



Erasmus Intensive Program

Remnants of First World War – Research, Renovation and Rejuvenation of Cultural Tourism Site

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Remnants of First World War (WWI) – Research, Renovation and Rejuvenation of Cultural Tourism Sites

Summer School in Komen: 3R for Cultural Tourism

2nd – 18th September 2013, Komen, Slovenia

Remnants for Life

“The world will never have lasting peace so long as men reserve for war the finest human qualities. Peace, no less than war, requires idealism and self-sacrifice and a righteous and dynamic faith” (John Foster Dulles).

Nothing is forgotten when the remnants are visited and thus alive. We talk about WWI – remnants of war, which remain visited by small groups of fallen soldiers’ relatives. Those were the times when nations of contemporary Europe fought each other. The war was bloody and destructive and did not serve for benefits of humankind. Today these nations live in one country and their people grow together in a broadest sense. Students and teachers of the universities of Trieste, Klagenfurt, Rijeka and Primorska together with Municipality of Komen joined forces of knowledge and reanimated 100 year old memories of the Battle of Isonzo. “Fil rouge” of their gathering in 17 days learning process led to the awareness that there is nothing that WWI has achieved. Nowadays in peace we can achieve prosperity through cultural tourism which will keep people together as tourists, visitors, locals...in a common thought: we cannot fight properly, we can only love properly.

Assoc. Prof. Tadeja Jere Lazanski PhD.

Vice Rector for International Cooperation of the University of Primorska

Presentation

The summer school “Remnants of the WWI - Research, Renovation and Rejuvenation of Cultural Tourism Sites (3R for Cultural Tourism)” was launched as a pilot project to present the events and effects of the First World War (WWI) in the territory of the Municipality of Komen, Slovenia, within the Erasmus Intensive Program (IP) under the European Commission’s program scheme Life Long Learning Program (LLP). The summer school was coordinated by the University of Primorska (Slovenia), in cooperation with the University of Rijeka, Faculty of Tourism and Hospitality Management in Opatija (Croatia), the University of Trieste (Italy) and the University of Klagenfurt (Austria). In close collaboration with the Municipality of Komen, the project took place in Komen in the Slovenian Karst region from 2nd September 2013 to 18th September 2013.

To improve tourist activities and the development of the Municipality of Komen, historical sites and stories from WWI were included into the tourist offer. Students attended intensive courses with lectures and field work over a seventeen-day period. Lectures provided detailed description about historical development of the region, information about WWI and detailed descriptions of its effects on the region, and geographical facts about the territory. The courses also covered sociological methods to include the local community, explanations of tourist management and descriptions of existing attraction in region (caves, historical and natural monuments and local community activities). Field work included student collaboration with the local community and data collection from individuals and institutions in Komen. The summer school resulted in the development and implementation of tourist development scenarios. These scenarios are the foundation for future development in the region, including local community involvement and the design of spatial models of revitalized tourist destinations (a military camp near Cave Jerihovica, the Historical Museum in Gorjansko).

The continuation “3R for Cultural Tourism” summer school work will provide additional contextual meaning for enhanced development of the Municipality of Komen.

