

## IZVJEŠTAJ O ITHAS-u 2023.

### REPORT ON ITHAS (INTERNATIONAL TOURISM & HOSPITALITY ACADEMY AT SEA) 2023

#### UPRAVLJANJE TURIZMOM NA LOKALITETIMA SVJETSKJE BAŠTINE / MANAGING TOURISM IN WORLD HERITAGE SITES 6. - 13. svibnja 2023., Hrvatska / 6-13 May 2023, Croatia

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#### PODACI / FACTS & FIGURES

##### Ruta / Route:

Split – island of Rava – Zadar – NP Kornati – island of Zlarin – Šibenik – Trogir



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**BIP ID:** 2021-1-HR01-KA131-HED-000009856-5

**Naziv / Title:** International Tourism & Hospitality Academy at Sea 2023

##### **Organizator / Host institution:**

Ekonomski fakultet Sveučilišta u Zagrebu / University of Zagreb, Faculty of Economics and Business

##### **Partnerska sveučilišta / Partner universities:**

Brock University, Canada

Munich University of Applied Sciences, Department of Tourism, Germany

University of Maribor, Slovenia

University of Pécs, Faculty of Business & Economics, Hungary

##### **Broj sudionika / Number of participants: 108**

#### PROFESORI I TEME PREDAVANJA / PROFESSORS AND LECTURE TOPICS

**Erik Cohen:** *A Sociological Approach to Heritage Tourism /  
Sociološki pristup turizmu nasljeđa*

**Richard Butler:** *World Heritage Site Destinations: Issues and Complication /  
Lokaliteti svjetske baštine: izazovi i komplikacije*

**Yoel Mansfeld:** *World Heritage Sites as Contested Spaces: Determinants, Mitigation and  
Management Tools /  
Lokaliteti svjetske baštine kao sporna područja: odrednice, smanjenje  
pritiska i alati za upravljanje*

**Eli Avraham & Andreas Hump:** *Marketing and Branding of World Heritage Sites /  
Marketing i branding lokaliteta svjetske baštine*

**Charles Arcodia & Margarida Abreu Novais:** *Discovering Intangible Cultural Heritage /  
Otkrivanje nematerijalne kulturne baštine*

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## **TRANSFORMATIVNO PUTOVANJE: ITHAS 2023**

Edukacijski modul ITHAS dao nam je jedinstvenu priliku za istraživanje zadivljujućih krajolika Hrvatske, učenje o njezinoj zanimljivoj povijesti i razgovore sa studentima iz različitih zemalja. Ulaskom na brod ukrcali smo se na životnu avanturu koja nam je otvorila oči za nadahnjujuće doživljaje i osobni rast. Nitko od nas nije mogao pretpostaviti što ćemo sve naučiti na tom putovanju.

Život na brodu je avantura sama za sebe i nitko vas ne može potpuno pripremiti za osjećaj čiste životne radosti kad svakoga dana gledate nove vizure Jadranskoga mora koje oduzimaju dah. Od časa kad smo zaplovili putovanje je postalo mjesto miješanja kultura i povezivanja. Na svakom od tri broda nalazili su se radoznali studenti i poticajni profesori iz Kanade, Hrvatske, Njemačke, Mađarske, Slovenije, Izraela, Australije i Portugala. Različite biografije i perspektive omogućile su nam priliku za razmišljanje i stjecanje novih znanja o kulturnoj baštini i turizmu. Našim svakodnevnim sudjelovanjem u raznim aktivnostima zajedno smo stvorili prisnu zajednicu i tako potakli zasađe životnih spona za cijeli život.

