



UNIVERSITY OF RIJEKA  
FACULTY OF TOURISM AND  
HOSPITALITY MANAGEMENT  
OPATIJA, CROATIA

uniri

ESTINATION  
ARKETING  
ND CREATIV  
ORYTELLIN

# FTHM SUMMER SCHOOL 2022

**LEARN AND ENJOY  
THE SUMMER IN  
OPATIJA!**



UNIVERSITY OF RIJEKA  
FACULTY OF TOURISM AND  
HOSPITALITY MANAGEMENT  
OPATIJA, CROATIA

uniri

# TOURIST DESTINATION MARKETING

6 ECTS  
TWO WEEKS

FTHM SUMMER SCHOOL

2022

# GENERAL INFORMATION

## **DURATION:**

July 4th, 2022 - July 15th, 2022

## **COURSE FEE:**

900 EUR

Lunch at FTHM canteen included in the fee

## **DEADLINE FOR APPLICATION:**

June 13th, 2022.

## **PLACE:**

University of Rijeka

Faculty of Tourism and Hospitality Management

## **MINIMUM NUMBER OF PARTICIPANTS:**

15 participants

## **MANNER OF INSTRUCTION:**

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

## **MONITORING OF STUDENT WORK:**

- Class attendance and participation
- Case study
- Project work
- Presentation (PPT + oral presentation)
- Final exam



## **COURSE OBJECTIVE:**

The course's main objectives are to introduce students to specific marketing knowledge required to understand tourist destination marketing and apply the acquired knowledge in particular destinations' marketing contexts.

## **HIGHLIGHTS:**

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

## **LECTURERS:**

### **1. Lorena Bašan, Full Professor - Course holder**

The University of Rijeka, Faculty of Tourism and Hospitality Management, Croatia

### **2. Marija Ham, Ph.D., Full Professor**

The University of Osijek, Faculty of Economics in Osijek, Croatia

### **3. Romana Lekić, Ph.D.**

University Colledge "Edward Bernays," Zagreb, Croatia

### **4. Lidija Nikočević, Ph.D., Senior Curator**

Entografic museum of Istria, Pazin, Croatia

### **5. Nikola Špehar, tourist guide**

Association of tourist guides "Liburnia," Opatija, Croatia

# PLANNED SCHEDULE

DAY	HOUR	TOPIC/ACTIVITIES	LECTURER
<b>Sunday 3 July 2022</b>		<b>STUDENTS ARRIVAL</b>	
Day 1 (Monday, 4 July 2022)	10:00-11:00  11:00-16:00 (5 hour)  Lunch (13:15-14:30 - at the faculty)	<ul style="list-style-type: none"> <li>• Welcome meeting and summer school opening ceremony</li> <li>• Introductory presentation of the course (objectives, methods, and schedule of activities)</li> <li>• Characteristics and contemporary trends in the tourists' destination market</li> <li>• A sustainable marketing concept in the tourist destination context</li> </ul>	<b>Lorena Bašan</b> , Ph.D., Full Professor, Faculty of Tourism and Hospitality Management, Opatija
Day 2 (Tuesday, 5 July 2022)	10:00 - 12:15 (3 hours)  Lunch (12:15-13:15 - at the faculty)  14:30-17:30 (4 hours)	Destination marketing management: a conceptual framework Destination attractiveness and tourists' destination choice  Top attractions and sights not to be missed in Opatija <ul style="list-style-type: none"> <li>• Guided tour through Opatija</li> </ul>	<b>Lorena Bašan</b> , Ph.D., Full Professor, Faculty of Tourism and Hospitality Management, Opatija  <b>Nikola Špehar</b> , Association of tourist guides "Liburnia," Opatija

