

SUMMER SCHOOL OF GOOD STORIES: LITERARY, FILM AND WINE TOURISM

(Dates of the Physical Part: 23 August–29 August 2026

End date of the virtual component: 31 August 2026

BIP ID: 2025-1-SI01-KA131-HED-000323554-9)

Students receive 79 euros per day + travel expenses according to the Erasmus scheme

APPLICATION EMAIL: tomi.spindler@um.si & jasna.potocnik1@um.si

Dive into a unique blend of literary, film, and wine tourism at the *Summer School of Good Stories*, taking place 23–29 August 2026 at the University of Maribor, Faculty of Tourism in Brežice.

This is not just a summer school — it is an immersive cultural experience. You'll study storytelling, film, travel writing, and wine culture right in the heart of a charming local community, where a vibrant film festival, open-air concerts, and the height of summer energy unfold all around you.

Explore castles, meet filmmakers, taste local wines, walk literary trails, and create your own tourism stories — all while enjoying the lively pulse of Brežice in August.

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**Apply now and be part of a summer you'll never forget.
We look forward to welcoming you to Brežice!**



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SUMMER SCHOOL TIMETABLE

Introduction – Thursday, 20 August 2026 – Virtual Activity Only

Virtual meeting with participants

09:00–14:00 Virtual presentation of the Summer School and its objectives; online introduction of participants

Day 1 – Sunday, 23 August 2026

Welcome and introduction to the Summer School

- **15:00–16:00** Participant registration and welcome pack
- **16:00–16:30** Opening addresses (University of Maribor, Faculty of Tourism; organisers of the European Film Festival (Vice-Mayor of the Municipality of Brežice; Mojca Florjanič and founder of the European Film Festival Dr. Aleš Pavlin; journalists), media invited
- **16:30–17:30** Lecture: *“Tourism as Narrative: The Power of Story in Interpreting Place, or When Literature, Film and Wine Meet”*
(Prof. Dr Jasna Potočnik Topler)
- **17:45–18:45** Virtual lecture: *Travel Writing and Storytelling – Introduction and Guidelines for the First Assignment*
(Dr Charlie Mansfield)
- **19:00–19:30** Brežice – The Destination of Youth, Culture, and Stories (Katja Čanžar and ZPTM Team, MC Brežice)
- **19:30 – 22:00** Welcome reception and welcome party (at MC Brežice)

Day 2 – Monday, 24 August 2026

Literary Tourism and Stories of Place

- **09:00–10:30** Lecture: *“Literary Tourism: From Writers to Literary Trails”*
(Prof. Dr Jasna Potočnik Topler, FT UM & Jordi Arcos Pumarola, CETT-UB, Barcelona School of Tourism, TULE)
- **10:30–12:00** Workshop with doctoral student and President of the Association of Regional Tourist Guides of Slovenia, Mateja Kregar Gliha:
“Place as Character – Creating a Literary Story for Tourism Interpretation”

- **12:00–14:00** Virtual session with tourist guides (Thailand, Moldova, Slovenia, Greece, Bahrain, Mateja Kregar Gliha)
- **14:30–17:00** Field visit: “*A Literary Walk through Brežice*” (in cooperation with Brežice Library)
- **18:00–20:00** Virtual lecture
(Prof. Dr Ivona Jovanović & Prof. Dr Andriela Vitić-Ćetković, University of Montenegro, Faculty of Tourism and Hotel Management)
- **20:00–22:00** Visit to Brežice Castle (guided tour and assignment within the travel writing module, Posavje Museum Brežice and Wine tasting in the Castle Cellar)
(Assist. Prof. Dr Vita Petek)

Day 3 – Tuesday, 25 August 2026

Film Tourism and Visual Storytelling

- **09:00–10:30** Lecture: “*Screen Tourism: Places, Stories and Destination Image*”
(Assoc. Prof. Dr Maja Turnšek, FT UM)
- **10:30–12:00** Virtual session: VR, contemporary technologies and guiding
(ARGOS)
- **12:00–14:00** Heritage in Tourism
(Assist. Prof. Dr Anja Mlakar, University of Maribor, Faculty of Tourism)
- **15:00–16:00** Cultural heritage, gastronomic and wine tourism & digital solutions for engaging tourists (Prof. Dr. Alla Levitskaia, Regional Economic Development Institute, Moldova)
- **16:30–18:00** Heritage of Brežice
(Assist. Prof. Dr. Vita Petek, Prof. Dr. Jasna Potočnik Topler)
- **18:00 – 19:30 The Bridge: 120 Years of the Old Bridge of Brežice** (Alenka Černelič Krošelj, Posavje Museum Brežice)

Evening walk to one of Brežice’s most recognizable landmarks and an important part of our cultural heritage, where history, architecture, and film action intertwine. The bridge, opened on 25 August 1906 at 10 a.m., was, with its length of 524 meters, one of the longest in Austria-Hungary at the time of its construction and an important technical achievement of its era. The bridges also served as a film set, for example for scenes in Jackie Chan’s *Armour of God* and many others

