

## WORK PROGRAMME

2-15 September, 2012

Vis, Croatia

Day	The programme of lectures and other activities
<b>Day 1, Sun, 2.9.</b>	<b>All day: Arrival of the participants</b>  19.00 Opening evening under the auspices of Mayor of Town of Vis  19.30 Welcome speech by Mr. Goran Radman, VERN Dean  Followed by welcoming dinner
	<b>WEEK ONE</b>
<b>Day 2, Mon, 3.9., Lecturer prof. Irena Ateljević</b>	<b>9.30 – 11.00 Introduction into the IP program</b> <ul style="list-style-type: none"><li>• introduction of staff;</li><li>• introduction of participants and expectation of participants;</li><li>• overview of the lectures, workshops</li></ul> <b>TOPIC 1: Empowerment for sustainability</b>  11.00: 13.00: (Un)sustainability, modernity, postmodernity and transmodernity paradigms  13.00 – 14.30: Lunch break  14.30 – 16.00: Interactive workshop on Empowerment, Agency & Structure  16.00 – 16.30: Break  16.30 – 18.00: Interactive workshops continues  <b>19.00 Organized sightseeing of the town of Vis in the afternoon</b>
<b>Day 3, Tue, 4.9., Lecturer prof. Zoran Klarić</b>	<b>TOPIC 2: Introduction to sustainable tourism development</b>  9.30 – 11.00: Sustainable tourism development and tourism carrying capacity assessment  11.00 – 11.30: Coffee break  11.30 – 13.00: Examples of carrying capacity assessment in different Mediterranean countries (Croatia, Italy, Malta, Slovenia, Albania, Egypt, Cyprus, Greece)  13.00 – 14.30: Lunch break  14.30 – 16.00: Practical exercise in performing tourism carrying capacity assessment - I part  16.00 – 16.30: Break  16.30 – 18.00: Practical exercise in performing tourism carrying capacity assessment - II part
<b>Day 4,</b>	<b>TOPIC 3: Competitiveness and sustainability</b>

<p><b>Wed, 5.9.,</b></p> <p><b>Lecturer</b></p> <p><b>prof.</b></p> <p><b>Mira Lenardić, prof. Goran Radman</b></p>	<p>9.30- 11.00 – 11.30: Competitiveness or sustainability (1)?</p> <p>11.00-11.30: Coffee break</p> <p>11.30 – 13.00: Competitiveness or sustainability (2)?</p> <p>13.00 – 14.30: Lunch Break</p> <p>14.30 – 16.00: Case studies of competitive but sustainable projects, including the example from the island of Vis</p> <p>16.00 – 16.30: Break</p> <p>16.30 – 18.00: Workshop: Discussing complementarities and contrasts within competitiveness and sustainability</p>
<p><b>Day 5,</b></p> <p><b>Thu, 6.9., Lecturer</b></p> <p><b>prof. Tadeja Jere Lazanski</b></p>	<p><b>TOPIC 4: Systems Approach and Modelling for Sustainability in Tourism</b></p> <p>9.30 – 11.00: Workshop 1: Basics of Systems Thinking for Sustainability Tourism</p> <p>11.00 – 11.30: Coffee break</p> <p>11.30 – 13.00: Workshop 2: System Thinking and Experience Economy</p> <p>13.00 – 14.30: Lunch break</p> <p>14.30 – 16.00: Workshop 3: Tourism Animation in a Frame of Systems Thinking</p> <p>16.00 – 16.30: Break</p> <p>16.30 – 18.00: Workshop 4: Presentation preparation – “ Using Systems Thinking – Creating Sustainable Tourism”</p>
<p><b>Day 6,</b></p> <p><b>Fri, 7.9., students accompanied by prof. Mira Lenardić, and prof. Franjić</b></p>	<p><b>TOPIC 5: From Idea to Entrepreneurial innovative product: Competitiveness and Sustainability in practice</b></p> <p>9.30 -18.00 Visit to local entrepreneurs; discussion and joint workshop with local entrepreneurs</p>
<p><b>Day 7,</b></p> <p><b>Sat, 8.9.</b></p>	<p><b>Full day guided tour of Split</b></p>
<p><b>Day 8,</b></p> <p><b>Sun, 9.9.</b></p>	<p><b>Excursion around the island (Tito’s cave, Biševo cave, Antique Roman Therme, Ruins of Issa, the Antique Greek Settlement)</b></p>
<b>WEEK TWO</b>	
<p><b>Day 9,</b></p> <p><b>Mon, 10.9.</b></p>	<p><b>TOPIC 6: Tourism and entrepreneurship</b></p> <p>9.30 – 11.00: Special Questions for Tourism and Entrepreneurship</p> <p>11.00 – 11.30: Coffee break</p>

