

Programme



12 - 23 September 2018
Croatia & Slovenia

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Wednesday, 12 September 2018

Morning	Participants arrive in Ljubljana, Slovenia	
14:00 – 18:30	Check-in & Registration Hostel Tresor Čopova ulica 38, 1000 Ljubljana, Slovenia	
18:30 – 20:00	Informal Welcome Dinner Allegria Nazorjeva ulica 8, 1000 Ljubljana, Slovenia	
20:00 – 22:00	Introduction & Welcome Prodajalna - Special Event Venue Ajdovščina 4, 1000 Ljubljana, Slovenia	Ms Leonie NAGARAJAN Director, Education Department Asia-Europe Foundation (ASEF) Mr Oscar BOIJE Project Coordinator Asia-Europe Foundation (ASEF) Mr Akhil THOMAS Project Coordinator Asia-Europe Foundation (ASEF) Mr Andy CHAN Project Coordinator Asia-Europe Foundation (ASEF)

Thursday, 13 September 2018

07:00 – 08:00	Breakfast	
08:00 – 09:00	Transfer to University of Ljubljana	
09:00 – 10:00	Exploring Expectations Lila Hall University of Ljubljana – Faculty of Economics Kardeljeva ploščad 17, 1000 Ljubljana, Slovenia	Ms Leonie NAGARAJAN Director, Education Department Asia-Europe Foundation (ASEF) Mr Oscar BOIJE Project Coordinator Asia-Europe Foundation (ASEF)
10:00 – 10:30	Break	

10:30 – 11:00	<p>Ljubljana Welcome</p> <p>Lila Hall University of Ljubljana – Faculty of Economics</p>	<p>Ambassador Nataša PRAH Head of the Department for Public Diplomacy and International Cultural Relations Ministry of Foreign Affairs of the Republic of Slovenia</p> <p>Professor Dr Metka TEKAVČIČ Dean Faculty of Economics University of Ljubljana</p> <p>Ms Leonie NAGARAJAN Director, Education Department Asia-Europe Foundation (ASEF)</p>
11:00 – 12:30	<p>Pro-environmental Behaviour in Tourism</p> <p>Dimension: Economic</p> <p>Lila Hall University of Ljubljana – Faculty of Economics</p>	<p>Associate Professor Ljubica KNEŽEVIĆ CVELBAR Academic Unit for Economics University of Ljubljana – Faculty of Economics</p>
12:30 – 14:00	<p>Lunch</p> <p>University of Ljubljana – Faculty of Economics</p>	
14:00 – 15:30	<p>The Green Scheme of Slovenian Tourism: A Tool to Develop Sustainable Tourism on a National Level</p> <p>Dimension: Economic</p> <p>Lila Hall University of Ljubljana – Faculty of Economics</p>	<p>Mr Miha MARKELJ Research, Development, Innovation and EU Projects Slovenian Tourism Board</p> <p>Ms Jana APIH Managing Director GoodPlace Slovenia</p>
15:30 – 16:00	<p>Break</p>	
16:00 – 17:30	<p>Visitor Flows - New Methods for Identification of Visitor Flows in Destination Management</p> <p>Dimension: Economic</p> <p>Lila Hall University of Ljubljana – Faculty of Economics</p>	<p>Ms Mojca MAYER University of Ljubljana – Faculty of Economics</p>
17:30 – 18:30	<p>Diversity Management Workshop</p> <p>Lila Hall University of Ljubljana – Faculty of Economics</p>	<p>Ms Leonie NAGARAJAN Director, Education Department Asia-Europe Foundation (ASEF)</p> <p>Mr Oscar BOIJE Project Coordinator Asia-Europe Foundation (ASEF)</p>
18:30 – 19:00	<p>Transfer to Official Welcome Dinner</p>	

19:00 – 21:00	<p>Slovenia Official Welcome Dinner</p> <p>Hotel Slon Slovenska cesta 34, 1000 Ljubljana, Slovenia</p>	<p>Hosted by:</p> <p>Ambassador Alenka SUHADOLNIK Director General, Directorate for Economic and Public Diplomacy Ministry of Foreign Affairs of the Republic of Slovenia</p>
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Friday, 14 September 2018