Povijesne znamenitosti Hrvatske dale su nam uvid u zadivljujuću prošlost i omogućile razumijevanje mnogih razina njezine povijesti. Primjer veličanstvenih prizora je zasigurno posjet Dioklecijanovoj palači u Splitu koja je mjesto svjetske baštine pod zaštitom UNESCO-a i gdje smo šetajući kroz ogromne dvorane, zamršene unutarnje vrtove i antičke ostatke bili transportirani u prošla vremena i tako smo mogli zamišljati kako se nekad živjelo na tom mjestu. Naše znanje složene povijesti Hrvatske upotpunjavale su vođene ture i interaktivna nastava, što nam je omogućilo osjećati se dijelom zemlje i njezinih stanovnika. U povijesnome gradu Zadru pozornost su nam privukle živopisne građevine, kameni pločnici i ljubazni stanov-

## **A TRANSFORMATIVE JOURNEY: ITHAS 2023**

International Tourism and Hospitality Academy at Sea held at Croatian Adriatic from May 6 to May 13 gave us an opportunity to explore the stunning landscapes of Croatia, delve into the fascinating history, and interact with a diverse group of fellow students. Stepping on board the ship, we embarked on an unforgettable adventure of a lifetime, opening our eyes to inspiring experiences and personal growth.

Living on a boat was an adventure in itself as nobody can truly prepare you for the feeling of pure joy and tranquility as you wake up to breathtaking views of the Adriatic Sea every day. Moreover, from the moment we set sail, the voyage became a melting pot of culture and connections as each of three motor yachts was occupied by inquiring students and inspiring professors from Canada, Croatia, Germany, Hungary, Slovenia, and more. Through diverse backgrounds and perspectives, we were able to expand and reflect on our knowledge, culture, heritage, and tourism. By the end of the week together, we formed a close-knit community, bonding through our day-to-day activities to foster lifelong bonds.

The historical landmarks in Croatia gave us a fascinating look into the past and helped us comprehend the many layers of its history. Awe-inspiring events would include touring Split's Diocletian's Palace, a UNESCO World Heritage Site, where we were transported back in time by walking through the palace's enormous halls, intricate courtyards, and ancient ruins, allowing us to imagine the lives of individuals who had once lived there. Our knowledge of Croatia's complicated history was furthered by the guided tours and interactive sessions, which helped us feel more a part of the nation and its people. The vibrant buildings, cobblestone streets, and kind residents captured all of our attention as soon

nici. Tamo smo u razgovoru s njima mnogo naučili o načinu života, tradicijama i streljenjima te smo stekli duboko poštovanje za bogatu nacionalnu baštinu i snagu ljudi kako kušajući tradicionalnu hrvatsku hranu ili sudjelujući u konstruktivnim raspravama. U radionicama i na predavanjima učili smo o nematerijalnoj i materijalnoj baštini te o načinima na koje se povijesna i prirodna ljepota ovih lokaliteta mogu očuvati. Boravak u Nacionalnom parku Kornati bio je posvećen isticanju vrijednosti zaštite okoliša i održivom turizmu. Zadivljujuće je kako je Nacionalni park posvećen očuvanju osjetljivih ekosustava, što pokazuju čvrsta pravila koja jamče očuvanje ovog nacionalnog blaga. Kako je održivost i bila jedna od glavnih tema predavanja i rasprava, posebno smo osvijestili svoju dužnost očuvanja osjetljivih ekosistema za buduće generacije.

Iskustva na ovom intenzivnom edukacijskom modulu ITHAS dala su nam priliku za poticanje suradnje i timskog rada uz osobna propitivanja. Raznovrsnost podrijetla

as we reached the historic city of Zadar. We learned about the residents' way of life, traditions, and goals by interacting with them and gained a profound respect for the nation's rich heritage and the fortitude of its people, whether it was by eating traditional Croatian food or experiencing meaningful discussions. Workshops and lectures facilitated learning about intangible and tangible heritage, and the ways of preserving the history and natural beauty of these sites. The time spent at the Kornati National Park served to emphasize the value of environmental protection and sustainable practices. It is admirable that the park is committed to safeguarding its delicate ecosystems and that there are strong rules in place to guarantee the preservation of its natural treasures. Participating in lectures and debates about sustainability has made us more conscious of our obligation to protect these fragile ecosystems for coming generations.