Program

DAY 1, 2 nd September 2013		
12.00	Welcome addresses	UNIVERSITY OF PRIMORSKA MUNICIPALITY OF KOMEN
14.00 -18.00	Presentation of the WW1	PROF. JOŽE PIRJEVEC
DAY 2, 3 rd September 2013		
9.00-14.00	Cultural landscape and WWI heritage in the Karst region	DR. ALEKSANDER PANJEK PETRA KAVREČIČ
16.00-19.00	Presentation of the Cave Jerihovica and Brestovica	DANIJEL BOŽIČ ROK TOMAŽINČIČ
DAY 3, 4 th September 2013		
9.00-12.00	Lecture: General geographical characteristics of Slovenia and the Karst region Recording the cadastral register	DR. MIHA KODERMAN
14.00-18.00	Searching for archive and literature sources of the remnants of WW1	BORIS REBULA
DAY 4, 5 th September 2013		
9.00-14.00	Lecture: Selected characteristics of roots tourism in Slovenia with special emphasis on the Karst region Recording the cadastral register	DR. MIHA KODERMAN
14.00-18.00	Workshop 1: Scanning of Landscape	DR. MIHA KODERMAN
14.00-18.00	Workshop 2: Possibilities and Scenarios of Reconstruction	DR. BOŠTJAN BUGARIČ
DAY 5, 6 th September 2013		
9.00-11.00	Workshop 1: Scanning of Landscape	MINISTRY OF DEFENCE OF THE REPUBLIC OF SLOVENIA
11.00-17.00	Workshop 1: Scanning of Landscape	DR. MIHA KODERMAN
11.00-17.00	Workshop 2: Possibilities and Scenarios of Reconstruction	DR. BOŠTJAN BUGARIČ
DAY 6, 7 th September 2013		
9.00-12.00	Presentation of Reconstruction Proposal	DR. BOŠTJAN BUGARIČ
14.00-18.00	Searching for archive and literature sources of the remnants of WW1	JADRAN STERLE
20.00	Evening Social Programme	
DAY 8, 9 th September 2013		
9.00-12.00	Lectures: Cultural remnants – possibilities of new content purposes – part I	DR. ZRINKA ZADEL
14.00-18.00	Searching for archive and literature sources of the remnants of WW1	ROK TOMAŽINČIČ

DAY 9, 10 th September 2013		
9.00-12.00	Lectures: Cultural remnants – possibilities of new content purposes – part II	DR. ZRINKA ZADEL
14.00-18.00	Workshop 3: Planning the use of renewed objects	DR. ZRINKA ZADEL
DAY 10, 11 th September 2013		
9.00-12.00	Workshop 3: Planning the use of renewed objects	DR. ZRINKA ZADEL
14.00-18.00	Presentation: Possibilities of new context	DR. ZRINKA ZADEL
DAY 11, 12 th September 2013		
9.00-12.00	Lectures: Marketing plan – part I	DR. IGOR JELEN DR. SERGIO ZILLI
14.00-18.00	Workshop 4: Preparation of the marketing plan	DR. IGOR JELEN DR. SERGIO ZILLI
DAY 12, 13 th September 2013		
9.00-12.00	Lectures: Marketing plan – part II	DR. IGOR JELEN DR. MORENO ZAGO DR. CHIARA BECCALLI
14.00-18.00	Workshop 4: Preparation of the marketing plan	DR. IGOR JELEN DR. MORENO ZAGO DR. CHIARA BECCALLI
DAY 13, 14 th September 2013		
9.00-12.00	Presentation of the Marketing plan	DR. IGOR JELEN
14.00-18.00	Searching for archive and literature sources of the remnants of WW1	DR. BOŠTJAN BUGARIČ
20.00	Evening Social Programme	
DAY 14, 15 th September 2013		
9.00-17.00	Excursion: Exploring Primorska Region	DR. BOŠTJAN BUGARIČ
20.00	Evening Social Programme	
DAY 15, 16 th September 2013		
9.00-12.00	Lectures: Local guidance through history – Part I	DR. TADEJA JERE LAZANSKI
14.00-18.00	Workshop and Training for potential local guides	DR. TADEJA JERE LAZANSKI
DAY 16, 17 th September 2013		
9.00-12.00	Lectures: Local guidance through history – Part II	DR. TADEJA JERE LAZANSKI
14.00-18.00	Workshop and Training for potential local guides	DR. TADEJA JERE LAZANSKI
DAY 17, 18 th September 2013		
9.00-14.00	Conclusions, presentations and evaluation	DR. BOŠTJAN BUGARIČ
14.00-16.00	Closing ceremony	DR. TADEJA JERE LAZANSKI