07:00 – 08:00	Breakfast & Transfer Preparations	
08:00 – 08:30	Check out from Accommodation	
09:00 – 11:00	Transfer to Portorož	
11:00 – 12:00	<p>Check-in to Accommodation</p> <p>Hostel Korotan Obala 11, 6320 Portorož, Slovenia</p>	
12:00 – 13:30	<p>Lunch</p> <p>News Cafe Obala 4f, 6320 Portorož</p>	
14:00 – 14:30	<p>Portorož Welcome & Introduction to the Slovenian and Global Tourism Innovation Field</p> <p>Classroom 201 University of Primorska – Faculty of Tourism Studies Obala 11a, 6320 Portorož, Slovenia</p>	<p>Assistant Professor Dejan KRIZAJ Vice-Dean for Global Initiatives Department for Management in Tourism University of Primorska – Faculty of Tourism Studies</p> <p>Ms Leonie NAGARAJAN Director, Education Department Asia-Europe Foundation (ASEF)</p>
14:30 – 16:00	<p>Carrying Capacity Assessment and Sustainable Tourism Development in Protected Nature Areas</p> <p>Dimension: Economic Classroom 201 University of Primorska – Faculty of Tourism Studies</p>	<p>Assistant Professor Igor JURINČIČ Department of Sustainable Destination University of Primorska – Faculty of Tourism Studies</p>
16:00 – 16:30	Break	

16:30 – 18:30	<p>Come to Piran – There's Nothing Here</p> <p>Dimension: Economic</p> <p>Classroom 201 University of Primorska – Faculty of Tourism Studies</p>	<p>Assistant Professor Irena WEBER Social Sciences and Humanities in Tourism University of Primorska – Faculty of Tourism Studies</p>
19:00 – 20:00	<p>Dinner</p> <p>Taverna Mediteran Obala 2, 6320 Portorož, Slovenia</p>	
20:00 – 23:00	<p>Asia-Europe Cultural Evening</p> <p>Taverna Mediteran</p>	

Saturday, 15 September 2018

08:00 – 09:45	<p>Breakfast</p>	
10:00 – 13:00	<p>Study Visit to Grand Hotel Bernardin & Walking Art</p> <p>Dimension: Economic</p> <p>Grand Hotel Bernardin OR Piran</p>	
13:00 – 15:00	<p>Lunch</p> <p>Taverna Mediteran</p>	
15:00 – 18:00	<p>Study Visit to Grand Hotel Bernardin & Walking Art</p> <p>Grand Hotel Bernardin OR Piran</p>	
18:30 – 20:00	<p>Dinner</p> <p>Taverna Mediteran</p>	

Sunday, 16 September 2018

08:00 – 10:00	Breakfast	
10:30 – 14:00	Study Visit to the Sečovlje Salina Nature Park Dimension: Economic Sečovlje Salina Nature Park	
14:00 – 16:00	Lunch Tourist Farm Mahnič	
16:30 – 20:00	Challenge Work Hostel Korotan	
20:00 – 22:00	Dinner & Reflection News Cafe	

Monday, 17 September 2018

07:00 – 07:30	Breakfast & Transfer Preparations	
07:30 – 08:00	Check out from Accommodation	
08:00 – 10:00	Transfer to Poreč, Croatia	
10:30 – 11:15	Eco Domus – Certification of Eco-Friendly Accommodation Dimension: Social Dom Obrtnika Poreč Partizanska ulica 5A, 42 440 Poreč, Croatia	Mr Davor DOBRILA Senior Associate for EU Projects Administrative Department for Tourism of Istrian Region