<p><b>Lecturer</b> <b>prof. Margit Niemelä</b></p>	<p>11.30 – 13.00: What Social Media Can Offer for Tourism and Entrepreneurship? 13.00 – 14.30: Lunch break 14.30 – 16.00: How to Create a Social Media Plan for Tourism SME's ? (1) 16.00 – 16.30: Break 16.30 – 18.00: How to Create a Social Media Plan for Tourism SME's ? (2)</p>
<p><b>Day 10,</b> <b>Tue, 11.9, Lecturer</b> <b>prof. Romana Franjić</b></p>	<p><b>TOPIC 7: Economy of experience in tourism</b> 9.30 – 11.00: Introduction to Economy of Experience 11.00 – 11.30: Coffee break 11.30 – 13.00: Workshop 1: Case - Pyramid of Experience (1) 13.00 – 14.30: Lunch break 14.30 – 16.00: Workshop 2: Case - Pyramid of Experience (2) 16.00 – 16.30: Break 16.30 – 18.00: Continuation of Workshop 2: Students' presentations of case studies <b>19.00: Country presentation dinner – aimed at teaching staff and students</b> <b>(four countries taking part in the IP)</b></p>
<p><b>Day 11, Wed, 12.9.,</b> <b>Lecturer</b> <b>prof.</b> <b>Tatjana Rijavec</b></p>	<p><b>TOPIC 8: From Idea to Entrepreneurial innovative product</b> <b>STUDENTS' WORK&amp;PRESENTATIONS: Personal projects in sustainable tourism</b> 9.30 – 11.00: Examples of good practice that promote sustainability development and environmental protection 11.00 – 11.30: Coffee break 11.30 – 13.00: Lecture continues 13.00 – 14.30: Lunch break 14.30 – 16.00: Student's workshops on personal projects in sustainable tourism 16.00 – 16.30: Break 16.30 – 18.00: Workshops continues</p>
<p><b>Day 12,</b> <b>Thu, 13.9.,</b> <b>Lecturers</b> <b>prof.</b> <b>Waldemar Ziemski,</b> <b>prof. Romana Franjić</b></p>	<p><b>TOPIC 8: From Idea to Entrepreneurial innovative product</b> <b>STUDENTS' WORK&amp;PRESENTATIONS: Personal projects in sustainable tourism</b> 9.30 – 11.00: Keeping sustainability in entrepreneurial management 11.00 – 11.30: Coffee break 11.30 – 13.00: Lecture continues 13.00 – 14.30: Lunch break 14.30 – 16.00: Student's workshops on personal projects in sustainable tourism</p>

	<p>16.00 – 16.30: Break</p> <p>16.30 – 18.00: Workshops continues</p>
<p><b>Day 13,</b></p> <p><b>Fri, 14.9.</b></p> <p><b>Lecurers</b></p> <p><b>prof.</b></p> <p><b>Waldemar Ziemski,</b></p> <p><b>prof. Romana Franjić</b></p>	<p>9.30 – 11.00: Presentations of students' entrepreneurial projects</p> <p>11.00 – 11.30: Coffee break</p> <p>11.30 – 13.00: Presentations of students' entrepreneurial projects</p> <p>13.00 – 14.30: Break</p> <p>14.30 – 16.00: Wrap up of the summer school, Evaluation session</p> <p><b>19.30 Closing ceremony, dissemination of Summer School Certificates, followed by dinner</b></p>
<p><b>Day 14,</b></p> <p><b>Sat, 15.9.</b></p>	<p><b>All day: Departure of participants</b></p>