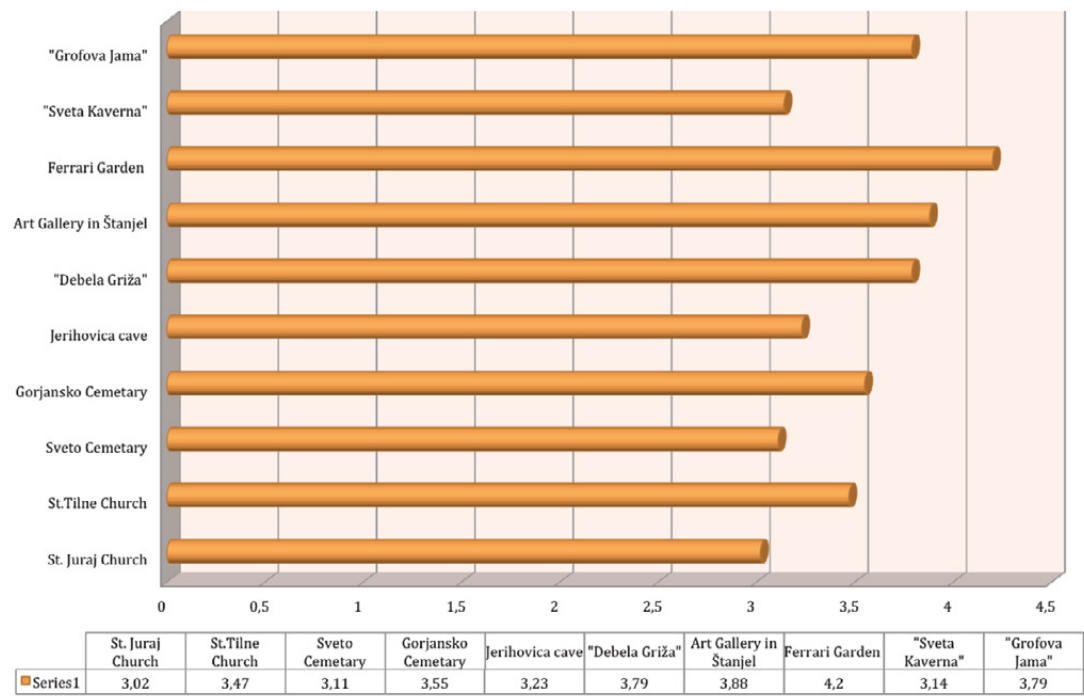
Situation analysis and potentials of the Municipality of Komen

The recent economic crisis has led to a shortage of financial investment into the Municipality of Komen's tourist infrastructure. However, this should not be an obstacle to planning the development of cultural destinations in region. Developing of cultural tourism requires defining and including all attractions into the development plan of the region. The Municipality of Komen lacks sufficient accommodation facilities and the tourist attractions are poorly defined. Because of the undeveloped tourist infrastructure (insufficient road signs and a lack of tourist info centers) the main sites and characteristics should be highlighted for further development as tourist destinations. In this region different types of tourism can be developed, which will allow yearlong tourism: regional, cultural and personal history, as well as distinct geological features, cuisine, wine, sports, recreation and regional events. The Municipality should focus on natural resources (stone, caves) and renovating cultural and historical monuments from WWI.