11:15 – 12:15	<p>Indicators of Sustainable Tourism – The Case of Istria (Croatia)</p> <p>Dimension: Social</p> <p>Dom Obrtnika Poreč</p>	<p>Ms Kristina BRŠČIĆ Head of Department of Tourism & Local Coordinator of the MITOMED+ Project Institute of Agriculture and Tourism in Poreč</p> <p>Ms Danijela POLJUHA Genetic Laboratory Head & Associate of the MITOMED+ Project Institute of Agriculture of Agriculture and Tourism in Poreč</p>
12:15 – 13:00	<p>“Green Beach Model“</p> <p>Dimension: Social</p> <p>Dom Obrtnika Poreč</p>	<p>Ms Tina ŠUGAR Associate of the MITOMED+ Project Institute of Agriculture and Tourism in Poreč</p>
13:00 – 14:30	<p>Lunch</p> <p>Dom Obrtnika Poreč</p>	
14:30 – 16:30	<p>Visit to the City of Poreč</p> <p>Dimension: Social</p>	
16:30 – 18:00	<p>Study Visit to the Green Beach “Gradsko Kupalište“</p> <p>Dimension: Social</p>	
18:00 – 19:00	<p>Dinner</p> <p>Dom Obrtnika Poreč</p>	
19:30 – 23:30	<p>Transfer to Zagreb</p>	
23:30 – 00:00	<p>Check-in to Accommodation</p> <p>Chillout Hostel Tomićeva ul. 5A, 10000 Zagreb, Croatia</p>	

Tuesday, 18 September 2018

07:00 – 08:30	Breakfast	
08:30 – 09:00	Transfer to Edward Bernays University College	

09:00 – 09:45	<p>UNESCO Intangible Heritage in Croatia</p> <p>Dimension: Social</p> <p>Edward Bernays University College Ratkajev pro. 8, 10000 Zagreb, Croatia</p>	<p>Dr Romana LEKIĆ Assistant to the Dean Edward Bernays University College</p>
09:45 – 10:00	<p>Break</p>	
10:00 – 10:45	<p>The Mediterranean Story of the Adriatic Sea</p> <p>Dimension: Social</p> <p>Edward Bernays University College</p>	<p>Dr Romana LEKIĆ Assistant to the Dean Edward Bernays University College</p>
10:45 – 11:00	<p>Break</p>	
11:00 – 11:45	<p>Cultural Sustainable Tourism in Croatia</p> <p>Dimension: Social</p> <p>Edward Bernays University College</p>	<p>Dr Romana LEKIĆ Assistant to the Dean Edward Bernays University College</p>
12:00 – 13:00	<p>Call with ASEFSU22 Challenge Host: Hostelling International</p> <p>Edward Bernays University College</p>	
13:00 – 14:30	<p>Lunch</p> <p>CENTRO Trg Drage Iblera 10, 10000 Zagreb, Croatia</p>	
14:30 – 17:30	<p>Challenge Work</p> <p>Edward Bernays University College</p>	
18:00 – 21:00	<p>City Tour</p> <p>Tourist Information Centre Ban Jelacic Square, Trg bana J. Jelačića 11, 10000 Zagreb, Croatia</p>	<p>Guides:</p> <p>Ms Samia ZITOUNI</p> <p>Ms Doris KUNKERA</p> <p>Mr Martin MUHEK</p>

Wednesday, 19 September 2018

07:30 – 08:30	Breakfast	
08:30 – 09:00	Transfer to Algebra University College	
09:00 – 09:30	Zagreb Welcome Algebra LAB Algebra University College Ilica 242, 10000 Zagreb, Croatia	Assistant Professor Mislav BALKOVIĆ Dean Algebra University Colleague Ms Sandra BEZJAK Assistant Director for Higher Education Agency for Science and Higher Education Ms Leonie NAGARAJAN Director, Education Department Asia-Europe Foundation (ASEF)
09:30 – 10:30	Artificial Intelligence Dimension: Environmental Algebra LAB Algebra University College	Assistant Professor Leo MRŠIĆ Vice Dean for Research and Development Algebra LAB Director Algebra University Colleague Dr Maja BRKLJAČIĆ Business Development Manager Algebra LAB Algebra University Colleague
10:30 – 11:00	Break	
11:00 – 12:30	Blockchain-based Services Dimension: Environmental Algebra LAB Algebra University College	Assistant Professor Leo MRŠIĆ Vice Dean for Research and Development Algebra LAB Director Algebra University Colleague Dr Maja BRKLJAČIĆ Business Development Manager, Algebra LAB, Algebra University Colleague
12:30 – 14:00	Lunch Algebra LAB Algebra University College	
14:00 – 15:00	Mid-way Reflection Edward Bernays University College	

