

International Carnival School

INCASO 2023

Sustainable Cultural Tourism

13.02. - 20.02.2023.

Rijeka, Croatia



Join us for an unforgettable experience in the city that flows!

International Carnival School (INCASO) is an international student program in Tourism, Marketing and Entrepreneurship held during the carnival festivities in Rijeka, Croatia.

INCASO was designed to develop students' entrepreneurial and creative thinking skills, offering a unique opportunity for cultural immersion. The program is delivered in English and includes workshops, lectures, site-specific project work, a full-day field trip, and participation in one of the world's biggest international carnival parades.

GOALS

To familiarise international students with various aspects of the Rijeka Carnival: local tradition vs modern tourism

To provide participants with skills and knowledge in entrepreneurship, project development and team management

To encourage students to approach the development of tourist destinations through social entrepreneurship

TASK

Students will be assigned a specific location in the city of Rijeka and tasked with developing a project that will revitalise the area, brand it as a cultural destination, and involve the local community.

On Day 5 of the program, teams will pitch their project ideas to a jury of experts that will select the winning project.

PROGRAM TOPICS

Carnival tradition
Social entrepreneurship
Sustainable tourism
Heritage interpretation
Design thinking
Team management
Project development

At the end of the program, students are awarded 4 ECTS points and receive a certificate together with a transcript of records.

DAY 1: MONDAY, FEBRUARY 13

Accreditation and introduction to INCASO in the late afternoon hours. Kicking off the programme with a design thinking workshop to get into a creative state of mind, followed by the presentation of the project task.

DAY 3: WEDNESDAY, FEBRUARY 15

Grab a coffee with your student buddies and embark on an urban exploration journey. We are visiting several key locations showcasing Rijeka's vibrant culture and history.

Lectures and workshops follow after lunch.

DAY 5: FRIDAY, FEBRUARY 17

Finalising project presentations and delivering pitches. We will announce the best project and celebrate with a PARTY!

DAY 7: SUNDAY, FEBRUARY 19

Participation in the International Carnival Parade in Rijeka as part of the PAR carnival group.

DAY 2: TUESDAY, FEBRUARY 14

Get inspired! Discover the project location in the morning and get acquainted with cultural heritage and sustainable tourism practices in the afternoon.

DAY 4: THURSDAY, FEBRUARY 16

Project development group work in the morning, followed by guest lectures and a workshop on green behaviour in tourism.

DAY 6: SATURDAY, FEBRUARY 18

Full-day field trip. Discover the natural wonders of Učka mountain and the secret contraband trails of the past.

DAY 8: MONDAY, FEBRUARY 20

Closing and departure.

About Rijeka

Situated on the northern Adriatic coast, Rijeka is the biggest seaport and the third-largest city in Croatia. Vibrant and abundant with cultural and historical heritage, Rijeka was declared the European Capital of Culture in 2020 and bears the title of the Port of Diversity.

As a coastal city, Rijeka is a popular summer destination renowned for its laid-back Mediterranean charm. However, nothing compares to the whirlwind of festivities and good vibrations brought upon by the carnival - lovingly referred to as the 5th season of the year!

The carnival is a local tradition that has been taking place for hundreds of years, but the official Carnival parade was first held in 1982. It has since grown into a renowned international event and is currently known as one of the biggest carnivals in the world, which draws tens of thousands of spectators yearly.





Student profile

INCASO was designed to feature a diverse group of motivated and proactive students from different social sciences and humanities backgrounds. The INCASO program is primarily intended for tourism, marketing, entrepreneurship, business management, heritage management, sustainability, and environmental studies students. However, we are open to accepting applications from students interested in interdisciplinary approaches from other disciplines.



Applications

Students can complete the application form at the INCASO website: <http://incaso.par.hr>.

The registration deadline is January 10, 2023.



Contact

For more details and inquiries, please contact our International Office: international@par.hr



Tuition

Venue: University of Applied Sciences PAR,
Trg Riječke rezolucije 4, 51000 Rijeka, Croatia

Date: February 13 - 20, 2023

Tuition fee: 290,00 EUR

Fee includes:

- Workshops, lectures and materials
- Lunch
- Costume for the carnival parade
- Full-day field trip
- Tickets and guided tours of cultural venues
- Weekly ticket for public transport

Tuition fee: 450,00 EUR

Fee includes:

- Workshops, lectures and materials
- Lunch
- Costume for the carnival parade
- Full-day field trip
- Tickets and guided tours of cultural venues
- Weekly ticket for public transport
- Accommodation with breakfast