The ITHAS intensive course offered a chance to encourage collaboration and teamwork, and enhance our personal inquiry

***Slika 1: Izlaganje studentskog zadatka na brodu /  
Picture 1: Presentation of student assignment on board***



***Slika 2: Interpretacija nematerijalne baštine na otoku Ravi /  
Picture 2: Interpretation of intangible heritage on the island of Rava***



i stajališta studenata rezultirala je živahnim kulturnim i intelektualnim raspravama. U grupnim aktivnostima u kojima smo razgovarali kako bismo riješili zadane probleme, stekli smo svijest o značaju uvažavanja drugih stajališta i učinkovitosti suradnje. Ovim iskustvom smo unaprijedili vlastite interpersonalne sposobnosti, prilagodljivost i mogućnost dobrog zajedničkog funkcioniranja, a također smo i proširili poznavanje mnogih kultura. Tijekom edukacijskog putovanja ITHAS u Hrvatskoj preispitivali smo se i poticali na razmatranje o doživljenom. Sudjelujući u aktivnostima poput vođenja dnevnika, samoevaluacije i grupnih refleksija bolje smo mogli razumjeti sami sebe, svoje vrijednosti i ciljeve. Shvatili smo da napuštanje poznatoga i prihvaćanje novih okoliša može biti transformativno, polučiti prilike za osobni razvoj i samospoznaje ako iskoračimo iz

competences as the variety of students, each with their own origins and viewpoints, made for a vibrant environment for cross-cultural and intellectual exchange. Through group activities, conversations, and problem-solving exercises, we were challenged and encouraged to reflect and better understand ourselves, our values and our objectives as we gained an understanding of the importance of other viewpoints and the effectiveness of collaboration. This improved our interpersonal abilities, adaptability and capacity to function well together in a multicultural environment while broadening our understanding of many cultures. We came to appreciate that leaving what is familiar behind and embracing new surroundings may be transformative and bring up opportunities for personal development and self-discovery as we stepped out of our comfort zones in

svojih zona ugone, prihvatimo nove izazove i pomaknemo granice vlastitih ograničenja prigrlivši rizike i odbacivši predrasude.

Kako se putovanje približavalo svome kraju, osjetili smo tugu, ali i vječnu zahvalnost. Modul iskustvenog učenja ITHAS u Hrvatskoj pružio je posebnu sintezu kulturnog uranjanja, povijesnih otkrića i osobnog razvoja. Svaka faza ovog putovanja, od živopisne hrvatske kulture do fascinantnih povijesnih mjesta i zadivljujuće prirodne ljepote, ostavili su trajan utisak u našim srcima i mislima. Povezani s mnogim pojedincima po cijelome svijetu dijelimo jedinstvene i prelijepje zajedničke doživljaje. Naši su se horizonti proširili, a pogledi na život promijenili uz produbljeno shvaćanje Hrvatske i žar za nova istraživanja, učenja i pozitivna djelovanja u turizmu. Naša novo stečena poznanstva, znanja i uspomene ostat će zauvijek s nama kao stalan podsjetnik snage učenja, razvoja i novih prilika.

Claire Wallace, Jordan McNeillie,  
Julia Gardner i Antonia Miksic,  
studenti s Brock sveučilišta,  
St. Catharines, Ontario, Kanada

### OSVRT NA ITHAS 2023

Kako smo prvi puta sudjelovali na Međunarodnoj akademiji turizma i ugostiteljstva na moru (International Tourism and Hospitality Academy at Sea – ITHAS), studijskom modulu koji okuplja profesore iz cijeloga svijeta, lokalne stručnjake i studente s pet sveučilišta, nismo znali što možemo očekivati. Ipak, zaronili smo u program bez predrasuda i otvorena srca, kao što su to učinili naši kolege i kolegice. Od prvoga dana među svim sudionicima osjećalo se iščekivanje i uzbuđenje, iako još ne i zajedništvo. Na

various ways, embraced new challenges, and pushed boundaries on our own limitations embracing risks and casting away our prejudices.

