

# International Carnival School **INCASO** **2024**



**February 5th – 12th, 2024**  
**Rijeka, Croatia**

**International Carnival School (INCASO)** is an international student program in Tourism, Marketing and Entrepreneurship held during the carnival festivities in Rijeka, Croatia.

INCASO is organised by **PAR University of Applied Sciences** in **Rijeka, Croatia**, and was designed to develop students' entrepreneurial and creative thinking skills, offering a unique opportunity for cultural immersion.

The program is delivered in English and includes workshops, lectures, site-specific project work, company visits, and participation in one of the world's biggest international carnival parades.



# WHY CROATIA?

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Located at the crossroads of Central and Southeast Europe, Croatia is known for unforgettable landscapes – the Adriatic coast with over 1000 islands, the Plitvice Lakes, the walled city of Dubrovnik, the majestic Velebit Mountain, and many more.

Beyond its natural wonders, Croatia boasts top athletes (some of whom are PAR alumni!), world-class innovators, warm and welcoming locals, and last but not least, some of the best cuisine you'll ever have the pleasure to try. It is the Mediterranean after all!

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# HOW TO REACH US

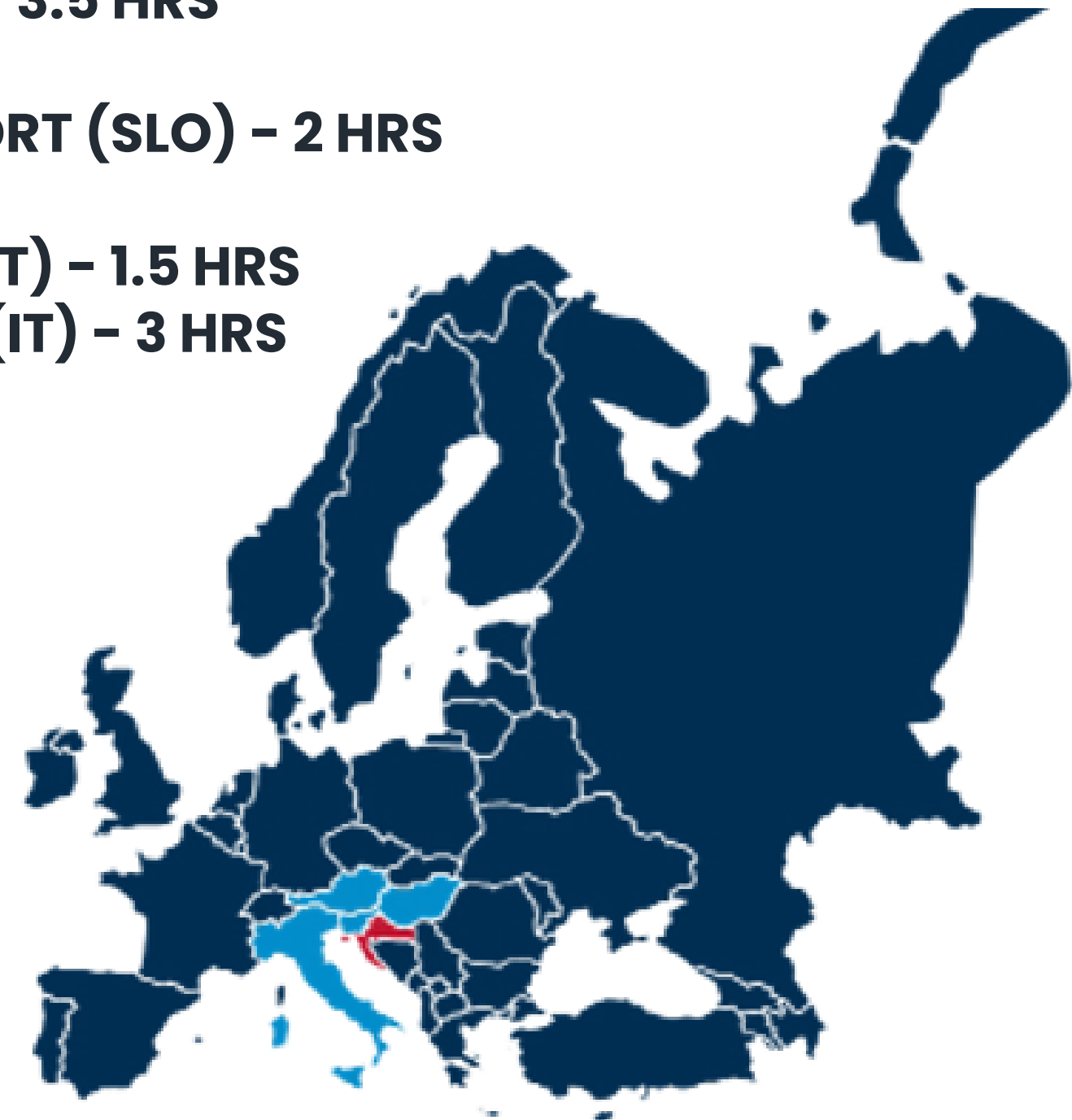


## DISTANCE FROM CLOSEST AIRPORTS – BY CAR/BUS

25 KM TO **RIJEKA** AIRPORT – 30 MINS  
105 KM TO **PULA** AIRPORT – 1.5 HRS  
170 KM TO **ZAGREB** AIRPORT – 2 HRS  
290 KM TO **ZADAR** AIRPORT – 3.5 HRS

135 KM TO **LJUBLJANA** AIRPORT (SLO) – 2 HRS

111 KM TO **TRIESTE** AIRPORT (IT) – 1.5 HRS  
220 KM TO **VENICE** AIRPORT (IT) – 3 HRS







# WELCOME TO RIJEKA!

Situated on the northern Adriatic coast, Rijeka is the biggest seaport and the third largest city in Croatia.