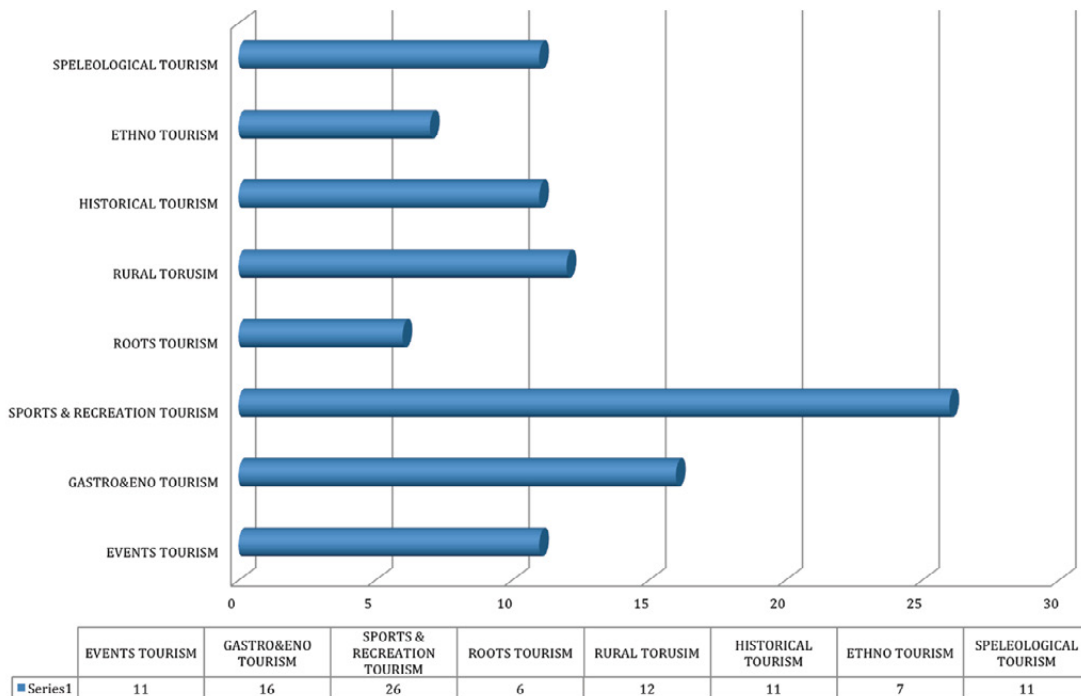
On the basis of the survey done in Komen (09.09.2013) with a total sample of 34 people, students extracted local perspectives, defined which types of tourism are meaningful to the Municipality of Komen, and discovered what the main attractions are.



Rate of Location of Attractions

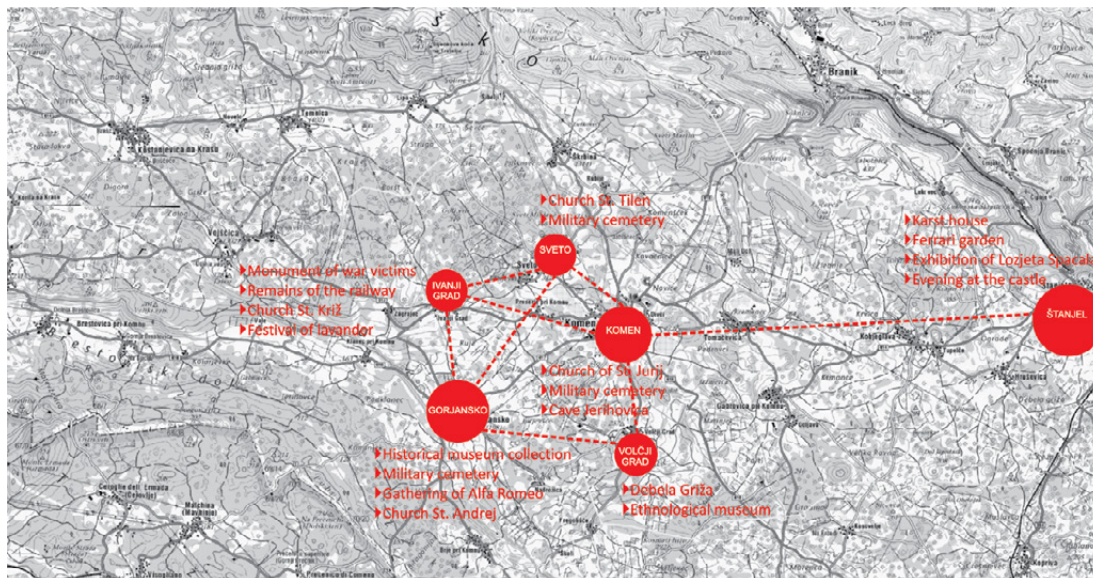


Which type of tourism development is appropriate for Komen municipality?