As the voyage drew to a close, we found ourselves saddened but forever thankful. The ITHAS course in Croatia provided a special synthesis of cultural immersion, historical exploration, and personal development and inspired us to embrace change, take chances, and live life with an open mind. Every part of this journey, from the vibrant Croatian culture to the fascinating historical places and the mesmerizing natural beauty, left an enduring impression on our hearts and minds. Now, we are all connected with individuals from across the world, as we share unique and beautiful experiences we lived together. Our horizons have been broadened, our outlooks on life have been altered along with deepening all of our appreciation for Croatia, and our passion to explore, learn and make a positive impact in the field of tourism has been awakened. The relationships we made, the knowledge we gained, and the memories we formed, will be with us forever as a continual reminder of the power of learning, developing, and seizing new opportunities.

Claire Wallace, Jordan McNeillie,  
Julia Gardner & Antonia Miksic,  
students of Brock University,  
St. Catharines, Ontario, Canada

### REFLECTIONS ON ITHAS 2023

As first-time participants of International Tourism and Hospitality Academy at Sea (ITHAS), an unorthodox intensive study module featuring world renown lecturers and local experts, and including students from five different universities, we did not know exactly what to expect. Nevertheless, we dove into the program with open minds and open hearts, as did our colleagues. From the first day, there was a sense of anticipation and excitement among the ITHAS participants, but not yet a clear sense of comradery.

***Slika 3: Sudionici ITHAS-a na Tvrđavi sv. Ivana u Šibeniku /  
Picture 3: ITHAS participants on St. John's Fortress, Šibenik***



sreću to se ubrzo promijenilo i postali smo prijatelji.

Prije početka puta, grupe sa svih sveučilišta trebale su pripremiti prezentaciju s osnovnim informacijama o svojoj zemlji i značenju turizma. Na taj smo način dobili osjećaj za kulturu svake nacije i osoba koje ju prezentiraju. Program je bio tako organiziran kako bi se sudionici povezali i prešli granice kulturnih razlika te nalazili načine razmjenjivanja interesa. Nigdje to nije bilo tako očito kao u zadatku koji je naložio svakoj od tri grupe na tri broda ovogodišnje ITHAS flote. Naime, zadatak je bio smisliti koreografiju za skeč baziran na hrvatskoj pjesmi. Tako su hrvatski sudionici i sudionice dobili priliku preuzeti inicijativu i voditi rad cijelog broda stranaca (u tom trenutku) i ujedinjeni smisliti izražaj naše kolektivne osobnosti. Posebno je bilo uzbudljivo vidjeti što su ostali brodovi kreirali i bodriti ih na konačnom natjecanju ishoda timskog rada.

Luckily, this did not last for a long time and soon we were all friends.

Before the trip, each university group had to prepare a presentation highlighting their country's background and tourism significance. This allowed us to get a sense of every nation's culture and the personality of the people presenting it. The aspects of the program were orchestrated in a way to connect the participants on an interpersonal level, breaking the boundaries of cultural differences and finding ways to connect through shared interests. Nowhere was this more prevalent, than when each boat was assigned the task to work together and collectively come up with a choreography for a skit based on a Croatian song. This allowed the Croatian participants as the hosts to take center stage and lead the boats full of strangers (then) to work as one in creating a sketch on our collective personality. It was especially exciting to witness what the groups came up with and to cheer each other at the final team building competition.

