



INTERNATIONAL CARNIVAL SCHOOL - INCASO 2023 SUSTAINABLE CULTURAL TOURISM

Monday, February 13, 2023

When?	What?	Where?
15.30 - 16.00	Step by step: Arriving, accreditation and joining your student buddies	
16.00 - 16.30	Welcoming to PAR	
16.30 - 17.00	Networking & Socialising	
17.00 - 18.30	Workshop: Sustainable Tourism - From Theory to Application <ul style="list-style-type: none">• Introduction to social innovation, social entrepreneurship and sustainable tourism• Project information, team grouping and task assignments for visit to Preluk	PAR University of Applied Sciences, Trg riječke rezolucije 4, Rijeka
	Tatjana Brkić, Saint Paul University, Canada	
18.30 - 18.45	Break	
18.45 - 20.00	Workshop: Design Thinking: How to develop an idea for creating a sustainable product in cultural tourism? Martina Jurković, PAR	



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Tuesday, February 14, 2023

When?	What?	Where?
10.00 - 13.00	City that Flows: Discovering Project Location (project task)	Preluk
13.00 - 14.00	Lunch	
14.00 - 14.45	Lecture: Cultural Heritage as a Sustainable Touristic Product Fabio Carbone, PhD, Coventry University, UK	
14.45 - 17.00	Workshop: Sustainable tourism - entrepreneurial journey <ul style="list-style-type: none">• Sustainable tourism in global practice• Problem definition and connection with SDG 2030 Tatjana Brkić, Saint Paul University, Canada	PAR University of Applied Sciences, Trg riječke rezolucije 4, Rijeka
17.00 - 17.15	Break	
17.15 - 18.00	Open talks with visiting lecturers	
18.00 - 19.00	Reflection Session: Open Questions and Discussion Neda Lukić, PAR	

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Wednesday, February 15, 2023

When?	What?	Where?
10.00 - 13.00	Grab a Coffee: Discovering Cultural Heritage of Rijeka with PAR student buddies	Art-kvart Benčić: Children's House, Sugar Refinery Palace, Krešimirova ulica 26c, Rijeka
13.00 - 14.00	Lunch	
14.00 - 14.45	Lecture: City Culture as a Touristic Brand, Coprnice	
14.45 - 17.00	Workshop: Local to Global <ul style="list-style-type: none">• Sustainable Introducing SDG 2030• Introducing customer journey concept, environmental scanning, market research and strategy formulation segments of the Project• Describing presentation format and evaluation criteria <p>Tatjana Brkić, Saint Paul University, Canada</p>	PAR University of Applied Sciences, Trg riječke rezolucije 4, Rijeka
17.00 - 17.15	Break	
17.15 - 18.00	Lecture: Leadership for Moving Beyond Sustainability Sanja Živković, Heartist Center, Croatia	
18.00 - 19.00	Reflection Session: Open Questions and Discussion Marko Turk, PhD, PAR	



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Friday, February 17, 2023

When?	What?	Where?
10.00 - 13.00	City that Flows: Project development group work <ul style="list-style-type: none">• charting customer journey• framing the product/services description• creating draft presentation	PAR University of Applied Sciences, Trg riječke rezolucije 4, Rijeka
13.00 - 14.00	Lunch	
14.00 - 15.00	City that Flows: Project development group work <ul style="list-style-type: none">• refining presentation slides• mock pitch	
15.00 - 18.00	Pitches: Group work presentations	
18.00 - 18.30	Break	
18.30 - 19.00	Winners take it all: Best project announcement	
19.00 - 20.00	PARty: Socialising event	



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Thursday, February 16, 2023

When?	What?	Where?
10.00 - 13.00	City that Flows: Project development group work	
13.00 - 14.00	Lunch	
14.00 - 14.45	Lecture: Heritage interpretation: case studies Muses Ltd	
14.45 - 17.00	Workshop: Towards Green Behaviour in Tourism Andrea Milić, PAR	PAR University of Applied Sciences, Trg riječke rezolucije 4, Rijeka
17.00 - 17.15	Break	
17.15 - 18.00	City that Flows: Project development group work	
18.00 - 19.00	Reflection Session: Open Questions and Discussion Nikolina Demark, PAR	

The background of the entire page is a vibrant, out-of-focus photograph of a carnival parade. In the upper portion, several large, colorful banners are visible. One banner on the left is yellow with a cartoon character and the text 'Riječki Karneval'. Another banner in the center features a blue and yellow diamond pattern. To the right, an orange banner with a similar pattern and a cartoon character is partially visible. The lower portion of the image shows a dense crowd of people, many wearing colorful, multi-colored streamer headbands. The overall atmosphere is festive and celebratory.

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Saturday, February 18, 2023

When?

11.00 - 18.00

Grab a Coffee: Field trip

What?

Where?

Poklon Visitor Centre,
Učka mountain

Vlaški Puti (Vlach Paths):
Ecomuseum and Contraband trails,
Šušnjevića

Sunday, February 19, 2023

When?

10.00 - 21.00

The Rijeka International Carnival Parade

What?

Where?

Korzo, Rijeka