Attraction Sites

1. ŠTANJEL
2. VOLČJI GRAD
3. KOMEN
4. IVANJI GRAD
5. GORJANSKO
6. SVETO



ŠTANJEL Karst house Ferrari garden Exhibition of Lojze Spacal Evening at the castle	VOLČJI GRAD Debela Griža Ethnological museum	KOMEN Church of St. Jurij Military cemetery Cave Jerihovica
IVANJJI GRAD Monument of war victims Remains of the railway Church St. Križ Festival of lavender	GORJANSKO Historical museum collection Military cemetery Gathering of Alfa Romeo Church St. Andrej	SVETO Church St. Tilen Military cemetery



Development Scenarios

During the summer school three development scenarios were prepared:

Red Scenario: Gastronomic Route - 4 Seasons of Karst

Green Scenario: Return to Soška fronta – Battle of Isonzo

Blue Scenario: Stories of Caves and Caverns

All three scenarios were prepared with the goal of development and expansion of tourism+ in the region, and include:

- Infrastructure rehabilitation and rejuvenation
- Raising living standards of the local society
- Better life conditions for future generations
- Increased employment of local population
- Increasing awareness of the Battle of Isonzo
- Increased number of overnight guests

The participants have designed the main logo “Well Komen” as well as three specific logos (one for each development scenario).







Red Scenario:

Gastronomic Route - 4 Appearances of Karst

The Gastronomic route “4 appearances of Karst” includes typical local products and offers them through all seasons of the year. In each season the touristic offer is based on a different product:

- Spring - Honey,
- Summer - Lavender,
- Autumn – Wine,
- Winter - Local cuisine.

The goals of this scenario are the following:

- Familiarize tourists with gastronomic and cultural offerings of the Karst region
- Connect locals with tourists through different workshops and traditional customs
- Promote the region
- Present the authentic regional food and meals
- To enrich the touristic offer of Karst region

1. Spring – Honey

Locals could explain to tourists about honey production and the honey making process.

LOCATION: Štanjel (Beekeeping Trobec)

ACTIVITIES: honey production process, information about the healing properties of the honey, tasting different types of honey

PRODUCTS : “propolis”, royal jelly, honeycomb, honey vinegar, sweets, “medica”, souvenirs from beeswax

2. Summer - Lavender

Locals could teach the tourists about different varieties of lavender, harvesting processes and crop production.

LOCATION: Ivanji Grad (Ekotera)

ACTIVITIES: visit to the lavender fields, harvesting lavender, making scented bags

PRODUCTS: beauty products, oils, essential oils

3. Autumn - Wine

Locals could explain how grapes are picked (locals and tourists harvest together) and teach the visitors about wine production and maintenance of the cellars; courses for sommeliers can be organized.

LOCATION: Škrbina (Pepa's guest house)

ACTIVITIES: harvesting grapes, the traditional procedures of wine production, wine cellars tour, visiting wine roads, “Little School of sommelier”, “Wine Fest”

PRODUCTS: wine, vinegar, grape juice

4. Winter - Local Cuisine

Locals could present the local cuisine and involve tourists in the preparation of local specialties.

LOCATION: Komen (Špacapan guest house)

ACTIVITIES: bread making, cheese making, cooking traditional meals

PRODUCTS: “štruklji”, mulled wine; ham (prosciutto) which correlates well with equally known Teran wine, but also with nuts and fresh figs - known dish is „Teranov toč s pršutom”; various meat products



Green Scenario:

Return to Soška fronta - Battle of Isonzo

History, especially the Battle of Isonzo, is at the center of this scenario. Visitors can arrive to Štanjel by train (existing railway). Our proposal includes a transfer from Štanjel to Komen by a local tourism oriented mini bus. Komen would invite visitors to a tourist center with a Central Museum, where it would be possible to buy tickets for the route “Return to Soška Fronta” and collect military clothing (including clothes, shoes, a hat and a few badges). The visitors would have the chance to choose between two options:

- organized transportation for *smaller groups* (authentic jeep from that era) and *larger groups* (20 + people - a mini bus which is a replica of a tank from World War I), or
- *biking* - the same gravel road with wires and improvised bombs (simulation).

The stops of the route “Return to Soška Fronta”:

- The first stop would be Gorjansko

There would be a small, darkened museum with sound and visual effects in which a short movie presenting and describing WWI would be displayed.

