



INTERNATIONAL SPLIT SUMMER SCHOOL 2024

COURSE: MANAGING URBAN TOURISM PLANNING AND MONITORING FOR SUSTAINABILITY

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Main topics

- Develop a comprehensive understanding of how tourism operates within urban environments, including its impacts on the economy, culture, and local communities
- Gain the knowledge and skills necessary to plan, implement, and manage tourism activities in urban areas in a sustainable manner that respects both the environment and local populations
- Learn to create integrated strategic plans for urban tourism that are aligned with sustainable development goals and the unique characteristics of urban settings
- Acquire the ability to analyze, formulate, and advocate for effective urban tourism policies that foster sustainability and positive community outcomes
- Develop strong communication skills to effectively convey policy decisions and advocate for sustainable urban tourism initiatives
- Foster abilities to work collaboratively with a range of stakeholders, including local authorities, community groups, and industry professionals, to achieve sustainable urban tourism objectives

Programme structure

- 5-day course
- Class lectures, exercises, independent assignments, workshops, seminar work, work in the field
- Online assignment in the form of a take-home essay (cca 10,000 words)

Important dates

- "Regular" application deadline: May 15, 2024
- "Regular" notification of acceptance: May 20, 2024
- "Regular" payment deadline: June 1, 2024

- "Last minute" application deadline: June 15, 2024
- "Last minute" notification of acceptance: June 17, 2024
- "Last minute" payment deadline: June 20, 2024

Price of the course:			
RATE TYPE	RATE AMOUNT	APPLICATION DEADLINE	PAYMENT DEADLINE
REGULAR RATE	645 €	If application materials are received by May 15, 2024	June 1, 2024
LAST MINUTE RATE	695 €	If application materials are received by June 15, 2024	June 20, 2024

Program plan	Lectures
<p>Day 1</p> <p>1. Sustainable Urban Tourism (2 hours)</p> <ul style="list-style-type: none"> - Understanding the role of tourism within urban dynamics - Rethinking tourism growth in light of the New Urban Agenda <p>2. Planning for Sustainable Urban Tourism (6 hours)</p> <ul style="list-style-type: none"> - Tourism management and governance: Essential concepts. - Creating integrated strategic plans for urban destinations - Assessing urban destination's carrying capacities - Incorporating urban landmarks, heritage sites and infrastructure in tourism plans - Adapting to evolving urban landscapes 	<ul style="list-style-type: none"> - Assist. Prof. Ante Mandić - Prof. Lidija Petrić - Assoc. prof. Jan Van der Borg - Assist. Prof. Davorka Mikulić - Prof. Smiljana Pivčević - Iris Kerst - Assoc. prof. Ko Koens - Assoc. prof. Ljudevit Pranić - Prof. S. Mostafa Rasoolimanesh - Assist. Prof. Ana Grgić - Prof. Metin Kozak - Prof. Anna Torres Delgado
<p>Day 2</p> <p>1. Community Engagement in Urban Settings (4 hours)</p> <ul style="list-style-type: none"> - Working with communities in developing urban tourism - Community challenges and benefits in utilising heritage in urban tourism development - Community engagement tools and techniques <p>2. Policy Analysis for Urban Tourism (3 hours)</p> <ul style="list-style-type: none"> - Tools for policy analysis and evaluation. - Post-implementation assessment of urban tourism policies. 	
<p>Day 3</p> <p>1. Communicating and Advocating for Urban Tourism Policies (3 hours)</p> <ul style="list-style-type: none"> - Effective communication of policy decisions. - Advocacy for sustainable urban policy initiatives. <p>2. Monitoring Urban Tourism (5 hours)</p> <ul style="list-style-type: none"> - Monitoring urban destination performance. - Developing robust Monitoring & Evaluation frameworks for urban tourism. - M&E in urban policy and activities. 	

<p>Day 4</p> <ol style="list-style-type: none"> 1. Data Collection and Analysis in Urban Settings (3 hours) <ul style="list-style-type: none"> - Challenges of data collection in urban destinations. - Urban heritage site sustainability assessment. 2. Urban Destination Performance Indicators (3 hours) <ul style="list-style-type: none"> - KPIs specific to urban destinations. - Monitoring urban-specific performance indicators. 3. Masterclass (1 hour) <ul style="list-style-type: none"> - Marketing urban destinations for greater sustainability and resilience 	
<p>Day 5</p> <ol style="list-style-type: none"> 1. Workshops/Group Projects/Field Visits (5 hours) <ul style="list-style-type: none"> - Urban heritage site visits for planning. - Engaging with urban heritage committees. 2. Masterclass (1 hour) <ul style="list-style-type: none"> - ETIS and destination competitiveness 3. Closing Session (1 hour) <ul style="list-style-type: none"> - Recapitulation and reflections. - Certifications, acknowledgments, and farewell. 	