15:00 – 18:00	Challenge Work Algebra LAB Algebra University College	
18:30 – 20:00	Dinner Pivana Ilica 222, 10000 Zagreb	
20:00 – 20:30	Transfer to Chillout Hostel	

Thursday, 20 September 2018

07:30 – 08:30	Breakfast	
08:30 – 09:00	Transfer to Algebra University College	
09:00 – 10:30	Advanced Visualisation Dimension: Environmental Algebra LAB Algebra University College	Mr Zdravko KUNIĆ Data Science Consultant, Algebra LAB Algebra University Colleague
10:30 – 11:00	Break	
11:00 – 12:30	HR Powered by Digital Technologies Dimension: Environmental Algebra LAB Algebra University College	Mr Hrvoje JERKOVIĆ Senior Data Scientist, Algebra LAB Algebra University Colleague
12:30 – 14:00	Lunch Algebra LAB Algebra University College	
14:00 – 18:00	Challenge Work Algebra LAB Algebra University College	
18:30 – 20:00	Dinner Pivana	

20:00 – 20:30	Transfer to Chillout Hostel	
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Friday, 21 September 2018

08:00 – 09:30	Breakfast	
09:30 – 10:00	Transfer to Edward Bernays University College	
10:00 – 10:30	Introduction to the Croatian National Tourist Board Edward Bernays University College	Ms Marina ŠIMUN Head, International Cooperation Department Croatian National Tourist Board
10:30 – 11:15	Tourism as a Mean of Transforming the Local Community Edward Bernays University College	Mr Igor MACAN Head, Administrative Department Municipality of Svetvinčenat
11:15 – 12:00	Green Key and Blue Flag – FEE Programmes in Croatia Edward Bernays University College	Mr Josip GREGAC Expert Associate Association "Lijepa Naša"
12:30 – 13:30	Lunch CENTRO	
13:30 – 14:00	Transfer to the Ministry of Foreign and European Affairs of the Republic of Croatia	
14:30 – 15:30	Reception at the Ministry of Foreign and European Affairs of the Republic of Croatia Ministry of Foreign and European Affairs of the Republic of Croatia Trg Nikole Šubića Zrinskog 7-8, 10000 Zagreb, Croatia	Hosted by: Mr Ivan-Velimir STARCEVIC ASEM Senior Official for Croatia
16:00 – 17:00	Introduction to the Association of Employers in Croatian Hospitality (UPUHH) The Westin Zagreb 1 Kršnjavoga, 10000 Zagreb, Croatia	Ms Iva BAHUNEK CEO Association of Employers in Croatian Hospitality (UPUHH)
20:30 – 21:00	Transfer to Chillout Hostel	

Saturday, 22 September 2018

07:00 – 08:00	Breakfast	
08:00 – 09:00	Transfer to Algebra University College	
09:00 – 12:00	Challenge Work Algebra LAB Algebra University College	
12:30 – 14:00	Lunch	
14:00 – 14:40	Showtime: Presentation of the ASEFSU22 Challenge Proposals Algebra LAB Algebra University College	ASEFSU22 Challenge Teams: 1. Team Dubrovnik 2. Team Hvar 3. Team Split 4. Team Zadar
14:40 – 14:50	Break	
14:50 – 15:30	Showtime: Presentation of the ASEFSU22 Challenge Proposals Algebra LAB Algebra University College	ASEFSU22 Challenge Teams: 5. Team Celje 6. Team Izola 7. Team Maribor 8. Team Ptuj
15:30 – 16:45	Break	
16:45 – 17:15	ASEF Reimbursement Process Algebra LAB Algebra University College	Mr Akhil THOMAS Project Coordinator Asia-Europe Foundation (ASEF) Mr Andy CHAN Project Coordinator Asia-Europe Foundation (ASEF)
17:15 – 18:15	Feedback & Evaluation Algebra LAB Algebra University College	Ms Leonie NAGARAJAN Director, Education Department Asia-Europe Foundation (ASEF) Mr Oscar BOIJE Project Coordinator Asia-Europe Foundation (ASEF)