An information desk presenting information about battles, some important individuals, and local legends would be located in front of the cemetery with 10000-13000 fallen soldiers. Tourists would select their preferred battle, im-

portant person or local legend from a touch-screen computer interface and be presented with the information.

- The second stop would be Jerihovica cave

Presentation of the typical life of the soldiers who were hiding inside the cave during WWI

Special lights and sound effects could be placed inside the cave so the tourists could experience the soldiers' life during the War.

The whole cave and its surroundings would be an open-air museum. When tourists would finish their visit in the cave, they would have one hot meal outside the cave.

- The third stop: From Jerihovica cave to the village of Ivanji Grad

In Ivanji Grad the route would turn to the old Austro-Hungarian railway which was used during WWI as the main transport for food, weapons and soldiers. Although the railway as it was does not exist anymore, the ruins of the railway are still there.

- The last stop: Sveto

Passing along this path the tourists would come to the third and final stop in the village Sveto.

At the end of this adventure, nearby the church tourists would be able to watch a movie of the end of WWI and the shifting boundaries between the Austro-Hungarian Empire (including Slovenia) and Italy. Then tourists would go back to Komen to return the collected clothing items and buy souvenirs related to WWI.



Blue Scenario: Stories of Dry Walls

The main goal of this scenario is to rejuvenate Municipality of Komen area and raise local awareness about the development potential of the region and bring added value to existing attractions (caves) from the period of WWI.

The “blue scenario” focuses on possibilities for new uses of Cave Jerihovica and surrounding caverns.

Cave Jerihovica

At the entrance of Cave Jerihovica a simple stone building would be located as a “war & breakfast safety house”, consisted of 20 beds, reception desk, simple kitchen, dining room and toilet area.

In the cave, the touristic offer would include a reenactment of an attack:

- Beginning: warning siren for bombing/smoke – visitors hide inside of the cave (lights and sound)
- End: electricity on and the cave transforms into the open-air museum of WWI.



The tourists would have the option to leave their memories on the stone wall outside the cave with the permanent pencil that was used by the soldiers during WWI. In this way, they would become part of the story - the wall as a book of memories.

Caverns

Three caverns with three different contents:

Cavern No. 1 on Brikula hill: presentation of traditional customs:

- “Frnaža” burning limestone to get quicklime
- Karra exhibition – stone in everyday life
- Karst characteristics – limestone, terra rossa soil

Cavern No. 2: Souvenir shop would offer products (made from lavender, wine, and other regional products related to WWI) made by local community

Cavern No. 3: commemorative tablet in the Memory of fallen soldiers.



Povzetek

Univerza na Primorskem je v sodelovanju s partnerskimi univerzami na Reki, v Trstu in Celovcu, ter z Občino Komen, organizirala v okviru programa Vseživljenjsko učenje (VŽU) – Erasmus intenzivni programi (Erasmus IP) poletno šolo z naslovom »Remnants of the WWI – Research, Renovation and Rejuvenation of Cultural Tourism Sites - 3R for Cultural Tourism«.

Poletna šola je potekala v Komnu na Krasu (Slovenija) od 2. do 18. septembra 2013. Bogat 17-dnevni program je vključeval predavanja, delavnice, praktično delo in ekskurzije, ter interdisciplinarno povezal študijska področja geografije, zgodovine, antropologije, grajenega okolja, turizma in trajnostnega razvoja. Študenti udeleženci so raziskovali zgodovinsko in kulturno dediščino I. svetovne vojne po poteh Južne Soške fronte – odkrivali kaverne, jame in druge ostaline ter preučevali nove možnosti uporabe oziroma namena teh objektov, vključno s pripravo načrta trženja turističnih znamenitosti.

