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**T4EU week courses**



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**b y n d**

# Collaborative Innovation and Design of Solutions in Tourism

Students will be involved in solving real-world challenges through a structured three-step approach that includes online preparation, live sessions at the University of Primorska, Slovenia, and completion of the final project.

The interactive course combines research, practical problem solving and international collaboration and is tailored for students who want to make a tangible impact on local and global challenges. Students may propose their own challenges or select them from a list provided by industry challengers. The challenges can be digital, analog, technological, non-technological, business-oriented, community-oriented or environment-oriented.

The course builds on the experience of the innovative approach of the UP FTS sTOUdio Turistica 2019-2023 pilot project in the field of tourism education and development (more info: [SLO/ENG](#)). The UP FTS sTOUdio Turistica project built a bridge between science, industry and the challenges of real life. It was recognized for its impact and creativity as one of the 13 selected projects funded in the Google.org Impact Challenge (2021) among more than 800 applicants in Central and Eastern Europe.

**LANGUAGE:** English

**ECTS:** 3

**Max. participants:** no limit

**CONTACT:** [dejan.krizaj@fts.upr.si](mailto:dejan.krizaj@fts.upr.si)



**GREEN, DIGITAL & INCLUSIVE**  
University of Primorska  
ZELENA, DIGITALNA IN VKLJUČUJOČA  
Univerza na Primorskem  
VERDE, DIGITALE E INCLUSIVA  
Università del Litorale

**Tourism and Hospitality - studying tourism management, hospitality, or related fields, seeking practical, real-world experience in area of study (BSC, MSC, PhD).**

# Collaborative Innovation and Design of Solutions in Tourism

**In the three-phase course, we simulate the unique sTOUdio environment and provide students with a platform for hands-on, real-life projects that develop their skills in analytics, consulting and innovation in a dynamic and collaborative environment.**

## ● Phase 1: Online Preparation

- Duration: February - May 2024
- Activities: Select and research a challenge. Collect and analyze academic and professional literature, and best practice examples. Forming groups.
- Deliverable: Detailed group research report on the selected challenge.

## Phase 2: Live Sessions in Slovenia

- Duration: May 20 – May 24, 2024
- Activities: Present initial research and proposed solutions. Participate in workshops and individual mentorship sessions.
- Focus: Deepening understanding of the challenge and refining solution approaches.

## Phase 3: Online Completion

- Duration: June 2024
- Activities: Finalize the solution, prepare a comprehensive report and a pitch presentation.
- Deliverable: Final group report detailing research, proposed solutions, and steps for problem-solving.

## Learning Outcomes

- Develop critical thinking and problem-solving skills.
- Gain in-depth knowledge of specific tourism challenges.
- Enhance research and presentation abilities.
- Collaborate internationally and receive expert mentorship..

# Collaborative Innovation and Design of Solutions in Tourism



**Assoc. Prof. Dr.  
Dejan Križaj**

University of Primorska

Dejan Križaj is an experienced innovator and educator with a master's degree in mechatronics and a PhD in innovation in the service and travel sector. Dejan Križaj has dedicated his career to promoting multidisciplinary research and development, mentoring and leadership in the digitalization of the service and travel industry. He co-founded a company specializing in interdisciplinary new product development for Slovenian and international companies and was the founding mentor of a socially responsible travel startup that was acquired by an international organization. Dejan Križaj is committed to supporting R&D initiatives and collaborations around the world, as evidenced by his participation as an organizer and mentor at several startup weekends and hackathons. His contributions in this field have been recognized by awards and recognitions from prestigious organizations such as the UN WTO, the EU Commission and Google. Dejan Križaj's expertise is frequently sought in national innovation award and grant juries of the Ministry of Economy and the Slovenian Tourist Board. He is Vice Dean for Internationalisation and Global Initiatives at UP FTŠ Turistica – Faculty of Tourism Studies.

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