



VERN'

International Summer School in Hospitality and Destination Management **VERN' HDM**

VERN' HDM aims to provide students with an overview of European tourism and hospitality industry, including new trends, with a focus on characteristics in field of Hospitality and Tourism. The summer school will run for two weeks during which series of lectures will be held taught in English. Lectures will be held during the morning and early afternoon. Afternoons will be free where students can enjoy and explore the city of Zagreb and city of Vis.

Period 9th - 22nd September 2019

University VERN' University of Applied Science, Croatia, Europe

Location Zagreb and island of Vis

Language main working language will be English



Zagreb



List of Topics

- English language
- Challenges of Tourism Management in Croatia
- Croatian Tourism Industry
- Market Trends Affecting Tourism Development
- Designing Tourism Experiences
- Meetings Industry in Croatia and Worldwide
- First Croatian Luxury Hotel and Global Trends in Luxury Hotel Industry
- Sommelier An Important Asset in Hotel Offer
- History of Hospitality Industry
- Characteristics of Modern Hotel Management and Organization
- Importance of Corporate Culture in Hotel Industry
- Positive and Negative Impact of Hospitality and Tourism
- Innovative Programs to Improve Hotel Revenue

Projects

At the start of the Summer School, students will be divided into teams and each team will have a mentor and project assignment. During the two weeks, students will develop their ideas and present them on a final day of the programme.

Croatia basics:

- Member of the European Union
- Capital: Zagreb
- Monetary Unit: kuna
- Population: about 4 million
- Zagreb is within approximately a four-hour drive of Vienna, Budapest, Venice, Belgrade, Sarajevo...

Croatia & VERN' curiosities:

- There are more than a thousand islands in the Adriatic Sea in Croatia
- Zagreb is the only capital city in the world with an Alpine Ski World Cup race
- The third year in a row Zagreb has been voted the best European Christmas/ Winter holiday destination
- Lonely Planet listed Croatia in TOP 10 destinations to visit (2013) and Zagreb as a top European destination (2017)
- Land of music festivals: home of the Ultra Europe Festival, INmusic Festival, Hideout Festival, Sonus Festival, Dimensions Festival, Sea Star Festival and many more
- Movies and series filmed in Croatia include Game of Thrones and James Bond production of 2018 (Dubrovnik) and Mamma Mia (the Island of Vis)
- Concept_One is a global brand driven and managed by our Alumni
- VERN' is the only Croatian institution participating in the HULT Prize Global Challenge
- Croatia is a home to Mirko Cro Cop Filipović and of football World Cup 2018 finalists



REGISTRATION

until 10th May 2019

TUITION FEE

2200 EUR

Includes: lectures, trips, accommodation in Zagreb and Vis, lunch during all lecture days and transport Zagreb – Vis – Zagreb

CONTACT

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Trips

Plitvice Lakes National Park Tour
Croatian Museum of Naive Art
Vis Military Island Tour

AWARDS, CERTIFICATES
AND ORGANIZATIONS:



Plitvice Lakes National Park