

IZVJEŠTAJ O ITHAS-u 2024.

REPORT ON ITHAS (INTERNATIONAL TOURISM & HOSPITALITY ACADEMY AT SEA) 2024

TURISTIČKA POLITIKA / TOURISM POLICY 11. - 18. svibnja 2024., Hrvatska / 11-18 May 2024, Croatia

PODACI / FACTS & FIGURES

Ruta / Route:

Rijeka – Island of Rab – Mali Lošinj – Island of Susak – Island of Cres – Rabac – Central Istria – Opatija – Rijeka



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Naziv / Title: International Tourism & Hospitality Academy at Sea 2024

Organizator / Host institution:

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

Voditeljica projekta / Project leader:

Prof. dr. sc. Nevenka Čavlek / Professor Nevenka Čavlek

Suradnica na projektu / Project associate:

Izv. prof. dr. sc. Vanja Krajinović / Associate Professor Vanja Krajinović

Partnerska sveučilišta / Partner universities:

Munich University of Applied Sciences, Department of Tourism, Germany

University of Maribor, Slovenia

University of Pécs, Faculty of Business & Economics, Hungary

University of Bologna, Italy

Broj sudionika / Number of participants: 90

PROFESORI I TEME PREDAVANJA / PROFESSORS AND LECTURE TOPICS

Jafar Jafari, University of Wisconsin Stout, USA

Tourism Policy: Shaped by the National Culture and Executed Globally /

Turistička politika: Oblikovana nacionalnom kulturom i provedena globalno

William C. Gartner, University of Minnesota, USA

Policy as a Driver of Tourism Development: Global Examples / Politika kao pokretač razvoja turizma: globalni primjeri

Julio Aramberri, independent researcher, former Professor at Drexel University, USA and Complutense University of Madrid, Spain

The Outer Bounds of Tourism / Onkraj granica turizma

Charles Arcodia, Griffith University, Australia

How Events and Festivals Influence Tourism Policy / Kako događanja i festivali utječu na turističku politiku

Eli Avraham, University of Haifa, Israel

Marketing and Branding Tourism Destinations / Marketing i brendiranje turističkih destinacija

OSVRTI STUDENATA

ITHAS kao poticaj

Nekoliko dana nakon povratka, ne mogu prestati misliti o tome koliko me je ovaj projekat obogatio i koliko su me inspirirali kako profesori tako i drugi studenti. U tom tjednu sam shvatila koliko još uvijek moram učiti o turizmu, potaknuo me na propitivanje svojih planova nakon završetka preddiplomskog studija i naveo me na postavljanje novih ciljeva u budućem životu i karijeri. Štoviše, mislim da je sve bilo savršeno tijekom putovanja: jako mi se sviđala nastava i predavanja, vođene ture i svaka prezentacija koju smo imali prilike čuti. Naučila sam da u turizmu osvrta i usmena predaja također igraju veliku ulogu pa je tako moj osvrt o cjelokupnom vođenju puta definitivno pozitivan. (...) sve što se dogodilo tijekom tjedna doista me je inspiriralo i duboko u srcu sam uvjeren da neću brzo zaboraviti sve što sam naučila tada.

Sara Fornerone,
Sveučilište u Bolonji,
Italija

Od stranaca do prijatelja

Na početku putovanja svaki brod dobio je zadatak naučiti jednu hrvatsku pjesmu na pamet i uvježbati koreografiju uz pjevanje. Izvedbe je ocjenjivao žiri. Taj zadatak bolje je povezo studenta za vrijeme cijeloga puta. Između predavanja vježbali su na palubama, ispred brodova i po gradu. Kad se razne kulture susretnu, mišljenja se katkad razlikuju. Odluke su se morale donositi, a ideje vrednovati. ITHAS nije samo proširio moje znanje kroz predavanja, nego mi je također dao mogućnost doživljaja međukulturnih iskustava i razmjene sa studentima iz inozemstva – 68 studenata iz pet zemalja od kojih je putovanje brodom bilo prvo takvo iskustvo. Ova

STUDENTS' TESTIMONIALS

ITHAS as an inspiration

After a couple of days back at home, I cannot stop thinking about how much this project enriched me and how much inspiration I received from both professors and other students. This week made me realize how much I still have to learn in the field of tourism, made me question my plans after my bachelor's, and made me set new goals for my future life and career. Moreover, I found that everything during the trip has been perfect, I loved the classes, the guided tours and every conference we had the opportunity to listen to. I learned that in tourism reviews and word of mouth also play a big role, so here is my completely positive review about how you managed the whole trip. (...) everything what happened during the week really inspired me and I think, from the bottom of my heart, that I will not easily forget the teachings I received during this week.

