



**Fostering Internationalization at Montenegrin HEIs through
Efficient Strategic Planning – IESP**

Title of Work package	WP 4 Integration of Internationalization at Montenegrin HEIs
Activity no.	DEV 4.4. Adoption and implementation of pilot summer schools
Title of outcome	Report on the implementation of summer school "Entrepreneurship in Heritage Tourism "
Activity date	17 - 23 October 2022
Authors	Ana Dragutinović

The Faculty of Tourism and Hotel Management in Kotor prepared the material for accreditation of the first summer in English language and submitted it to the Agency for Control and Quality Assurance of Higher Education of Montenegro. By decision of the Agency for Control and Quality Assurance of Higher Education no. 02-607/22-50/104P (<http://www.iesp.ucg.ac.me/page.php?id=26>) the first interdisciplinary summer school entitled "Entrepreneurship in Heritage Tourism" was accredited.

The interdisciplinary summer school "Entrepreneurship in Heritage Tourism" was held at the Faculty of Tourism and Hotel Management of the University of Montenegro from October 17 - 23 2022. The school supports the creation of an entrepreneurial base that can meet all the challenges of the tourism industry of the XXI century. It is also an attempt to respond to the constant demands of companies from the tourism sector for personnel able to manage business in the modern tourism-hotel system in a sustainable and responsible manner. It will cover a wide area of tourism based on cultural, historical and natural resources, its sustainability, entrepreneurial opportunities and advantages in terms of creating new jobs and tourist experiences.

The six-day interdisciplinary school, which offers 2 ECTS credits, brought together, in the first generation of participants, over 20 students and employees in the tourism sector from Montenegro. Some of the leading motives of the participants for participating in the summer school were the improvement of knowledge and skills in the field of entrepreneurship in heritage tourism, as well as the exchange of knowledge and experiences.

The summer school was officially opened by the dean of the Faculty of Tourism and Hotel Management, Prof. Dr. Đurđica Perović, who presented the participants of the summer school with a detailed plan and expected activities during the six-day program.





On the first day of the summer school, lectures were given by the professors from the Faculty of Tourism and Hotel Management, dean Prof. Dr. Đurđica Perović and Assoc. Prof. Ilija Moric. The first thematic area was related to the development and trends in heritage tourism. Through this thematic unit, the following areas are covered: "Introduction to heritage tourism" and "Sustainable development of heritage tourism", with examples from tourism practice.

On the second day the participants went on one of the most attractive tourist tours in Montenegro, "Old Royal Montenegro", also known as the Mini Montenegro tour. Licensed tourist guide Sanja Mitrović presented the participants with the most important resources and attractions on the route Kotor-Njeguši-Mausolej-Cetinje-Budva-Kotor during the seven-hour tourist tour "Old Royal Montenegro". The participants of the summer school had the opportunity to get acquainted with the techniques of interpretation of cultural and natural heritage in a practical way and understand the need to improve the knowledge and skills of storytelling, thematization, design, co-creation and delivery of tourist experiences through tourist guidance. As the general secretary of the Association of Tourist Guides of Montenegro, Mitrović introduced the participants to the advantages and disadvantages of tourist guiding as a profession, tax obligations, licensing, registration, challenges of the Covid crisis, opportunities for training (e.g. interpret-europe.net), modern trends in guiding (e.g. .IT) etc. Also, the participants became more familiar with the tendencies of the development of agribusiness and agritourism in Njeguši, the importance of cultural and excursion tourism in Cetinje and the peculiarities of tourist development in Budva.

During the following days of the summer school, participants had the opportunity to complete their theoretical knowledge through lectures and workshops, and through the final exam to prepare individual projects in the field of entrepreneurship in heritage tourism.

