



Summer School

DESTINATION MARKETING, EXPERIENCES AND CREATIVE STORYTELLING



SVEUČILIŠTE U RIJECI UNIVERSITY OF RIJEKA
FAKULTET ZA MENADŽMENT U TURIZMU I UGOSTITELJSTVU
FACULTY OF TOURISM AND HOSPITALITY MANAGEMENT
OPATIJA, HRVATSKA CROATIA

www.fthm.uniri.hr/en/study-programmes/summer-school



The school will take place from July 04, 2022 to July 15, 2022

As part of the summer school, the following programs will be conducted

Tourist Destination Marketing

Course holder: Lorena Bašan, Ph.D., Full Professor
Duration: July 4, 2022 – July 15, 2022

Sports Management in Tourism

Course holder: Marko Perić, Ph.D., Full Professor
Duration: July 4, 2022 – July 8, 2022

Croatia as a Tourist Destination

Course holder: Alenka Šuljić Petrc, Ph.D., Lecturer
Duration: July 4, 2022 – July 8, 2022

Francais Gastronomique

Course holder: Alenka Šuljić Petrc, Ph.D., Lecturer
Duration: July 11, 2022 – July 15, 2022

Natural Attractions in Tourism

Course holder: Hrvoje Grofelnik, Ph.D., Assistant Professor
Duration: July 11, 2022 – July 15, 2022

International Enogastronomy

Course holder: Krešimir Mikić, Ph.D., Assistant Professor
Duration: July 11, 2022 – July 15, 2022

To enrol, you should fulfil the [Application form](#) and pay the course fee.



Izvor: Smiljan Prpić

Tourist Destination Marketing

6 ECTS

Duration

July 4, 2022 – July 15, 2022

Course fee

900 EUR

Highlights

- Characteristics and contemporary trends in the tourist destination market
- Destination marketing management: a conceptual framework
- A sustainable marketing concept in the tourist destination context
- Destination attractiveness and tourist destination choice
- Experience economy
- Storytelling and creative interpretation
- Tangible and intangible cultural heritage
- Sustainable marketing communication

Manner of instruction

- Lectures in the classroom
- Individual assignments
- Interactive fieldworks
- Mentorship

Course holder

Lorena Bašan, Ph.D., Full Professor
University of Rijeka, Faculty of Tourism and Hospitality Management, Croatia

Lecturers

Marija Ham, Ph.D., Full Professor, University of Osijek, Faculty of Economics in Osijek, Croatia
Romana Lekić, Ph.D., University Colledge "Edward Bernays," Zagreb, Croatia
Lidija Nikočević, Ph.D., Senior Curator Entografic museum of Istria, Pazin, Croatia
Nikola Špehar, tourist guide Association of tourist guides "Liburnia," Opatija, Croatia

Enrolment

Deadline for payment: **Jun 13, 2022**

An amount of 900 EUR is to be paid to:

Faculty of Tourism and Hospitality Management

IBAN: HR1323600001101496052

SWIFT: ZABAHR2X

Reference number: 216

Purpose/Description of payment: SUMMER 2022, name & surname



Sports Management in Tourism

3 ECTS

Duration

July 4, 2022 – July 8, 2022

Highlights

- Sport & tourism
- Sport events
- Experience economy in sports tourism
- Business models for sports tourism
- Designing innovative sport tourism product

Manner of instruction

- Lectures in the classroom
- Fieldwork
- Guided and independent learning by discovery

Course holder

Marko Perić, Ph.D., Full Professor
University of Rijeka, Faculty of Tourism and
Hospitality Management, Croatia

Lecturers

Vanja Vitezić, Ph.D., Assistant Professor,
University of Rijeka, Faculty of Tourism and
Hospitality Management, Croatia
Nicholas Wise, Ph.D., Assistant Professor,
Arizona State University
Sanela Škorić, Ph.D., Associate Professor,
University of Zagreb, Faculty of Kinesiology,
Zagreb, Croatia
Igor Radiković, Liburnia Riviera Hotels, Head
of Sport, Entertainment & Activity
Andrea Petrić, Sport & Entertainment
Manager at Arena Hospitality Group

Enrolment

Deadline for payment: **Jun 13, 2022**
An amount of 600 EUR is to be paid to:
Faculty of Tourism and Hospitality
Management
IBAN: HR1323600001101496052
SWIFT: ZABAHR2X
Reference number: 215
Purpose/Description of payment: SUMMER
2022, name & surname