Vibrant and abundant in cultural and historical heritage, Rijeka was declared the **European Capital of Culture in 2020** and bears the title of the Port of Diversity. From its captivating history to its stunning coastal landscapes, Rijeka offers an unforgettable journey of discovery.



# RIJEKA CARNIVAL



Rijeka hosts one of the biggest carnivals in the world – the **Rijeka International Carnival Parade!** Year after year, the city's biggest tourist event draws over 150.000 spectators, with over **10.000 participants** joining the festivities in themed costumed groups. The carnival is a beloved tradition which is so ingrained in the local culture, it is even known as the *fifth season of the year*.

PAR students and staff traditionally join the carnival parade as a group, together with all INCASO participants. Join us and experience this unique event held under the slogan – *be what you want to be!*





# PROJECT CHALLENGE

Our International Carnival School empowers students to expand the festive atmosphere beyond the city streets. You will work in teams to develop **an idea for a tourism business, product or service** related to the city carnival. Explore how to infuse the vibrant carnival theme into everyday activities, adding a new dimension to our city's celebration.

Together, we're **redefining the carnival experience**, making it richer, more diverse, and even more unforgettable. On Day 5 of the program, teams will pitch their project ideas to a jury of experts that will select the winning project.



## PROGRAM TOPICS

Carnival Tradition, Entrepreneurship,  
Sustainable Tourism, Design Thinking,  
Team Management, Project Development



# WHO IS ELIGIBLE?

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INCASO was designed to feature a diverse group of motivated and proactive students from different social sciences and humanities backgrounds. The INCASO program is primarily intended for tourism, marketing, entrepreneurship, business management and heritage management students. However, we are open to accepting applications from students interested in **interdisciplinary approaches** from other disciplines.

The program is fully **delivered in English**. Intermediate knowledge of English (B2 level) is mandatory for participation.



## CREDITS

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At the end of the program, students are awarded **4 ECTS** points and receive a certificate of completion together with a Transcript of Records.



TIME	MON 5/2	TUE 6/2	WED 7/2	THU 8/2	FRI 9/2	SAT 10/2	SUN 11/2	MON 12/2
11:00 – 14:00	Arrival to Rijeka	Cultural activities	Cultural activities	Cultural activities	Group work	Field trip	Carnival	Collecting certificates * Departure
14:00 – 16:00		Lunch * Free time	Lunch * Free time	Lunch * Free time	Lunch * Free time			
16:00 – 18:00		Lectures	Lectures * Group work	Lectures * Group work	Final presentations			
18:00 – 20:00	Welcome + Introduction							



# TUITION FEE

Program fee: **400 EUR**

Included:

- Lecturers and learning materials
- Workshops
- Lunch (Tuesday – Friday)
- Guided tours and tickets to cultural venues
- Weekly bus pass
- Field trip
- Costume for the carnival parade
- Transcript of Records and Certificate of Completion

Tuition fee with included accommodation: **700 EUR**

- all of the above + accommodation with breakfast (student hostel)



## HOW TO APPLY?

Applications are submitted through the contact form at the INCASO website: [incaso.par.hr](https://incaso.par.hr)

Application deadline: **January 15th, 2024**



# WHAT'S NEXT?

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**1** Our team will **review your application** and get back to you via email regarding the next steps.

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**2** You will receive an **infopack** with program guidelines, more information about the activities and lecturers by January 20th. We will also include tips about what to see and do in Rijeka!

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**3** You will receive an **invoice** for the program via email. Payment must be submitted before the start of the program, by January 22nd at the latest.

**4** You will receive a detailed **timetable** by January 29th.

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INCASO kicks off in Rijeka on Monday, February 5th with an **introduction** in the late afternoon. You will

**5** **meet your team**, learn more about the program schedule, and get introduced to the project assignment you will be working on throughout the week.

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**6** You will get to explore Rijeka and its surroundings, meet local innovators, work with your team and present your project idea to a jury on Friday!





## PAR UNIVERSITY OF APPLIED SCIENCES

Located in the center of Rijeka, PAR is a private **higher education institution** which offers undergraduate and graduate degrees, as well as a variety of short international courses and lifelong learning programs. PAR is also a member of the European Alliance for Dual Education **EU4Dual** which advocates close collaboration between students, academics and business stakeholders to help Europe address major societal challenges.



# CONTACT US

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# WE CANNOT WAIT TO SEE YOU IN RIJEKA!

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