

Name and address of university	University of Rijeka, Faculty of Tourism and Hospitality Management, Primorska 46, 51410 Opatija
Contact	Assistant Professor Jelena Đurkin Badurina, PhD, <a href="mailto:jelenad@fthm.hr">jelenad@fthm.hr</a>
Short description of university	<p>Founded in 1973, the University of Rijeka (UNIRI) has matured into a modern European university and center of excellence whose impact extends beyond the region. With a total of 16 academic units, it is a research, science, and education-oriented university that supports social and economic development of the region. Faculty of Tourism and Hospitality Management (FTHM), as autonomous faculty within UNIRI, is Croatia's only university institution fully oriented to education for managerial positions in the tourism and hospitality industry. Education and research activities are almost exclusively focused on contemporary issues and topics related to the tourism and hospitality industry, such as sustainable tourism development, tourism strategy development, destination management, tourism impacts, specific forms of tourism, and others. FTHM employs a total of 102 employees, 73 of whom participate in the educational process (47 university professors and 26 university and research assistants). The faculty is performing study programs from undergraduate to doctoral studies and LLL programs in the field of tourism management, hospitality management and sustainable (tourism) development. Besides that, FTHM's core activities include scientific and professional research and projects, consulting, publications (scientific journal, books, textbooks) and organization of conferences, seminars. The faculty's scientific and research programme is nested within the area of social sciences, more precisely within the scientific field of economics, as well as other related scientific areas and fields.</p> <p>The main scientific and research activities are:</p> <ul style="list-style-type: none"> <li>• Cutting-edge theoretical and empirical research on economic issues, undertaking scientific and professional studies, projects, writing expertise, reports, evaluations and analyses, as well as providing specialized development research, business consultancy, project reviews and auditing</li> <li>• Implementing research projects in cooperation with foreign institutions</li> <li>• Organizing national and international scientific and professional conferences, round tables and workshops</li> </ul>
Relevant Faculty/ department	
Study programme(s) in (sustainable) tourism	- undergraduate university studies: Hospitality Management, Business economics in tourism and hospitality; <b>Management of sustainable development</b>

	- graduate studies: Tourism management, Hospitality Management, <b>Sustainable Tourism Development</b> (online)
Duration and ECTS of programme(s)	undergraduate university studies are 4 years long (8 semesters) with 240 ECTS graduate university studies are one year long (2 semesters) with 60 ECTS
Language(s) of instruction	all studies are in Croatian except undergraduate study Hospitality Management
Keywords describing programme(s)	sustainable tourism development, destination management, hospitality management, tourism economics, marketing in tourism, etc.
(Sustainable) tourism research/transfer institute (if any)	/
Research/transfer topics	/
Selected research projects on sustainable tourism	<p>2022- 2025: HyPro4ST: Hybrid Project Management Skills for Sustainable Tourism is a project funded by the Erasmus + program, under Key Activity 2, Alliances for innovation, 1. lot: Alliances for education and enterprises. It comprises 17 partners from 6 European countries built around the idea that collaborative, transnational activities offer opportunities for boosting innovation and progress by pooling resources and the deep knowledge of markets required in a fast-changing tourism sector.</p> <p>2022-2023: Development of The Strategy for the Development of Sustainable Tourism until 2030 as a national act of strategic planning of Croatian tourism that serves to shape and implement development tourism policies.</p> <p>FOST INNO – Fostering tourism innovation system in Adriatic-Ionian Region – large international project funded by Interreg Adrion programme focused on boosting innovation capacities for sustainable tourism development in six countries.</p> <p>2019-2022: Sustainable cities as carriers of economic development- University funded project oriented on better understanding sustainable development potential of urban areas</p> <p>2018-2021: From sustainable to overtourism and back: local residents' perception and actual tourism impacts on the local level – university-funded project related to analysing residents' perception on tourism impacts on local level</p> <p>2015-2018: "Management of sport experiences in the function of designing effective business models in less developed tourist destinations" – scientific project funded by Croatian Scientific</p>

	<p>Foundation. Project was oriented on developing sustainable business models for sport tourism in less-developed rural regions of Croatia</p>
<p>Transfer activities with the tourism industry (with selected examples)</p>	<p>Faculty continuously cooperates with private sector in joint projects addressing challenges of developing sustainable tourism business. Some of them are: creating and analysing benchmarking database of key performance indicators for Croatian hotels, organisation of mandatory internship in hotels and tourism-related organisations for all undergraduate students (14 ECTS, during the 4<sup>th</sup> year of study), creating case studies, business plans and joint project applications for national and EU funding with tourism businesses. Tourism enterprises often participate as partners or users of projects and initiatives developed at the Faculty (round tables on critical challenges in tourism, educational programmes for entrepreneurs in tourism, hotel departments, tourist guides, private accommodation owners, etc.). Faculty often conducts research activities and tourism development strategies for various DMOs on local, regional and national level (including Croatian national strategy of sustainable tourism development until 2030)</p>
<p>Network of partners in the field of sustainable tourism</p>	<p>On national level, Faculty as the only higher education institution completely specialized in tourism management, continuously cooperate with relevant stakeholders from public, private and civil sector:</p> <p>Government sector institutions and public organisations: Croatian ministry of tourism and sport, Croatian National tourist board, over 20 regional and local tourist boards in Croatia, Institute for tourism, Croatian chamber of commerce, Plitvice lakes National Park, Krka National park, Risnjak National park, Učka nature park, etc.</p> <p>Private sector enterprises in tourism: over 50 hotel chains and individual hotels in Croatia, over 20 tourist agencies, Katarina line cruises, etc.</p> <p>On international level, Faculty as part of University of Rijeka, has Erasmus+ network of partners for mobility comprising over 30 higher education institutions Europe-wide and is also present as a part of YUFE network. It is also part of TRIANGLE network and has bilateral agreements signed with: AHLEI (American Hotel &amp; Lodging Educational Institute), Orlando, USA, Cangzhou Normal University, Yunhe, Cangzhou, Hebei, China, Confucius Institute Hanban, China, Gyeongju University, Gyeongju city, Republic of Korea, IOLAP (IT services), USA, Universiti Teknologi MARA, Selangor, Malaysia, University of Illinois, College of Agricultural, Consumer and Environmental Sciences, Department of Recreation, Sport and Tourism, University of Tehran, Tehran, Iran, etc.</p>