Croatia as a Tourist Destination

3 ECTS

Duration

July 4, 2022 – July 8, 2022

Course fee

600 EUR

Highlights

- Present (through a PPT presentation) any tourist destination by using Croatia as an example
- Make attendants familiar with the most popular tourist regions and destinations with special emphasis on their cultural and historical heritage
- Simulate a guiding tour both within the field and onsite classes
- Oral final exam: guiding tour presenting the destination

Manner of instruction

- Lectures in the classroom
- Field classes

Course holder

Alenka Šuljić Petrc, Ph.D., Lecturer
University of Rijeka, Faculty of Tourism and
Hospitality Management, Croatia

Enrolment

Deadline for payment: **Jun 13, 2022**

An amount of 600 EUR is to be paid to:

Faculty of Tourism and Hospitality
Management

IBAN: HR1323600001101496052

SWIFT: ZBAHR2X

Reference number: 213

Purpose/Description of payment: SUMMER
2022, name & surname



Francais Gastronomique

3 ECTS

Duration

July 11, 2022 – July 15, 2022

Course fee

600 EUR

Highlights

- Present (through a PPT presentation) historical outlines of French gastronomy
- Present (through a PPT presentation) Croatian gastronomic profile
- Make attendants familiar with the most popular regional gastronomic heritage
- Simulate a guiding tour both within the field and onsite classes
- Final exam (written and oral)

Manner of instruction

- Lectures in the classroom
- Field classes

Course holder

Alenka Šuljić Petrc, Ph.D., Lecturer
University of Rijeka, Faculty of Tourism and
Hospitality Management, Croatia

Guest lecturer

Nada Matas-Runquist, Ph.D.
MCF, University of Avignon, FR
Ph.D. & Visiting Scholar, University of Oxford,
UK
Krešimir Mikinac, Ph.D., Assistant
Professor, University of Rijeka, Faculty
of Tourism and Hospitality Management,
Croatia
Hrvoje Grofelnik, Ph.D., Assistant
Professor, University of Rijeka, Faculty
of Tourism and Hospitality Management,
Croatia

Enrolment

Deadline for payment: **Jun 13, 2022**

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Reference number: 217
Purpose/Description of payment: SUMMER
2022, name & surname



Natural Attractions in Tourism

3 ECTS

Duration

July 11, 2022 – July 15, 2022

Course fee

600 EUR

Highlights

- Natural resources
- Recognition of natural tourist attractions
- Template for valuing natural tourist attractions in tourism

Manner of instruction

- Lectures in the classroom
- Fieldwork

Course holder

Hrvoje Grofelnik, Ph.D., Assistant Professor
University of Rijeka, Faculty of Tourism and Hospitality Management, Croatia

Enrolment

Deadline for payment: **Jun 13, 2022**

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SWIFT: ZABAHR2X

Reference number: 214

Purpose/Description of payment: SUMMER 2022, name & surname



International Enogastronomy

3 ECTS

Duration

July 11, 2022 – July 15, 2022

Course fee

600 Euro

Highlights

- Present characteristics of European and world cuisines through their gastronomic offer
- Get to know the characteristics and identity of Croatian gastronomy and wine regions
- Make attendants familiar with wine serving and wine tasting technique
- Tips for pairing food & wine

Manner of instruction

- Lectures in the classroom
- Fieldwork

Course holder

Krešimir Mikinac, Ph.D., Assistant Professor, University of Rijeka, Faculty of Tourism and Hospitality Management, Croatia

Lecturers

Alenka Šuljić Petrc, Ph.D., Lecturer, University of Rijeka, Faculty of Tourism and Hospitality Management, Croatia
Franko Lukež, Croatian Sommelier Club
Josip Orišković, Dvorac Belaj winery

Enrolment

Deadline for payment: **Jun 13, 2022**

An amount of 600 EUR is to be paid to:
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IBAN: HR1323600001101496052

SWIFT: ZBAHR2X

Reference number: 219

Purpose/Description of payment: SUMMER 2022, name & surname

Accommodation

Student dormitory Lovran

<https://www.ucenicki-dom-lovran.hr/hostel/cjenik>

Student dormitory Trsat i Ivan Goran Kovačić

<https://www.scri.uniri.hr/kontakt>

Liburnia Hotels & Villas

[Availability - liburnia.hr](http://liburnia.hr)

Promo code **FMTU22**

Contact

fthm.uniri.hr

fthm.summer-school

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