Sara Fornerone
University of Bologna,
Italy

From strangers to friends

At the beginning of the week, each boat was given the task of learning a Croatian song by heart and rehearsing a dance along with it. Each performance was judged by a jury. This task helped the students to bond during the trip. In between lectures they could be seen practicing on the deck, in front of the boats or around the city. When different cultures come together, opinions sometimes differ. Decisions had to be made and ideas had to be evaluated. ITHAS not only expanded knowledge through lectures, but also offered intercultural experiences and interaction with international students – 68 students from five countries, many of them

Slika 1: Predavanje prof. Jafarija na brodu / Professor Jafari lectures on board

avantura ih je povezala. Smijali su se, pjevali, plesali, učili i živjeli zajedno u vrlo malom prostoru. Ovo fantastično međunarodno iskustvo studiranja potaknulo je njihov osobni, ali povrh svega, i timski rast. Nakon sedam dana ispunjenih nezaboravnim doživljajima i snažnim osobnim susretima bilo je teško oprostiti se. Nasmiješeni jednim okom i sa suzom u drugom oku, vratili su se svojim kućama zadovoljni, zahvalni i ispunjeni.

Jasna Schnetzer,
Sveučilište primijenjenih znanosti
Njemačka

on a boat for the first time. This adventure created a bond between them. They laughed, sang, danced, learned and lived together in a very small space. This great international study experience helped them to grow personally, but above all as a team. After seven days full of unforgettable experiences and intense interpersonal encounters, it was hard to say goodbye. With one eye laughing and the other one crying, they made their way home happy, grateful and fulfilled.

Jasna Schnetzer,
University of Applied Sciences,
Germany

Anonimne impresije

„Bilo je to neopisivo iskustvo susreta s mnogim ljudima, studentima i profesorima, mnogih spoznaja o turizmu i Hrvatskoj u samo tjedan dana koje je izgledalo da je tra-

Anonymous Reflections

„It is an indescribable experience where one can connect with a lot of people, students and professors, get to know a lot about tourism and also Croatia in just one week,

Slika 2: Radionica filcanja vune na Cresu / Wool felting workshop on Cres



Slika 3: Terenska nastava u Labinu / Field trip in Labin



jalo puno duže i kraće u istome trenutku (na pozitivan način). Uspomene za čitav život!”

„Preporučio bih ITHAS 100%. Doista mislim da bi ljudi trebali biti vrlo otvoreni za nove susrete, spremni za puno zabave i intenzivno učenje. Netko komu je potrebno puno samoće možda neće uživati. Ali, zbilja mislim da čovjek mora probati nešto prije nego što da konačno mišljenje – zato bih svakako preporučio ITHAS svojim prijateljima uz napomenu da se pripreme jer to nije samo ležanje na suncu i odmaranje na plaži.”

„To je jedinstvena prilika za stjecanje mnogih novih znanja u vrlo kratkom vremenu i stvarno iskustvo turizma. Također je to vrlo dobra prilika za upoznavanje Hrvatske i novih ljudi.”

„Smatram to vrlo zanimljivim i jedinstvenim iskustvom. Naravno, katkad je zamorno, ali na kraju se isplatilo jer smo osim znanja stekli i ponijeli sa sobom nova prijateljstva i iskustva koja bi svakom komu se pruži prilika trebao prihvatiti.”

which feels much longer and shorter at the same time (in a positive way). Memories for a lifetime!”

„I would recommend ITHAS 100%. I do think that people should be very open to meeting new people, ready for a lot of action and intense study. Someone who needs a lot of time alone might not have the greatest experience. But I do think that one has to try something out in order to judge - so I would recommend it to my friends, but tell them to be prepared as ITHAS is not about lying in the sun and relaxing at the beach.”

„It is a unique opportunity to gain a lot of new knowledge in such a short time and to experience tourism in real life. You also get to know Croatia very well and meet new people.”

„I consider it a very interesting and unique experience. Of course, it can be tiring at times, but in the end, it paid off because besides knowledge, we also brought back home new friendships and experiences that anyone who gets the chance should embrace.”

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University of Zagreb, Faculty of Economics and Business

I.D. Riva Tours, Munich, Germany

Kvarner County Tourist Board

Rijeka Tourist Board

Rab Tourist Board

Mali Lošinj Tourist Board

Cres Tourist Board

Istria Tourist Board

Rabac-Labin Tourist Board

UGO Group d.o.o. – Amadra Park Hotels

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