



A Blended Intensive Program for  
Erasmus Students

# Developing gastronomy & heritage tourism product



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







Faculty of Tourism and Hospitality  
Management, Opatija

### **Duration**

Online April 28-30, 2025  
Onsite May 12-16, 2025

### **ECTS**

3 ECTS  
+ Certificate of participation

### **Number of participants**

Maximum of 20 students in total from all participating Universities  
Optional: Member of staff (academic or other related) can accompany the students

### **Type of mobility**

Mixed, mandatory remote monitoring and then mobility with a physical presence in Opatija.

### **Participant profile and eligibility**

Undergraduate (in their last two years of studies) and postgraduate students in Business and Social Science Schools are eligible to participate. They should have knowledge of English language at B2, C1 or C2 level.

### **Expenses**

Travel and subsistence expenses are covered by the Erasmus + student Short-term mobility budget of each participating University which should sign (or renew) a bilateral agreement with the FTHM Opatija.

## INTRODUCTION

The blended intensive program on developing a tourism product through exploring gastronomy & heritage aims to provide Erasmus students with a unique educational experience that integrates cultural heritage and gastronomy traditions into the development of innovative and sustainable tourism products. This program combines theoretical knowledge with practical, hands-on experiences, fostering interdisciplinary collaboration among students from diverse academic backgrounds. The program will use a blended learning approach that combines online teaching with a one-week in-person intensive program.

### The objectives of the program are as follows

1. To introduce students to the concepts of destination management, gastronomy and heritage studies.
2. To introduce students to the nature heritage values and its opportunities in tourism valorization.
3. To foster interdisciplinary collaboration by integrating concepts from cultural studies, gastronomy, and tourism management.
4. To build up student's skills to incorporate natural heritage tourism attractions into specific local tourism product/event.
5. To expose students to explore and appreciate the diverse culinary and cultural heritages of different regions.
6. To Encourage students creativity and innovation in designing tourism experiences that cater to modern travelers' interests in local culture and gastronomy.
7. To develop students' critical thinking and problem-solving skills by engaging them in group activities and case studies.
8. To develop students' entrepreneurial skills by involving them in the process of conceptualizing, planning, and marketing new tourism products.
9. To give students the opportunity to network with other students and professionals in the field of hospitality and tourism management.
10. To participate in an innovation competition which will promote tourism, gastronomy and culture.







## Program Overview

The program will be divided into two parts: an online component and an in-person intensive program.

### Online Component (28-30/4/2025)

The online component will consist of a one-week course which will take place prior to the in-person intensive program. The course will be delivered through a combination of lectures, group discussions and readings. The course will cover the following topics:

- Destination management - path to a competitive destination product,
- Gastronomy Tourism - Creating Value for Destinations,
- The Importance of Cultural Heritage Tourism,
- Potentials for the valorisation of natural heritage in tourism,
- Cross-border gastronomy & heritage tourist products.

### In-Person Intensive Program (12-16/5/2025)

The in-person intensive program will take place at the FTHM Opatija. The program will consist of lectures, workshops, field trips and group activities under the framework of an innovation challenge/competition. The in-person program will provide students with an opportunity to engage in hands-on learning and to interact with other students and professionals in the tourism, culture and gastronomy field. The in-person program will cover the following tasks:

- Tourism destination in practice - The case of Matulji,
- Coopetition topic/project announcement and assignment of students to teams,
- Opportunities of natural heritage valorization in tourism,
- Recognizing opportunities for the valorization of natural tourism attractions,
- Hands-on workshops for project development based on the competition topic,
- Guidance and support from experts,
- Submission of team projects and evaluation from a team of experts,
- Presentation of projects and award nominations; prizes for the winning teams,
- Talks related to Tourism industry & Gastronomy,
- Field trips to cultural landmarks, tourism destinations and gastronomy stakeholders.





## Assessment

Students will be required to work in groups to develop a project related to developing innovative tourism product through gastronomy and heritage. The project will be presented at the end of the in-person intensive program.

## Conclusion

This blended intensive program will provide Erasmus students with an opportunity to develop innovative thinking and the knowledge and skills in developing tourism product and marketing to increase service experience. The program will combine online course with an in-person intensive program that will provide hands-on learning and networking opportunities. The program will be assessed through a final project that will allow students to put into action their understanding of the concepts covered in the program.

## Useful Tips

### Place

The in-Person Intensive Program will be held at the FTHM Opatija.

Address: Primorska 46, p.p. 97, 51410 Opatija | HR

### Accommodation

Students can find accommodation Opatija-Lovran and arrive at FTHM by bus or walking. Numerous hotels/hostels and Airbnb options are available.

### General Information about Opatija

<https://www.visitopatija.com/en>





# Contact

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