DAY	HOUR	TOPIC/ACTIVITIES	LECTURER
Day 3 (Wednesday, 6 July 2022)	10:00-17:15 (8 hours)  Lunch (13:00-14:00 - at the faculty)	<ul style="list-style-type: none"> <li>• Importance of attractions</li> <li>• Culture - types and characteristics</li> <li>• Natural and cultural heritage as resources of experience creating</li> <li>• Introduction to the experience economy</li> <li>• Storytelling - creative way of information collecting and telling stories in the tourist destination</li> <li>• Networking and brand communication through storytelling online and offline</li> <li>• Importance of souvenirs in emotional connection with the tourist destination</li> </ul>	<b>Romana Lekić</b> , Ph.D. University Colledge "Edward Bernays," Zagreb
Day 4 (Thursday, 7 July 2022)	10:00-13:00 (4 hours)  Lunch break  19:00-22:00 (4 hours)	<p>Interactive fieldwork in Opatija</p> <ul style="list-style-type: none"> <li>• The American gardens</li> <li>• Lungomare coastal promenade</li> </ul> <p>Topics proposals for story assignments</p> <p>Interactive fieldwork in Opatija</p> <ul style="list-style-type: none"> <li>• The Angiolina park</li> <li>• The Swiss house</li> </ul> <p>Topics proposals for story assignments</p>	<b>Romana Lekić</b> , PhD University Colledge "Edward Bernays," Zagreb
Day 5 (Friday, 8 July 2022)	10:00-16:15 (7 hours)  Lunch (13:00-14:00 - at the faculty)	<ul style="list-style-type: none"> <li>• Sustainable marketing communication - a concept and ways of heritage promotion</li> </ul>	<b>Marija Ham</b> , Ph.D., Full Professor Faculty of Economics in Osijek
Day 6 (Saturday, 9 July 2022)		<b>Free time for students</b>	



DAY	HOUR	TOPIC/ACTIVITIES	LECTURER
Day 7 (Sunday, 10 July 2022)		<b>Free time for students</b>	
Day 8 (Monday, 11 July 2022)	10:00-17:00 (8 hours)  Lunch (13:00-14:00 - at the faculty)	<ul style="list-style-type: none"> <li>Tangible and intangible cultural heritage</li> <li>UNESCO World heritage in Croatia</li> <li>Opatija and its hinterland: People, Places, and Heritage</li> </ul>	<b>Lidija Nikočević</b> , Ph.D., Senior Curator, Entografic museum of Istria, Pazin
Day 9 (Tuesday, 12 July 2022)	10:00 - 17:00 (9 hours)	Interactive fieldwork <ul style="list-style-type: none"> <li>Feel &amp; Taste Opatija and the hinterland</li> </ul> Topics proposals for story assignments	<b>Lidija Nikočević</b> , Ph.D., Senior Curator, Entografic museum of Istria, Pazin
Day 10 (Wednesday, 13 July 2022)	10:00-15:15 (6 hours)  Lunch (12,15-13,15 - at the faculty)	<ul style="list-style-type: none"> <li>Writing your story: Story-development assignments: the case of Opatija and the hinterland (teamwork)</li> </ul>	<b>Lidija Nikočević</b> , Ph.D., Senior Curator, Entografic museum of Istria, Pazin
Day 11 (Thursday, 14 July 2022)	10:00-16:15 (7 hours)  Lunch (13:00-14:00 - at the faculty)	<ul style="list-style-type: none"> <li>Writing your story: Story-development assignments: the case of Opatija and the hinterland (teamwork)</li> </ul>	<b>Romana Lekić</b> , PhD University Colledge "Edward Bernays," Zagreb
Day 12 (Friday, 15 July 2022)	10:00-11:00  11:00-15:00  15:00	<ul style="list-style-type: none"> <li>Final exam</li> </ul> Summer School Final storytelling presentations  Certificate giving and the summer school closing ceremony	<b>Lorena Bašan</b> , Ph.D., Full Professor, Faculty of Tourism and Hospitality Management, Opatija

# CONTACT:

## Lorena Bašan

Ph.D., Full Professor, Faculty of Tourism and Hospitality Management, Opatija

lorenab@fthm.hr

**summer-school@fthm.hr**

# AWARD:

## Tablet

The best storytelling presentation will be awarded with Alcatel tablet (10")

# ENROLMENT:

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