Poletne šole se je udeležilo 19 študentov: Ana Burić, Vanesa Crlić, Ksenija Finzir, Tajana Ganić, Anja Ilijašević, Paolo Jakovašić, Doris Jesih, Marina Klika, Valentina Lojna, Martina Lukinić, Simona Matić, Eva Medak, Matija Presečki, Domagoj Rakić, Denis Ranogajec, Tina Rupnik, Ivana Strehovac, Martina Turk, Daria Žažar. Mentorji in predavatelji so jim bili: doc. dr. Boštjan Bugarič, izr. prof. dr. Igor Jelen, izr. prof. dr. Tadeja Jere Lazanski, doc. dr. Miha Koderman, doc. dr. Zrinka Zadel, doc. dr. Moreno Zago, doc. dr. Sergio Zilli, dr. Chiara Beccalli, Danijel Božič, Boris Rebula in Rok Tomažinčič, kot vabljeni predavatelji pa tudi: prof. dr. Jože Pirjevec, izr. prof. dr. Aleksander Panjek in Petra Kavrečič.

V nadaljevanju so povzete ugotovitve in predlogi udeležencev poletne šole:

Finančne investicije v turistično infrastrukturo Občine Komen so zaradi globalne finančne krize v zaostanku, kar pa ne sme biti prepreka za oblikovanje scenarijev razvoja, ki lahko pripomorejo k oblikovanju bodočih kulturnih destinacij regije. Za razvoj kulturnega turizma je potrebno identificirati in oblikovati tako prostorske kot vsebinske znamenitosti regije. Trenutno se v občini Komen kaže pomanj-

kanje nočitvenih kapacitet, turistične znamenitosti pa so neustrezno predstavljene. Nerazvita turistična infrastruktura (pomanjkanje ustreznih usmeritvenih oznak in turističnih centrov) ne omogoča ponudbe posameznih destinacij kot bodočih turističnih območij regije, s ciljem oblikovanja dolgoročnih turističnih destinacij. Pri tem se je potrebno osredotočiti na kulturno zgodovino, geološke in naravne znamenitosti območja, kulinariko in vino, šport in rekreacijo. V razvojne načrte je potrebno prednostno vključiti prenovu kulturnih in zgodovinskih spomenikov iz časa prve svetovne vojne.

Ob zaključku poletne sole so udeleženci predstavili tri razvojne scenarije, za katere so oblikovali tudi logotipe:

Rdeči scenarij: Gastronomska pot “štiri letni časi Krasa”

Zeleni scenarij: Spomin na Soško fronto

Modri scenarij: Zgodbe kraških jam in kavern

Rdeči scenarij: Gastronomska pot “štiri letni časi Krasa”

Rdeči scenarij: Gastronomska pot “štiri letni časi Krasa” vključuje značilne lokalne izdelke in njihovo ponudbo skozi vse letne čase. Pomlad označuje med, poletje sivka, jesen vino, zimo pa kulinarčne posebnosti regije.

Zeleni scenarij: Spomin na Soško fronto

Zeleni scenarij: Spomin na Soško fronto vključuje obisk kulturno-zgodovinskih ostalin I. svetovne vojne. Predvidena je ustanovitev osrednjega muzeja ter predstavitev ostalin vojne v obliki muzejev na prostem. Obiskovalci bi spomin na Soško fronto obujali na štirih lokacijah: Gorjansko, jama Jerihovica, Ivanji Grad in Sveto.

Modri scenarij: Zgodbe kraških jam in kavern

Modri scenarij: Zgodbe kraških jam in kavern obravnava kraške jame in kaverne kot turistične destinacije. Osredotoča se na jamo Jerihovico in tri kaverne, ki bi z umestitvijo ustreznih vsebin (preureditev jame v muzej, izgradnja namestitvenih kapacitet – hostel »Varna hiša«, postavitev spominske plošče itd.) pridobile dodaten turistični in razvojni potencial.



Šilski dom



Zaključek

Rasli smo med invalidi in nekdanjimi begunci. Največ so nam pripovedovali na paši ali med delom na poljih. Bili smo otroci in veliko povedanega se nam je zdelo pripovedka, oddaljena zgodba. Pripovedi o do tal porušenih vaseh brez živine, vozov, sodov, semen, brez gradbenega materiala in brez beliča v žepu. Lakota in revščina... Pripovedovali so nam o tragediji ljudi Komenskega Krasa in prvi svetovni vojni. Prinesla je strašno gorje in morijo.

