



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

<b>Title of Work package</b>	<b>WP 4 Integration of Internationalization at Montenegrin HEIs</b>
<b>Activity no.</b>	<b>DEV 4.4. Adoption and implementation of pilot summer schools</b>
<b>Title of outcome</b>	<b>Report on the implementation of summer school "Sustainable Development of the Yachting and Cruising Industry"</b>
<b>Activity date</b>	<b>17 – 23 July 2022</b>
<b>Authors</b>	<b>Ana Dragutinović</b>

The Maritime Faculty Kotor prepared the material for accreditation of the first summer in English language in Montenegro 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. 02-607/22-51/7 UP (<http://www.iesp.ucg.ac.me/page.php?id=12>) the first interdisciplinary summer school in the field of sustainable development in English called "Sustainable Development of the Yachting and Cruising Industry" was accredited.

Following the accreditation, the Faculty of Maritime Studies Kotor published a call for applications inviting students, both national and international as well as interested professionals to attend the summer school. All interested students were invited to register by means of the [LINK](#)- by 21 June 2022. After the application and selection process were completed the first generation of participants, 20 students and employees in the blue economy/maritime tourism sector from Montenegro, Albania, Slovenia and Poland, attended and successfully mastered the six-day intensive program of the first accredited summer school (lifelong learning) in English in Montenegro in the period from July 17 to 23 July 2022.





Participants of the summer school were motivated to participate because of the fact that it provided opportunities for improvement of personal knowledge and skills in the field of management and sustainable development of the yachting and cruising industry, but also because of provided opportunities for connecting with colleagues from neighbouring and EU countries, sharing knowledge and experiences, meeting new people and enjoying the charms of Montenegro and Boka Bay.

The summer school was officially opened by the coordinator of the IESP project and the school itself, Danilo Nikolić, PhD, who presented to the candidates a detailed plan and expected activities during the 6-day program. Since a course on the distance learning platform (DL - Distance Learning) was created for the needs of the summer school, the principles of using the platform and communicating with users and engaged lecturers were introduced to the candidates.

On the first day of summer school, lecturers from the Faculty of Tourism and Hotel Management, dean Đurđica Perović and Assoc. Dr. Ilija Moritz gave lectures from the thematic area related to modern coastal tourism, the potential for the development of tourist offers in seaports, and the contemporary challenges faced by the global tourism community when it comes to applying the concept of sustainable development. The story of sustainable development of cruise destinations would not be complete without presenting practical example of the management of a cruise port of international importance like the Port of Kotor. Dr. Tena Božović, from the Port of Kotor, briefly presented the position of the Port of Kotor and the importance that the Port has in the development of cruise tourism at the local and national level. After the lecture at the Faculty, the participants of the summer school had the opportunity to tour the Old Town of Kotor accompanied by the lecturer and attend a presentation of the key aspects of agency business in the tourism sector. Already at the end of the first day, it could be concluded that the candidates were satisfied with the program and enjoyed spending time together and visiting cultural and historical sites in the Old Town.

On the second day of the summer school the participants had a study visit to the luxury marina and Portonovi resort in Kumbor. As a co-organizer of the summer school, the manager of Portonovi Marina, Nikola Banović, MSc, presented practical examples in the field of sustainable development of nautical tourism and marina management to the participants. Special emphasis was placed on the characteristics of market supply and demand in the field of nautical tourism, the principles of marina management, the importance of certain sectors in the management system of marinas such as marketing, communication, human resources, sales, safety, security, environmental protection, etc. The participants had the opportunity to become familiar with international standards in the field of nautical tourism, and the challenges that the management of modern marinas can face in the current world circumstances. After the presentation the participants toured the resort and the marina, got acquainted with the systems for communication, supervision and control, safety and security of vessels and other.

The second day of the summer school was attended by Mrs. Vanja Drljević, Coordinator of the National Erasmus+ Office, who expressed her satisfaction with the way the first accredited summer school was organized.





During the third and fourth day the professors of the **Maritime Faculty Kotor** held lectures on the Impact of strategic planning and marketing on business success and competitive positioning of a modern cruise and yacht port on the sources and types of pollution caused by maritime transport. Guidelines and technologies for minimizing the negative impacts of increased maritime operations were presented and the lectures were given by sea captains on the importance of implementing integrated systems for planning and navigation, modern conventions and codes, the importance of risk management systems. Practical exercises on a nautical simulator and a radar system on the example of steering a cruise ship through the Bay of Kotor were organized as well as presentation of the SMART BAY/Pametni Zaliv application in the scope of a visit to the Air Quality Monitoring Laboratory.

Professors from the Faculty of Maritime Affairs and Transport from Portorož gave presentations with practical examples, experiences and challenges in the field of maritime transport.

With the aim of rounding off the story about the sustainable development of the cruising and yachting industries, on the fifth day of the summer school program, the candidates were presented with numerous impacts of the two sectors of the maritime industry on the sea and coastal areas.

The presentation on "Pollution from maritime transport" was held by prof. Dr. Danilo Nikolić. During his lecture, Prof. Nikolić introduced the candidates to basic terms, definitions, sources of pollution and types of pollutants, technologies and guidelines for minimizing negative impacts on the quality of life in the sea and coastal waters under the influence of increased maritime operations. The candidates learned from Professor Nikolić some more details about practical examples of impact level research and equipment used in the laboratories of the Center for Research, Innovation and Entrepreneurship at the Maritime Faculty, as well as concrete results of previous research published in recognized scientific journals and publications. During the tour of the Center, Radmila Gagić, MA, a teaching associate at the faculty, presented to the candidates the equipment for air quality assessment and the ongoing research experiment measuring the level of suspended particles in the ambient air of the Bay of Kotor as part of the Center's future project called "Smart Port".

The second part of the lecture was held at the Institute of Marine Biology. The director of the institute, Dr. Aleksandar Joksimović, welcomed the candidates and presented to them the basics of Marine Biology and research projects on the impact of anthropogenic activities on marine ecosystems. When it comes to the activities of monitoring seawater quality in the port's water area and the impact of ballast water on marine biodiversity, a detailed presentation of long-term research activities and results was held by Dr. Dragana Drakulović, senior research associate at the Institute. During the last presentation Dr. Slavica Petović, scientific advisor at the Institute, introduced the candidates to another ecological phenomenon that originates from maritime operations in port waters and causes damage to indigenous representatives of the marine ecosystem - invasive fouling species.

At the very end of the program, the candidates, accompanied by lecturers from the Institute, visited the Laboratory for Marine Chemistry and Oceanography, the Laboratory for Plankton and Seawater Quality, the Laboratory for Benthos and Marine Protection, as well as the Center for the Protection of Adriatic Biodiversity - Boka Aquarium.





On the final day of the summer school certificates (2 ECTS) were awarded to the participants by the dean of the Kotor Maritime Faculty, prof. Špiro Ivošević and head of the summer school prof. Danilo Nikolić. The coordinator of the summer school, Prof. Dr. Danilo Nikolić thanked the participants for recognizing the importance of the summer school, for their active participation and congratulated them on their success in the final exam. He also thanked the lecturers and co-organizers, who during the summer holidays and in the height of the tourist season, invested time, knowledge and expertise and significantly contributed to quality program contents. Prof. Nikolić especially thanked his colleagues for the exceptional organization and overall support for the successful realization of the first accredited international summer school in Montenegro. He invited all participants to become its active promoters in their countries, at faculties and in the business environment, and to continue successful and promising cooperation in the coming years.