18:30 – 20:00	"Farewell Croatia!" Dinner Kaptolska Klet Kaptol ul. 5, 10000 Zagreb, Croatia	
20:00 – 20:30	Transfer to Chillout Hostel	

Sunday, 23 September 2018

05:30 – 06:00	Check out from Accommodation	
07:00 – 09:30	Transfer to Ljubljana	

End of Project

ORGANISERS OF THE ASEFSU22

Asia-Europe Foundation (ASEF)

The Asia-Europe Foundation (ASEF) promotes understanding, strengthens relationships and facilitates cooperation among the people, institutions and organisations of Asia and Europe. ASEF enhances dialogue, enables exchanges and encourages collaboration across the thematic areas of culture, education, governance, sustainable development, economy and public health.

ASEF is an intergovernmental not-for-profit organisation located in Singapore. Founded in 1997, it is the only institution of the Asia-Europe Meeting (ASEM).

ASEF runs more than 25 projects a year, consisting of around 100 activities, mainly conferences, seminars, workshops, lectures, publications, and online platforms, together with about 125 partner organisations. Each year over 3,000 Asians and Europeans participate in ASEF's activities, and much wider audiences are reached through its various events, networks, and web-portals.

For more information, please visit the [website of the Asia-Europe Foundation \(ASEF\)](#).

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Algebra University College (Croatia)

Algebra University College carries out undergraduate and graduate studies in Computer Engineering, Multimedia Computing and Digital Marketing, and since 2016 the only e-Leadership MBA program in Croatia. The University's mission is to create opportunities for Croatian and international students to acquire excellent skills and knowledge as well as build globally competitive careers in digital technologies.

The University's overall approach to education and quality has been recognised by the national higher education regulatory agency of Croatia (ASHE) where the University is ranked 1st among all Universities of Applied Sciences in respect to quality assurance as well as the quality of overall educational process. In mid-2014, Microsoft declared Algebra the world's educational partner of the year, and the University is the only institution in Croatia that has met the quality criteria of the Dutch-Flemish accreditation agency - NVAO.

For more information, please visit the website of [Algebra University College](#).

Edward Bernays University College (Croatia)

Edward Bernays University College is a unique higher education institution offering the most innovative communications and tourism study programmes in Central and East Europe. The communications study programmes, Communication Management at the undergraduate level and Public Relations Management at the graduate level, and the tourism study programmes, Tourist Destination Management and Marketing at the undergraduate level and Experience Management in Tourism at the graduate level, bear the strong seal of dual education, allowing students to begin their careers in the business and tourism sectors already during their studies. The successful higher education model that students undergo from beginning to end of their studies is confirmed by the fact that a fifth of Bernays students are hired already during their studies.

By combining academic knowledge with practical skills, students master all areas of communication and tourism management, while students have the opportunity to gain the necessary knowledge for the real sector through partnerships with the leading PR agencies, companies and institutions, tourist destinations, global hotel chains, event management companies and occupational organisations from communications and tourism.

For more information, please visit the website of [Edward Bernays University College](#).

Institute of Agriculture and Tourism in Poreč (Croatia)

The Institute of Agriculture and Tourism in Poreč is a public scientific institute which operates under the authority of the Ministry of Science and Education of the Republic of Croatia. With a more than 140-year long tradition, the basic commitment of the Institute has been to perform applied scientific research with the aim to solve actual problems in agriculture and to define points of rural development. In the last 29 years the activities have been widened by research in the domain of tourism.

The Institute has three departments: Department of Agriculture and Nutrition, Department of Economics and Agriculture Development and Department of Tourism. Its research activities are

mostly oriented to viticulture, olive growing, olive oil investigation, vegetable growing, agro-food products development, ecology, sustainable tourism, protected area management, agricultural economics and organisation of the agriculture and the food system and rural development. The Institute actively collaborates with local authorities, educational institutions and related entities, particularly on raising public interest in sustainable tourism.

