

Sail & Learn



Summer School on Leadership,
Entrepreneurship
and Innovative Tourism

Are you ready for a summer (school) you will never forget?

5 ECTS

7 days

4 islands

No reason not to join.

14th - 21st July 2018.

CROATIA



Visiting lecturers from the local community give an insight into the life on the islands beyond the summer season.



Discover the unique entrepreneurial culture the locals have nurtured and developed for years - taste the local products and get inspired for your project assignments!



Get actively involved in the local history and learn about what drives the local community. Discover innovative touristic products - then implement them in your project work !

The Summer School Sail and Learn offers a unique cultural and educational experience for international students. The program is based on the principles of the **Business Model Canvas** where students develop their own innovative models by working in teams.

Throughout the 7-day program, students visit a number of cultural and historical sights on the islands that help them develop a sense of local culture. This content helps them develop a sense of understanding how tourism and life on the islands are intertwined. Besides that, students get to know examples of inno-

vative tourist services and products which help them develop their own ideas within the program itself. The additional workshops on **Innovative Tourism and Marketing** help students develop skills to build their marketing plans and strategies with their team and prepare for **final project presentations**.

Students are situated on **sailboats** during the program, and share their living space and cabins with other students. Hence, the **Leadership** part of the program is present through all activities included in the program. The leadership

thematic workshops help develop communication skills for international teams, and raise team dynamics. Living arrangements on the boat throughout the program are a part of the practical **Leadership** students face daily—with challenges and tasks aimed at increasing team cohesion and developing an understanding of various leadership styles and working in not only international, but also highly diverse teams based on the cultural, experiential and educational background of team members.



Attend workshops given by experienced international lecturers and people from the business.



Learn about sailing- it is a part of the overall experience!



Develop your intercultural communication skills in groups of students from all around the world!



PROGRAM WORKSHOP TITLES:

- Innovation: Idea Formation and Validation
- Introduction to Innovative Tourism
- Marketing Analysis Basics
- The Structure of a Marketing Plan
- Business Model Generation: Introduction
- Business Model Generation: Start Planning
- Destination Management and Innovation I
- Team Awareness Strategies
- Business Model Generation: The Finale
- Destination Management and Innovation II
- The Business Plan in Tourism
- Leadership Workshop

PROGRAM LECTURE TOPICS AND ADDITIONAL PROGRAM ACTIVITIES:

- Guest Lectures on the Islands of Hvar and Vis (three sessions)
- The Military Tour of the Island of Vis (professional, guided tour)
- Feedback Sessions with the Program Manager (twice during the program)
- Teamwork and Mentoring Sessions (guided by the lecturers)
- Sailing Lessons (provided by the skippers)

ECTS DISTRIBUTION	Intensive in-class workshops and program preparations	Sailing Lessons	Daily Team Tasks	Team Assignments and Project Presentations	5 ECTS
	3 ECTS	0,2 ECTS	0,8 ECTS	1 ECTS	

The overall program goal is for each project team to develop a project idea in tourism based on the business model canvas principles.

The students start working on their ideas on the first day of the program, when they form their project teams. They develop their project ideas as the program progresses, and in the final stage have the support of the lecturers who take on the role of mentors. The business model canvas workshops provide students with the tools to build their project idea, the tourism workshops give them skills to develop content, and the additional program activities give students examples of innovative tourist services developed by local entrepreneurs and businesses. The leadership workshops help students develop skills of international communication and working in teams, as well as solving conflict situations and handling stress.

Students present the project idea by giving a poster presentation with obligatory pre- assigned elements.



ADDITIONAL INFORMATION

Health issues - participants must deliver a doctor's note confirming their health is in good condition and they can embark the sailboat

English proficiency - the program will be conducted completely in English, so students should have at least a B2 level proficiency (according to the European CEFR)

Food - students should state special food requirements when applying to the program

Accommodation - students agree to a sleeping arrangement and share the space with their team members

PROGRAM INCLUDES

- * An academic program with 5 ECTS points
- * A 7-day trip along the beautiful Croatian coast and islands
- * Accommodation on the sailboat with towels and linens
- * Sightseeing and excursions as part of the academic program
- * Professional skipper with excellent local knowledge and sailing lessons
- * Free Wi-Fi on the sailboat
- * Supplies for preparing meals (breakfast / lunch /dinner)
- * Port fees, tourist taxes, and fuel
- * A Certificate of Completion, and a Transcript of Records issued by the institution

APPLICATIONS ARE OPEN!

REGISTRATION FEE FOR STUDENTS FROM PARTNER INSTITUTIONS: 990 EUR

REGISTRATION FEE FOR STUDENTS FROM NON - PARTNER INSTITUTIONS: 1.390 EUR

Please contact us for additional information.

(or visit sailandlearn.org)

CONTACT INFORMATION

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OFFICIAL WEB PAGE OF THE PROGRAM: <http://sailandlearn.org/>

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