



Summer School

ENTREPRENEURSHIP IN HERITAGE TOURISM

*4-8 September
Kotor, Montenegro*



UCG

Univerzitet Crne Gore

UNIVERZITET CRNE GORE



FAKULTET ZA TURIZAM I HOTELIJERSTVO
KOTOR

Summer School FACTSHEET



Rationale

The Summer School was developed in the framework of the Erasmus+ CBHE project "Fostering Internationalization at Montenegrin HEIs through Efficient Strategic Planning (IESP)". It is designed to address contemporary issues related to sustainable tourism development and provide insights into entrepreneurial tendencies in the field of heritage tourism.



Content

The programme of the summer school is designed to convey essential aspects, both conceptual and instrumental, required to develop a successful creative entrepreneurship in heritage tourism destinations.



Target Group

The interdisciplinary summer school is intended for students and young professionals interested in heritage, tourism, entrepreneurship and sustainable development.



Venue

The Summer School will take place at the Faculty of tourism and hotel management, conveniently situated in the heart of the Old Town Kotor. Founded in 1999, the Faculty represents one of the leading institutions in the field of tourism in the region, providing high-quality educational programmes.



International Conference

The final (assessment) day of the summer school is organised as a back-to-back event to the International Scientific Conference "Trends in development of tourism and hospitality" which is to be held in Kotor, 8-10 September. Summer School participants will have their own session, in which they will be evaluated and mentored by conference attendees, established academics from the region.



Academic PROGRAMME

-  Heritage tourism
-  Innovation in heritage tourism
-  Heritage entrepreneurship
-  Creative industries
-  Digital heritage innovation
-  Sustainable heritage management
-  UNESCO World Heritage Sites
-  Branding UNESCO destinations
-  Virtual and smart cultural tourism
-  Managing heritage stakeholders
-  Developing business idea in heritage tourism



**BONUS
WORKSHOP**

**SOFT SKILLS TRAINING
FOR HERITAGE/TOURISM
ENTREPRENEURS**



Cultural PROGRAMME

FIELD WORK



Old Town & Kotor Walls

Two-hour guided tour will allow you to discover UNESCO heritage city and the spectacular view from the San Giovanni fortress at 280m above the Bay



Perast boat tour

Appreciate different forms of heritage tourism through the 2-hour Boka boat tour, with guided tours of Perast and visit to the island Gospa od Skrpjela



Museums of Kotor

Analyse differences between traditional and contemporary interactive museums through guided visits of Maritime museum and Museum of Living History



Old Royal Montenegro

Understand the process of experience design in heritage tourism through a half-day tour of major tourist attractions in Budva, Cetinje, Lovcen and Kotor



Mamula island hotel

Get hands-on experience of the spectacular transformation of the protected cultural monument - the 19th century fortress into a luxurious island-hotel



Aquarium Boka

Explore different techniques of development of new tourism product based on valorisation of natural heritage of Boka and biodiversity of the Adriatic sea



SOCIAL PROGRAMME

WELCOME COCTAIL

NETWORKING
EVENT

INTERNATIONAL
EVENING

CRUISE DINNER

SECRET CITY
TRAIL

REGISTRATION Process

APPLICATION DEADLINE: 01. 08. 23

In order to apply for the summer school please fill in the following Google form:

https://docs.google.com/forms/d/e/1FAIpQLSfjgbZaZxlyA9eMWqV2EDJTKc6vfPKpCpOKrf7Byem-fyfe0g/viewform?usp=sf_link

**SUMMER SCHOOL FEE
(STUDENTS):**

250 €

**SUMMER SCHOOL FEE
(YOUNG PROFESSIONALS):**

350 €

**CRUISE GALA DINNER
(OPTIONAL):**

35 €



**REGISTRATION FEE
INCLUDES:**

- HIGH-QUALITY ACADEMIC PROGRAMME
- WELCOME PACK & COURSE MATERIALS
- SOCIAL PROGRAMME & NETWORKING EVENTS
- ALL GUIDED TOURS & EXCURSIONS
- MENTORSHIP SESSION WITH ACADEMICS
- ENTREPRENEURIAL SOFT-SKILLS TRAINING
- COFFEE BREAKS & REFRESHMENTS
- PARTICIPATION CERTIFICATE (2 ECTS)



APPLY NOW!