For more information, please visit the website of [Institute of Agriculture and Tourism in Poreč](#).

University of Ljubljana – Faculty of Economics (Slovenia)

University of Ljubljana is the oldest and largest higher education and scientific research institution in Slovenia. It has more than 40,000 undergraduate and postgraduate students and employs approximately 5,600 higher education teachers, researchers, assistants and administrative staff in 23 faculties and 3 arts academies.

The University of Ljubljana is renowned for its quality social and natural sciences and technical study programmes, structured in accordance with the Bologna Declaration. The University is listed amongst the top 500 universities in the world according to the ARWU Shanghai, Times THES-QS and WEBOMETRICS rankings.

For more information, please visit the website of the [University of Ljubljana](#).

University of Primorska – Faculty of Tourism Studies (Slovenia)

The Faculty of Tourism Studies – Turistica is a member of the University of Primorska. It is the only faculty of tourism in Slovenia that offers multi-disciplinary teaching and research of tourism and educates HR for high-quality planning, management and an excellent tourism offer.

Turistica has been implementing the European vision of modern education in tourism for more than 20 years. The Faculty uses the knowledge in the field of economy, ecology and social sciences to direct tourism into sustainable development. Thus, Turistica contributes to the knowledge society, innovative solutions, sustainable development and cultural harmony. Turistica has study programmes on all three levels, with the doctoral study programme *Innovative Tourism* initiated in 2012. The integration into the international environment, which is one of Turistica's main goals, brings additional value to the improvement of the study methods, and the advancement in science and research.

For more information, please visit the website of the [University of Primorska](#).

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CROATIA

Ministry of Foreign and European Affairs of the Republic of Croatia

Website of the [Ministry of Foreign and European Affairs of the Republic of Croatia](#).

Croatian National Tourism Board

Website of the [Croatian National Tourism Board](#).

Administrative Department of Tourism of Istrian Region

Website of the [Administrative Department of Tourism of Istrian Region](#).

Association Lijepa Naša

Website of the [Association Lijepa Naša](#).

Association of Employers in Croatian Hospitality (UPUHH)

Website of the [Association of Employers in Croatian Hospitality \(UPUHH\)](#).

City of Poreč

Website of the [City of Poreč](#).

Tourism Association of Poreč

Website of the [Tourism Association of Poreč](#).

SLOVENIA

Ministry of Foreign Affairs of the Republic of Slovenia

Website of the [Ministry of Foreign Affairs of the Republic of Slovenia](#).

Slovenian Tourism Board

Website of the [Slovenian Tourism Board](#).

Alliance for Innovators and Researchers in Tourism and Hospitality (AIRTH)

Website of the [Alliance for Innovators and Researchers in Tourism and Hospitality \(AIRTH\)](#).

GoodPlace Slovenia

Website of [GoodPlace Slovenia](#).

INTERNATIONAL

Hostelling International

Website of [Hostelling International](#).

Urban Adventures

Website of [Urban Adventures](#).

Erasmus Student Network (ESN)

Website of the [Erasmus Student Network \(ESN\)](#).

European Students' Forum (AEGEE-Europe)

Website of the [European Students' Forum \(AEGEE-Europe\)](#).

European Students' Union (ESU)

Website of the [European Students' Union \(ESU\)](#).

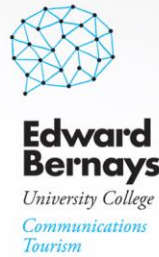
International Association of Political Science (IAPSS)

Website of the [International Association of Political Science \(IAPSS\)](#).

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HERMIT CRABS

Empty sea shells are a thing of natural beauty; more than souvenirs left behind by delicate creatures, these shells remind us of the ecosystem's sustainable design. For the hermit crab, reusing them is not only practical but also a lifestyle. Thus, the ASEFSU22 takes inspiration from this symbiosis in envisioning how the youth can transform the tourism industry by way of sustainable practices.