

ID: 2023-1-HU01-KA220-HED-000156471

Title: Improving the educational background of Green Tourism in higher Education by developing

Alternative educational materials and learning opportunities

Acronym: GreenTEA



Co-funded by
the European Union



15th May – Field visit

12:00	Departure by bus from Poreč
13:00 – 18:30	Visitation of National Park Brijuni*
19:00	Departure from Fažana

* packed lunch

16th of May - Field visit

8:00	Departure by bus from Poreč
09:00 – 11:00	Visit to Vrsar: collaboration of local stakeholders in a sustainable event organisation <i>Klara Trošt Lesić, PhD, Vrsar Tourist Board</i> <i>Tea Štifanić, Vrsar-Orsera municipality</i>
11:15	Departure by bus to Poreč
12:00 – 14:00	Wine tasting and wine tourism <i>Sanja Radeka, PhD, Institute of Agriculture and Tourism</i> <i>Anita Silvana Ilak Peršurić, PhD, Institute of Agriculture and Tourism</i>
14:00	Certification awards <i>Rita Domjänné Nyizsalovszki, PhD, Eszterházy Károly Catholic University</i>

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GreenTEA Summer school May 12th to 16th

Obrtnički dom, Partizanska 5a, Poreč, Croatia



Co-funded by
the European Union**12 May 2025 - First day - opening of summer course and first lesson**

9:00 – 9:30	Registration
9:30 – 10:00	Opening of the summer school <i>Kristina Brščić, PhD, Institute of Agriculture and Tourism</i> <i>Rita Domjáné Nyizsalovszki, PhD, Eszterházy Károly Catholic University</i>
THEORETICAL LESSONS Topic: Basics of green tourism	
10:00 – 10:45	The Impact of Global Climate Change on Tourism <i>Rita Domjáné Nyizsalovszki, PhD, habil, Eszterházy Károly Catholic University</i> The Effects of Climate Change on Winemaking and Wine Tourism. - Threats and opportunities of green tourism. <i>Tamás Várhelyi, PhD, Eszterházy Károly Catholic University</i>
10:45 – 11:00	Coffee break
11:00 – 11:45	Understanding Green Tourism: Definitions and Core Principles <i>Catarina Martins, PhD, Polytechnic Institute of Bragança</i>
11:45 – 12:00	Break
12:00 – 12:45	Code of Ethics in Green Tourism: An overview of principles and governance in the tourism sector <i>Márcio Martins, PhD, Polytechnic Institute of Bragança</i>
12:45 – 13:45	LUNCH
COLLABORATIVE SESSION Topic: Tourist behaviour and sustainability	
13:45 – 15:30	Sustainable behaviour of tourists - students' self-evaluation <i>Rita Domjáné Nyizsalovszki, PhD, Eszterházy Károly Catholic University</i> <i>Tamás Misik, PhD, Eszterházy Károly Catholic University</i> <i>Tamás Várhelyi, PhD, Eszterházy Károly Catholic University</i> <i>Ádám Novotny, PhD, Eszterházy Károly Catholic University</i>
16:00	Sightseeing of Poreč

Moderator: Ana Težak Damijanić, PhD

13 May 2025 – Second day

9:30 – 10:00	Registration
THEORETICAL LESSONS Topic: Green business in tourism	
10:00 – 10:45	Influencing sustainable behaviour with marketing and communications

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	<i>Emma Roinila, Satakunta University of Applied Sciences</i>
10:45 – 11:00	Coffee break
11:00 – 11:45	Positive strategies for sustainability marketing <i>Emma Roinila, Satakunta University of Applied Sciences</i>
11:45 – 12:00	Break
12:00 – 12:45	Environmental, Social and Governance Reporting: Concepts and Practical Applications <i>Domingos Pires, Portugal NTN</i>
12:45 – 13:45	LUNCH
COLLABORATIVE SESSION Topic: Marketing and sustainability	
13:45 – 15:30	Communicating ESG Reports Effectively: Integrating Sustainable Communication and Marketing <i>João Neves, Portugal NTN</i>

Moderator: Anita Silvana Ilak Peršurić, PhD

14 May 2025 – Third day

9:30 – 10:00	Registration
THEORETICAL LESSONS Topic: Green tourism governance	
10:00 – 10:45	Green destination management <i>Daniela Soldić Frleta, PhD, Faculty of Tourism and Hospitality Management</i>
10:45 – 11:00	Coffee break
11:00 – 11:45	Stakeholders in green tourism <i>Jelena Đurkin Badurina, PhD, Faculty of Tourism and Hospitality Management</i>
11:45 – 12:00	Break
12:00 – 12:45	Relationship between climate change, forests and tourism in Hungary. Multiple use of forest association near of famous Eger city. <i>Tamás Misik, PhD, Eszterházy Károly Catholic University</i>
12:45 – 13:45	LUNCH
COLLABORATIVE SESSION Topic: Eco-labels	
13:45 – 15:30	Decoding Tourism Labels: What Do They Really Mean? <i>Hana Paleka, PhD, Faculty of Tourism and Hospitality Management</i> <i>Milena Radošević, Aktivist</i>

Moderator: Erik Logar, PhD