



UNIVERSITY OF RIJEKA
FACULTY OF TOURISM AND
HOSPITALITY MANAGEMENT
OPATIJA, CROATIA

International
WEEK @FMTU
2nd edition

25 - 29 May, 2026 OPATIJA, CROATIA

PROGRAM OVERVIEW & DETAILS

in association with
28th International Congress
TOURISM AND HOSPITALITY INDUSTRY 2026
TRENDS AND CHALLENGES

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The Faculty of Tourism and Hospitality Management is pleased to welcome colleagues from partner universities across Europe to International Week 2026, taking place in the charming Adriatic town of Opatija, one of Croatia's most iconic destinations.

WHERE IS OPATIJA, CROATIA



Created as a collaborative platform for partner universities across Europe, International Week 2026 offers an enriching blend of academic dialogue, professional development, and cultural immersion. Through workshops, discussions, field experiences, and conference participation, the programme supports the continuous improvement of tourism and hospitality education on a global scale.

This five-day event is designed to encourage meaningful dialogue, inspire new ideas, and strengthen cooperation between higher education institutions involved in tourism and hospitality.

The programme brings together academic and administrative staff to share expertise, explore trends, and experience the unique hospitality of Opatija and the region.

Below you will find a detailed overview of the weekly programme.

WHO ARE WE



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WELCOME

DAY 1 – WELCOME & INTRODUCTION

Focus: Building connections and setting the foundations for the week.

The programme begins with participant registration and a welcome coffee in the faculty atrium, followed by the official opening session introducing the objectives of International Week and the importance of international cooperation in tourism and hospitality education.

The afternoon features interactive discussions on sustainable tourism development and the exchange of institutional best practices.

Participants are kindly invited to bring a non-perishable dessert from their home country to share during the programme.

EXPERIENCE FROM PREVIOUS EDITIONS

DAY 2 – KNOWLEDGE EXCHANGE & PRACTICAL INSIGHTS

Focus: Experiential learning through a study visit.

The day includes a study visit to Opatija – the cradle of tourism, offering an educational comparison between one of the town’s oldest historic hotels and a new contemporary hotel. Participants will gain insight into the evolution of hospitality, architectural heritage, and changing guest expectations.

A joint lunch at a local restaurant provides an opportunity for informal professional exchange and networking, followed by a relaxed social gathering open to all participants.

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DAY 3 – SITECON 2026 SCIENTIFIC CONFERENCE

Focus: Inclusive, accessible, and socially responsible tourism development.

Day 3 is dedicated to participation in the SITECON 2026 Scientific Conference: Shaping Inclusive Tourist Destinations & Societies, an international multidisciplinary event held in Opatija as the final conference of the SITE – Shaping Inclusive Tourist Experiences project, funded through the Interreg Italy–Croatia 2021–2027 programme.

The conference explores the transformative role of tourism in fostering inclusion, accessibility, equity, and universal design, focusing on how destinations can respond to the needs of diverse travellers, including persons with disabilities, older adults, families, and all visitors who benefit from accessible environments.

Participation is free of charge, with two possible modes:

- participation with presentation (abstract, full paper, best practice, case study, or project), or
- participation as an attendee (without presentation).

All presented contributions will be published in the conference proceedings (digital format, ISBN), and presenters will receive a certificate of presentation.

REGISTRATION AND APPLICATION FORM

(please note that the number of participants is limited)

Important dates:

- Submission of abstracts / ideas / projects / best practices for presentation: **30 January 2026**
- Acceptance notification: **15 February 2026**
- Registration as conference attendee (without presentation): **1 April 2026**
- Submission of contributions for publication in the proceedings: **20 May 2026**
- Publication of conference proceedings: **June / July 2026**

The conference offers a unique opportunity to exchange ideas, establish meaningful professional connections, and actively contribute to shaping a more inclusive and resilient future of tourism.

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28TH INTERNATIONAL CONGRESS TOURISM AND HOSPITALITY INDUSTRY 2026 TRENDS AND CHALLENGES OPATIJA, 27 TO 29 MAY 2026

The Tourism & Hospitality Industry (THI2026) International Congress is a prestigious multidisciplinary event with a long-standing tradition of bringing together academics, industry professionals, and policy makers to explore innovative solutions for the development of tourism and hospitality.

Organised by the Faculty of Tourism and Hospitality Management, University of Rijeka, in partnership with the Rosen College of Hospitality Management, University of Central Florida, the congress provides a platform for knowledge exchange, research dissemination, and international collaboration.

Why attend?

High-profile international keynote speakers

Opportunity to present and publish research in the congress proceedings

Networking with scholars and tourism professionals worldwide

Hosted in Opatija, one of Europe's historic tourism destinations

Keynote Speakers



SARA DOLNICAR

(University of Queensland, Australia)



NANCY MCGEHEE

(Virginia Tech, USA)



ALAN FYALL

(University of Central Florida, USA)

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Day 4 & Day 5 – THI2026 Conference Programme

Focus: **Research exchange, thematic sessions, and international collaboration.**

Days 4 and 5 are dedicated to participation in the THI2026 International Congress, featuring parallel thematic sessions, research presentations, and panel discussions addressing current trends, challenges, and innovations in tourism and hospitality.

Participants will engage in academic dialogue and professional exchange with researchers and practitioners from around the world, gaining insight into international perspectives and applied industry practices. The programme also provides ample opportunities for networking during session breaks and informal meetings.

The congress concludes with a synthesis of key outcomes, reflections on future research directions, and the strengthening of international cooperation in tourism and hospitality education.

MORE ABOUT

28TH INTERNATIONAL CONGRESS THI2026

TRENDS AND CHALLENGES



PARTICIPATION FEES

International Week participants (attendance only): free of charge
(Gala dinner available for an additional fee)

Participants with paper presentation (gala dinner included):

Presenting authors: **400 €**

PhD students: **300 €**

Accompanying persons: **250 €** (All fees include VAT)

We look forward to welcoming you to THI2026 in Opatija.



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We look forward to meeting colleagues from around the world and creating new connections that enrich us all.

Your participation makes International Week 2026 truly special.

REGISTER NOW



**AND ALLOW US TO WELCOME
YOU TO OPATIJA.**