

# STUDENT HANDBOOK



FACULTY OF TOURISM AND  
HOSPITALITY MANAGEMENT  
OPATIJA, CROATIA



# STUDENT INNOVATION COMPETITION

IFITT is the leading independent global community for the discussion, exchange and development of knowledge about the use and impact of new information and communication technologies (ICT) in the travel and tourism industry and experience.

IFITT actively supports the organization of innovation competitions that deal with topics related to Information and Communication Technologies in a travel, tourism, leisure, hospitality and/or events context – eTourism.

Within this topical context the main objectives of the IFITTtalk innovation competitions is to spark conversations, introduce new approaches, network and transfer knowledge between academia and the industry.



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# IFITTtalk



This year's topic

***THE FUTURE  
IS NOW:  
TECHNOLOGY  
NEEDS OF  
HILTON***



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# Think about:

1. What trends will shape the future of the hospitality?
2. What new and unique technologies should Hilton adopt in the future?
3. How could technologies be used for better internal and external communication?
4. Will these technologies make the guest experience more enjoyable?
5. Will these technologies help Hilton team members to be more productive?
6. Would it be possible to implement these technologies across multiple Hilton brands and properties?
7. Do your solutions fit with Hilton's existing strategies and goals?
8. How can Hilton implement your solution?
9. How can Hilton gain the competitive advantages over its rivals through new technologies?



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**IFIT**talk



# 1

Register [here](#)  
and submit your written  
proposal, mood board and  
motivation for participation.

**Deadline 1 August 2023**

# 2

Final solution including - details of project  
idea (why, what, benefits, feasibility),  
implementation plan (how), used  
resources. Send Final solution to  
[ifitt.talk@fthm.hr](mailto:ifitt.talk@fthm.hr)

**Deadline 15 September 2023**

# 3

Come to Opatija and present your  
innovative solution in 10 minutes to  
the jury. The presentation will be  
followed by discussion.

After deliberation, we will announce  
the 2023 Winners!

**7 October 2023**



Write your **proposal** (up to 1000 words) with following components:

- *problem statement*
- *existing solutions*
- *proposed innovation*

Create **mood board** by highlighting various different elements of your proposal that will provide a holistic and visual overview of your solution

Tell us what motivated you to participate in the student competition.

Send us a copy of your **student ID card** or certificate of your student status.

Register and upload all the documents through the [Registration Form](#)

**DEADLINE 1 AUGUST 2023**



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## Submit final solution up to 8 pages that includes:

- problem statement
- details of final solution (why, what, benefits, feasibility)
- implementation plan (time and budget)
- used resources





3



Source: Fiuman.hr

Proudly present your solution on the event IFITTtalk@Opatija that will take place on 7th October 2023 at the Faculty of Tourism and Hospitality Management

Prepare a 10 minute presentation of your solution in a creative and free style.

You will receive valuable feedback from the jury that consists of 3 IFITT members and 3 Hilton employees (managers involved in technology implementation, operations and guest experience).





# Conditions of participation

## In possession of a valid email address

To be updated all along the process!



## Form a group of 3 students

Students do not have to be from the same higher educational institution.

Aged from 18 to 30 at the time of registration.

## Be enrolled in a post-secondary institution of higher education

In possession of a valid 2023 student ID card/certificate of student status.



## Students cannot be:

Employees, apprentices, trainees, and/or interns working in Hilton Rijeka Costabella Beach Resort & Spa

## Official language

The proposal and the final solution as well as the final presentation must be written in English.





# Judging criteria

1. Originality of idea
2. Project feasibility
3. Solution appropriate to Hilton
4. Implementation plan
5. Quality of written solution and presentation
6. Team spirit & motivation





# Your benefits of participation

- present to Hilton and IFITT experts
- deliver original solution and add value to your CV
- get to know Hilton brand
- learn more about new technology in hospitality
- influence the future of hospitality
- network with students and industry experts
- get out of the box, expand your knowledge & develop new skills







# Hilton Rijeka Costabella Beach Resort & Spa awards



**First place:** 2 nights for 3 people in Rijeka Costabella Beach Resort & Spa



**Second place:** 1 night for 3 people in Rijeka Costabella Beach Resort & Spa



**Third place:** 1 day for 3 people in Eforea Spa





# ADVICE

**Be sure to get to know Hilton brand!**

All necessary information are available on their website.

