



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



LIBURNIA
HOTELS & VILLAS

ENJOY OPATIJA IN SEPTEMBER!
FTHM SUMMER SCHOOL
2021

"DESTINATION
MARKETING,
EXPERIENCES
AND CREATIVE
STORYTELLING"



Place: Faculty of Tourism and Hospitality Management,
Opatija, Croatia
Date: Sept 6, 2021 – Sept 18, 2021



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Courses:

TOURIST DESTINATION MARKETING

06. 09. - 18. 09. 2021.

- Destination marketing management
- Destination attractiveness and visiting motives
- Experience economy and Economy of gratitude
- Storytelling and creative interpretation
- Cultural heritage
- Sustainable marketing communication

FRANCAIS GASTRONOMIQUE

08. 09. - 13. 09. 2021.

- Historical outlines of French gastronomy
- Croatian gastronomic profile
- The most popular regional gastronomic heritage
- Simulation of a guiding tour

NATURAL ATTRACTIONS IN TOURISM

13. 09. - 17. 09. 2021.

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

SPORTS MANAGEMENT IN TOURISM

08. 09. - 15. 09. 2021.

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

CROATIA AS A TOURIST DESTINATION

08. 09. - 14. 09. 2021.

- The most popular tourist regions and destinations in Croatia
- Cultural and historical heritage
- Simulation of a guiding tour



Contact:

summer-school@fthm.hr

[Webpage](#)

[Application form](#)

Deadline for payment: 16 July 2021