Welcome!

PRACTICAL INFORMATION

- TRAVELLING TO KOTOR - BY PLANE

Kotor is conveniently located just 5km from Tivat Airport (TIV), from which you can take a taxi for approximately 15 €. Alternatively, you can also fly to the nearby Podgorica Airport (TGD, 90km away), or Dubrovnik Airport (DBV, 70km away) and take one of the busses (or rent-a-car) to Kotor.

BY BUS/TRAIN

There's no train station in Kotor, yet train lovers often travel to nearby Podgorica or Bar, from which you can easily reach Kotor in 1-1,5h by bus for only few euros. There are also many international buses from neighbouring countries which are particularly frequent during summer season.

- ACCOMMODATION IN KOTOR -

There are many budget-friendly youth hostels, Airbnb rentals and small hotels in the proximity of the Old Town Kotor. We recommend a few, for which we negotiated discount for the Summer school participants. It is recommended that you book directly by sending an email to the accomodation provider (discount code:KotorSummerSchool).

YOUTH HOSTEL "SPASIC-MASERA"

2-bed, 3-bed and 4-bed dorms + half board service. More information at <https://domstudenatakotor.com/>. Direct booking via sdomkotor@com.me or +38232330254.

"MONTENEGRO" YOUTH HOSTEL

4-bed, 6-bed and 10-bed dorms + half board service. More information at <https://www.montenegrohostel.com/accommodation/montenegro-hostel-kotor>. Direct booking via montenegrohostel@gmail.com or +38269039751 (Viber, Whatsapp).

**30%
OFF**

DRAFT AGENDA



MONDAY

10:00 REGISTRATION OF PARTICIPANTS
10:30 CEREMONIAL OPENING
11:00 INTRODUCTION TO SUMMER SCHOOL
11:30 WARM-UP ACTIVITIES
12:30 LUNCH BREAK
13:30 LECTURE 1
15:00 FIELD WORK: PERAST BOAT TOUR
18:00 WELCOME COCTAIL

TUESDAY

09:00 OLD TOWN & KOTOR WALLS TOUR
10:30 LECTURE 2
12:00 COFFEE BREAK
12:30 LECTURE 3
14:00 LUNCH BREAK
15:00 LECTURE 4
17:00 FIELD WORK: AQUARIUM BOKA
18:00 INTERNATIONAL EVENING

WEDNESDAY

09:00 FIELD WORK: OLD ROYAL MONTENEGRO TOUR
16:00 BONUS WORKSHOP: SOFT SKILLS FOR ENTREPRENEURS IN HERITAGE TOURISM (OPTIONAL)

THURSDAY

09:00 FIELD WORK: MUSEUMS OF KOTOR
12:00 LECTURE 4
13:30 LUNCH BREAK
15:00 FIELD WORK: MAMULA ISLAND HOTEL
19:00 SECRET CITY TRAIL (OPTIONAL)

FRIDAY

10:00 KEYNOTE SPEAKER (CONFERENCE)
11:00 ROUND TABLE: CAREERS IN TOURISM
12:00 PRESENTATION OF ASSIGNMENTS (1)
13:30 LUNCH BREAK
14:30 PRESENTATION OF ASSIGNMENTS (2)
16:00 MENTORING SESSION
17:00 CERTIFICATE AWARDING CEREMONY
19:00 CRUISE GALA DINNER (OPTIONAL)

For additional information and support do not hesitate to contact us:

kotorsummerschool@ucg.ac.me

WELCOME!