Nije potrebno naglašavati da je cijeli program bio intenzivan i ispunjen dinamičnim aktivnostima istraživanja različitih kulturnih bogatstava hrvatske obale. Po pristajanju u pojedine destinacije, imali smo tu čast i priliku obogatiti se znanjem lokalnih turističkih vodiča. To je bilo posebno osvježavajuće čak i za nas, Hrvate, koji smo većinom već bili vidjeli ta mjesta, jer smo doživjeli žar i ogroman ponos tih vodiča na svoju zemlju i njezino nasljeđe. Time su nam se otvorili novi pogledi na mjesta od važnosti za kulturnu baštinu očima turista, a posebnu je dimenziju cijelom iskustvu pridonijelo društvo naših prijatelja iz različitih zemalja.

Za vrijeme plovidbe, sudjelovali smo u interaktivnim predavanjima koja su držali renomirani predavači s različitih sveučilišta diljem svijeta. To nam je bila posebna privilegija jer su mnogi od njih visoko cijenjeni znalci u svojim područjima, a naročito su to profesori Erik Cohen i Richard Butler. Zadivio nas je entuzijazam i predanost turizmu ovih znanstvenika koji su svoje živote posvetili ovom području i još uvijek žele prenijeti taj svoj žar na buduće generacije.

Sedam dana (vrijeme, koje se činilo dužim) ITHAS-a 2023 bili su među najdojmljivijim i najintenzivnijim iskustvima naših života. Te uspomene, prijateljstva i znanje akumulirano u vremenu koje smo zajedno proveli ostat će kao vječan pečat osobnog razvoja svakoga od nas ponaosob. Ništa od toga ne bi bilo moguće bez besprijeorne organizacije naše profesorice Nevenke Čavlek, čija nas je nenadmašna predanost ovom projektu u svakom trenutku putovanja inspirirala na ogromnu zahvalnost na ovoj prilici za sudjelovanje na ITHAS-u.

Ante Gaćina i Din Mušović,  
studenti BDiB-a, Sveučilište u Zagrebu,  
Ekonomski fakultet

Needless to say, the program was intensive, filled with dynamic activities of exploring various cultural and natural treasures of Croatia's coast. Once docked in a particular destination, we were honored with the opportunity to be enriched by the knowledge of local tour guides. It was especially refreshing, for us as Croats, who had visited most of these places before, to witness the tour guides' passion and enormous pride for their country and heritage. This offered a new perspective on cultural heritage sites through the eyes of tourists, especially in the company of our fellow students of different nationalities who gave the whole experience a special dimension.

While sailing, we took part in interactive lectures held by distinguished lecturers from all over the world. This was a special privilege, as many of them were highly praised experts in their field, most notably, professors Erik Cohen and Richard Butler. We were greatly inspired by their remarkable enthusiasm and commitment to analyzing tourism topics knowing that they had devoted their lives to researching tourism topics their entire lives, and yet were still keen to transfer their passion onto future generations.

The seven days (which felt much longer than that) of ITHAS 2023 were among the most impactful and intensive experiences of our young lives. The memories, the friendships, and the knowledge that we have accumulated during our time spent together have made a forever-lasting impact on our personal development. None of this would have been possible without the pristine organization of our own professor Nevenka Čavlek. Her unmatched devotion for this project made us appreciate every moment of the voyage and we are immensely grateful for the opportunity to participate.

Ante Gaćina & Din Mušović,  
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 Nóra Zentai – student from Hungary  
 Dalma Ságvári – student from Hungary

### **MY BELLEZZA**

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 Mrs. Sriprai Cohen – Thailand  
 Professor Richard Butler – University of Strathclyde, UK  
 Professor David Fennell – Brock University, Canada  
 Professor Ralph Berchtenbreiter – Munich University of Applied Sciences, Germany  
 Professor Nevenka Čavlek – University of Zagreb, Faculty of Economics and Business, Croatia  
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 Katja Kokot – student from Slovenia  
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 Mercédesz Schell – student from Hungary

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 The Interpretation Centre of St. James Cathedral „Civitas Sacra“  
 University of Zadar  
 Public Institution National Park Kornati  
 Zadar County Tourist Bord  
 Split Tourism Bord  
 Trogir Tourist Board