Some useful websites:

<https://www.hilton.com/en/hotels/rjkochi-hilton-rijeka-costabella-beach-resort-and-spa/>

<https://esg.hilton.com/>

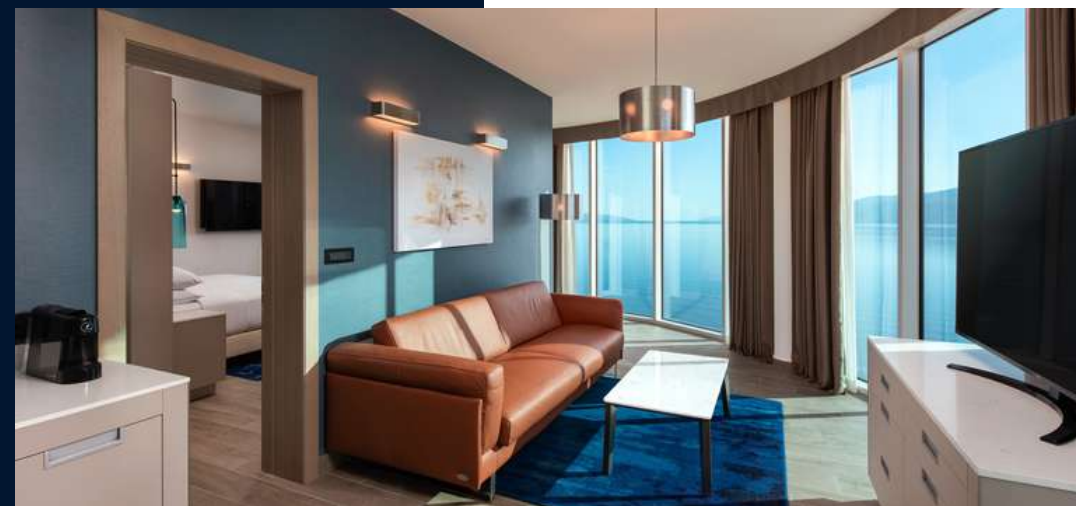
<https://www.hilton.com/en/corporate/>

<https://stories.hilton.com/2023trends>

<https://stories.hilton.com/category/innovation>



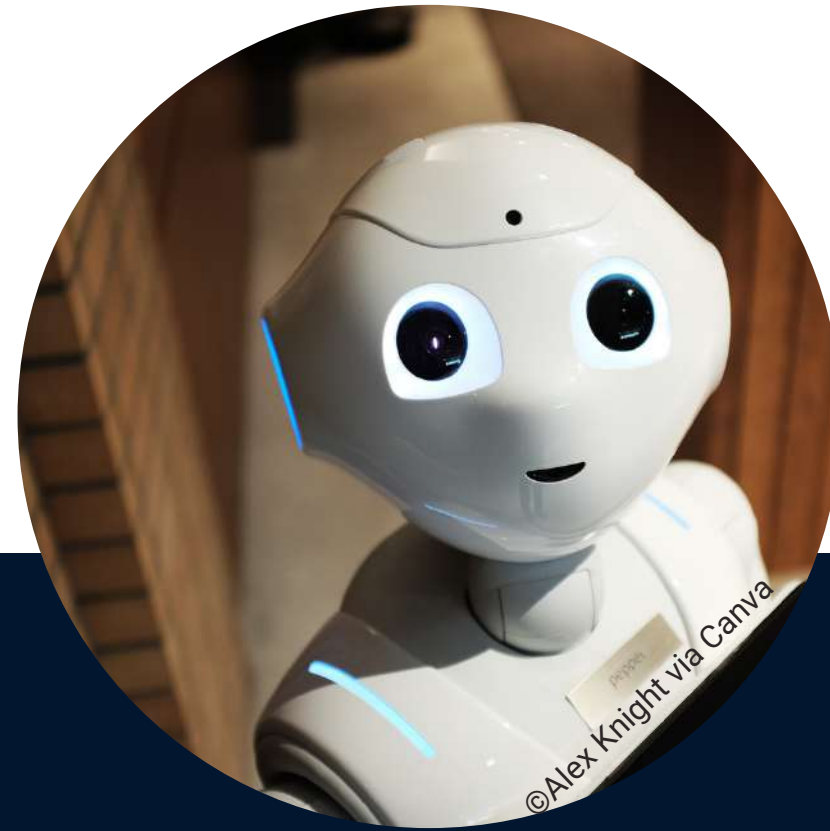
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# ADVICES

Be creative, but don't forget that your idea needs to be easily adapted within a property environment.



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# Final words



1

Think out of the box and deliver an original solution that will impress the jury.

2

Keep in mind that your solution must improve at least one business segment with new technology. Focus on either consumers, employees or one of the business processes.

3

Use all available resources and don't be afraid to conduct research.

4

Show your curiosity and your skills, because this could be a unique opportunity and a good starting point for your career.

**HAVE FUN & GOOD LUCK!**





UNIVERSITY OF RIJKA UNIVERSITY OF RIJKA  
FACULTET ZA MENADŽMENT U TURIZMU I UGOSTITELJSTVU  
FACULTY OF TOURISM AND HOSPITALITY MANAGEMENT  
OPATIJA, HRVATSKA CROATIA



**IFITT**talk



**Hilton**

RIJEKA COSTABELLA BEACH  
RESORT & SPA

Faculty of Tourism and Hospitality Management

University of Rijeka

Primorska 46, 51410 Opatija

[ifitt.talk@fthm.hr](mailto:ifitt.talk@fthm.hr)



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