph.D. – University of Quintana Roo, Mexico
 Mrs. Cristina Heyns - Mexico
 Associate Professor Božena Krce Miočić – University of Zadar, Croatia
 Professor Arjun Singh – Michigan State University, USA
 Assistant Professor Danijela Ferjanić Hodak – Faculty of Economics & Business, University of Zagreb, Croatia
 Martina Pelko – Faculty of Economics & Business, University of Zagreb, Croatia
 Gabriela Vidić – University of Zadar, Croatia
 Kimbrley Matej Hrkalović – student from Croatia
 Andro Španjol – student from Croatia
 Matija Božiček – student from Croatia
 Filip Hrastić – student from Croatia

Vedran Brozović – student from Croatia
 Annamaria Delfin – student from Germany
 Sonja Osinfade – student from Germany
 Janina Caspar – student from Germany
 Christina Rathberger – student from Germany
 Tatjana Behret – student from Germany
 Mary-Bernadette Zagermann – student from Germany
 Daniel Arama – student from Israel
 Dina Avshalom Gorni – student from Israel
 Noor Al Huda – student from Oman
 Lamees Al Saqri – student from Oman
 Mohammed Al Salmi – student from Oman
 Ghalib Al Balushi – student from Oman
 Michael Smith – student from Oman
 Viktoria Erdelyi – student from Hungary
 Anna Hajdu – student from Hungary

M/Y VILMA

Professor Larry Dwyer – University of New South Wales, Australia
 Professor Alison Gill – Simon Fraser University, Canada
 Professor Eli Avraham – University of Haifa, Israel

Professor Nati Juaneda – University of Balearic Islands, Spain
 Mr. Jordi Banalfarré – Spain
 Assitant Professor Antonio Vlahov – Faculty of Economics & Business, University of Zagreb, Croatia
 Lucija Mršić – student from Croatia
 Lea Habulin – student from Croatia
 Daniela Jurić – student from Croatia
 Nikolina Rodić – student from Croatia
 Filip Conjar – student from Croatia
 Krešimir Sever – student from Croatia
 Bianca Burke – student from Germany
 Elisabeth Schmid – student from Germany
 Nadja Zapletal – student from Germany
 Verena Mayr – student from Germany
 Marie-Luise Remsperger – student from Germany
 Jana Pillmann – student from Germany
 Safa Al Dhali – student from Oman
 Miytha Al Kaabi – student from Oman
 Ahoud Al Hilali – student from Oman
 Katalin Nagy – student from Hungary
 Zsuzsa Petroczi – student from Hungary

**ITHAS 2018 održan je pod pokroviteljstvom
 Ministarstva turizma Republike Hrvatske.**

*ITHAS 2018 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**

I.D. RIVA Tours GmbH, München

Amadria Park Šibenik

Zagreb Tourist Board

Šibenik Tourist Board

Croatian National Tourist Board

Krka National Park

Public Institution Fortress of Culture, Šibenik

City of Šibenik

Town of Vodice

Telašćica Nature Park

D-Resort Šibenik

Marina Frapa Rogoznica



TELAŠĆICA
Park prirode
Nature Park



Grad Šibenik
Republika Hrvatska



Grad Vodice





Sveučilište u Zagrebu
Ekonomski fakultet



ITHAS

13TH INTERNATIONAL TOURISM & HOSPITALITY
ACADEMY AT SEA

MARINE TOURISM

TROGIR – ROGOZNICA – ŠIBENIK – KRKA NATIONAL PARK – ISLAND OF PRVIĆ –
TELAŠĆICA NATURE PARK – SOLARIS BEACH RESORT – PRIMOŠTEN – TROGIR

05 - 12 MAY
2018
CROATIA

✓ PARTNER INSTITUTIONS:

Ulysses Foundation (UNWTO)
Munich University of Applied Sciences,
Department of Tourism (Germany) ::
German University of Technology,
GUTech (Oman) :: Corvinus University
of Budapest: (Hungary) :: University of
Haifa (Israel)

HOST INSTITUTION:

FACULTY OF ECONOMICS & BUSINESS, UNIVERSITY OF ZAGREB

PATRONAGE: Ministry of Tourism of The Republic of Croatia

SPONSORS: Development Fund of University of Zagreb :: Faculty of Economics & Business, University of Zagreb :: I. D. Riva
Tours :: Ugo Group d.o.o. - Solaris Beach Resort :: Tourist Board of Zagreb :: Tourist Board of Šibenik :: Croatian National Tourist
Board :: Krka National Park :: Public Institution Fortress of Culture, Šibenik :: City of Šibenik :: Town of Vodice :: Telašćica Nature
Park :: D-Resort Šibenik :: Marina Frapa Rogoznica

Created by BDIB students Filip Hraštić & Vedran Brozović