Danes razumemo, ko smo že sivi in tudi neštete ostaline po gmajnah in dolinah molče pričajo in pojejo z burjo otožno pesem stotisočem mladih fantov, ki so tu izkraveli ali umrli zaradi žeje in nalezljivih bolezni. Ostale so kaverne, v skladišča, bivališča in poveljstva urejene kraške jame, kilometri bojnih jarkov, trasi vojaških železnic, številne od časa razpadajoče barake, vojaška pokopališča in knjige trpinov, ki so po sreči preživeli veliko morijo.

In kar razumemo in kar je napisanega in kar je ostalin, naj govori tudi mladim generacijam. Naj zvedo in vedo, kam lahko pripeljejo oblastniki ljudstva in kako jih lahko pahnejo čez rob. Zato je bil letošnji mednarodni tabor pomemben. Zato, ker so udeleženci dojeli vsaj del teh dogajanj in zgodovine. Ostaline in literatura so jih pahnili v razmislek o takratnem času in v preudarjanje, kako bi vsaj del tega prikazali in pokazali Evropi, svetu. Nekaj dni je bilo potrebnih, da so se zavedli tega, da hodijo po krvi, po poljanah smrti. Po poljanah morije njihovih prednikov. Zato so tako hitro stekle misli in se kovali predlogi, kako predstaviti, in kako v današnji čas vmesiti Soško fronto. Da bi bila v svarilo in poklon.

Letošnji tabor, ki smo ga razumeli kot poskus in odkrivanje možnosti študentskega dela v pripravah na obeleževanje stoletnice Soške fronte, je pokazal, da ga je potrebno ponoviti, razširiti in obogatiti s stroko. Študentom turizma in geografije bi se morali pridružiti še gradbinci, arhitekti, geodeti, zgodovinarji. Priti bi morali iz vseh dvanajstih držav, ki so sestavljale Avstro-ogrsko cesarstvo. Soška fronta je tudi njihova, saj so njihovi pradedje in prastrici tu bili strašne boje in njihove prababice živele z begunci s Krasa.

Obletnice so priložnost, da globlje razmislimo o prvi svetovni vojni in jo ovrednotimo skozi naš trenutek bivanja. Skrajni čas je, da iztrgamo zobu časa vsaj delček ostalin in jih predamo vnukom in pravnukom, ki imajo pravico vedeti in videti. Da bodo lažje dojeli in razumeli. Da bodo sanjali mir.

Danijel Božič
Župan Občine Komen

Participants of the Erasmus Intensive Program: »Remnants of WWI – Research, Renovation and Rejuvenation of Cultural Tourism Sites«

Teaching Staff:

Assistant Professor Boštjan Bugarič, PhD
Associate Professor Igor Jelen, PhD
Associate Professor Tadeja Jere Lazanski, PhD
Assistant Professor Miha Koderman, PhD
Assistant Professor Zrinka Zadel, PhD
Assistant Professor Moreno Zago, PhD
Assistant Professor Sergio Zilli, PhD
Chiara Beccalli
Danijel Božič
Boris Rebula
Rok Tomažinčič

Invited lecturers:

Professor Jože Pirjevec, PhD
Associate Professor Aleksander Panjek, PhD
Petra Kavrečič

Students:

Ana Burić, Vanesa Crljić, Ksenija Finzir, Tajana Ganić, Anja Ilijašević, Paolo Jakovašić, Doris Jesih, Marina Klika, Valentina Lojna, Martina Lukinić, Simona Matić, Eva Medak, Matija Presečki, Domagoj Rakić, Denis Ranogajec, Tina Rupnik, Ivana Strehovac, Martina Turk, Daria Žažar

Remnants of First World War – Research, Renovation and Rejuvenation of Cultural Tourism Site

Edited by: Assoc. Prof. Tadeja Jere Lazanski, PhD., Assist. Prof. Boštjan Bugarič, PhD.,
Tatjana Mikelić Goja

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Lifelong
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FAKULTET ZA MENADŽMENT U TURIZMU I UGOSTITELJSTVU
FACULTY OF TOURISM AND HOSPITALITY MANAGEMENT
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