On the third day of the summer school, the participants went on another very attractive tourist tour in Montenegro, "Beautiful Baroque Town of Perast". Certified tourist guide Ana Žarić during the four-hour tourist tour "Beautiful Baroque Town of Perast" presented the participants with the most important resources and attractions of Boka Kotorska, such as the baroque city of Perast, the Museum of the City of Perast, the island of Gospa od Škrpjela and other attractions. After that, the participants of the summer school visited the Boka Aquarium, i.e. the Center for the Protection of Adriatic Biodiversity, which is an organizational unit of the Institute of Marine Biology of the University of Montenegro, founded on 02/28/2020. The Center has two parts: a public aquarium and a rescue center for sea turtles. The Institute is a unique institution in Montenegro that combines research and education to promote and practice effective conservation of marine wild animals. By visiting the Aquarium, the participants, accompanied by a guide, had the opportunity to learn about the importance of marine biodiversity for the development of tourist attractions and experiences, as well as the ways of presenting and interpreting it to visitors.

This tourist tour continued the series of lectures on the techniques of interpretation of cultural and natural heritage, as well as on the potential of cultural tourism development in this part of Montenegro. Through field teaching, key inputs were provided for a more complete understanding of the thematic unit "Designing experiences in heritage tourism" and the area "Creating heritage tourism products".





On the fourth day of the summer school, participants had the opportunity to participate in lectures and workshops dedicated to innovations and sustainable models of entrepreneurship in heritage tourism. Professor of the Faculty of Tourism and Hotel Management in Kotor, prof. Dr. Sanja Peković, presented the theoretical foundations, types and trends in innovating the tourist offer. After the lecture, a workshop was held, where PhD student Jovana Janinović, a teaching assistant at the Faculty of Tourism and Hotel Management, presented the summer school participants with the process of innovation and the most important stages in the creation and implementation of new ideas. On this occasion, numerous ideas and innovations from the world of tourism, services and IT were presented, and inputs were provided for the completion of projects that the participants on the last day of school would present through their final exam.

Lectures and workshops rounded out the thematic units "Development and trends in heritage tourism" and "Sustainable and responsible entrepreneurship in heritage tourism", with a special focus on the area "Trends and innovations in the development of heritage tourism".

On the fifth day of the summer school, the final lecture in the field of responsible and sustainable entrepreneurship in heritage tourism was held, followed by individual presentations by the participants, which began the process of taking the final exam. Professor of the Faculty of Tourism and Hotel Management in Kotor, Assoc. Ilija Moric, Ph.D., presented to the school participants the final considerations of the lectures, workshops and field lessons of the summer school, after which the activities for taking the final exam followed. As one of the elements of the exam, each participant was required to present, through a ten-minute presentation, the original idea of the heritage tourism offer, with a special emphasis on the itinerary, the degree of innovation, sustainability and responsibility in the realization of the project, i.e. offers.

The general impression is that the field teaching, lectures and workshops of the summer school encouraged the participants to create very innovative solutions and experiences in the field of heritage tourism, starting with cultural tourism tours, through sailing, diving, sustainable mobility, gastronomy, rural experiences to virtual reality projects, in different locations and with a diversified offer of activities, attractions and events. The multi-hour presentation of original projects was marked by a constructive exchange of ideas and opinions regarding the trends, state and perspective of the development of heritage tourism in Montenegro and the world.

The final discussion and conclusions from the final exam represent a special and added value of the school, generated equally by professors and students.

On the sixth day of the first summer school, certificates were awarded to participants who successfully mastered the program of the summer school at the Faculty of Tourism and Hotel Management in Kotor. The participants were presented with certificates (2 ECTS), by the dean of the Faculty of Tourism and Hotel Management, prof. Dr. Đurđice Perović. Summarizing the impressions and results of the first summer school, Professor Perović congratulated the participants on their success and cooperation, and emphasized the importance of lifelong learning as a new knowledge acquisition experience and the efforts of the Faculty of Tourism and Hotel Management to improve the environment and opportunities for new summer schools and modern ways of knowledge transfer.