- **20:00–23:00** The Role of Films in Tourism -Discussion evening in MC Brežice (Faculty of Tourism, Festival Team, Alenka Černelič Krošelj from Posavje Museum)

Day 4 – Wednesday, 26 August 2026

Wine Tourism and the Culture of Tasting

- **09:00–10:30** Lecture: “*Wine and Story: Interpreting Wine Heritage in Tourism*” (Assist. Prof. Dr Vita Petek, University of Maribor, Faculty of Tourism)
- **10:30–12:30** Sensory storytelling workshop: “*How to Taste Wine and Tell Stories About It*” (Assistant Tjaša Alegro, University of Maribor)
- **13:00–15:00** Virtual session (Rita Baleiro, University of Algarve, CiTUR TULE Lab)
- **15:00–18:00** Enogastronomy of Slovenia (Assist. Prof. Vita Petek, discussion with winemakers, chefs)
- **20:00–23:00** Film screening in the Brežice Cinema (Dom kulture Brežice)

Day 5 – Thursday, 27 August 2026

Travel Writing and Experience Creation

- **09:00–10:00** Discussion with filmmakers from the European Film Festival (Prof. Dr. Jasna Potočnik Topler)
- **10:15–11:15** Revitalisation of the Ormož Castle with screening of the film **Doroteja** (Prof. Dr. Boštjan Brezovnik, Inštitut za lokalno samoupravo-Institute for Local Self-Government)
- **11:30 – 12:30** Travel writing workshop: “*How to Write the Journey – How to Tell the Story of a Place*”, Podcasts (creative writing, video recording) – Jasna Potočnik Topler, Vita Petek, Tjaša Alegro, Hana Kuhar, Mihaela Franjić
- **12:45 – 14:30** The Role of Cultural Events in Developing Cultural Tourism (Discussion with Students, Alenka Černelič Krošelj, Jasna Potočnik Topler, Vita Petek, Tjaša Alegro, Hana Kuhar, Mihaela Franjić)

- **14:45 – 16:15** Creative group work – preparation of mini projects (literary/film/wine itinerary) – Jasna Potočnik Topler, Vita Petek, Tjaša Alegro, Hana Kuhar, Mihaela Franjić
- **17:00 – 19:00** Mentoring sessions and presentation of project concepts - Vita Petek, Tjaša Alegro, Hana Kuhar, Mihaela Franjić
- **20:00** A Visit to the Estate Istenič, best Sparkling Wine Producer in Slovenia , a free glass of sparkling wine + film (by coach)
- **22:00 – 24:00** A Concert in MC Brežice

Day 6 – Friday, 28 August 2025

Conclusion and Presentation of Results

- **09:00–12:00** Group work on itineraries
- **12:00–13:30** Lunch (Pizza)
- **13:30–16:00** Group project presentations:
“Good Stories as a Tourism Product”
Media invited – press conference and refreshments
- **16:30–18:00** Final discussion:
“Connecting Art and Tourism: Challenges and Opportunities” (Students' Discussion)
- **21:00–24:00** Closing festival events, a concert in MC Brežice

Day 7 – Saturday, 29 August

- **10:00** Group photograph and certificate award ceremony
- **11 VR in the Castle (Tjaša)**
- **12:00** Departure

(21:00 For students who will depart later: A Concert in MC Brežice)

Monday, 31 August – Online Evaluation of the Summer School- Virtual Activity Only

- **09:00–12:00** Watching the podcasts from the Summer School
- **12:00 – 17:00** Summer School evaluation (students present their impressions)

FOR MORE INFO WRITE TO prof. dr. Jasna Potočnik Topler jasna.potocnik1@um.si

REGARDING APPLICATION WRITE TO: asist. Prof. dr. Tomi Špindler tomi.spindler@um.si

Summer School Programme Committee:

Dr Jasna Potočnik Topler (University of Maribor, Faculty of Tourism),
Dr Marjetka Rangus, Dean (University of Maribor, Faculty of Tourism),
Dr Vita Petek (University of Maribor, Faculty of Tourism),
Tjaša Alegro (University of Maribor, Faculty of Tourism),
Dr Maja Turnšek (University of Maribor, Faculty of Tourism),
Dr Anja Mlakar (University of Maribor, Faculty of Tourism),
Dr Tomi Špindler (University of Maribor, Faculty of Tourism),
Hana Kuhar (University of Maribor, Faculty of Tourism),

Mihaela Franjić (University of Maribor, Faculty of Tourism),

Alenka Černelič Krošelj, Posavski muzej Brežice (Posavje Museum Brežice),

Katja Čanžar, ZPTM Brežice

International Guest Lecturers:

Dr Charlie Mansfield (Travel Writers Online),
Dr Jordi Arcos-Pumarola (CETT Barcelona),
Dr Rita Baleiro (University of the Algarve),
Dr Andriela Vitić-Ćetković, (University of Montenegro)
Dr Ivona Jovanović (University of Montenegro)

Dr Alla Levitskaia (Regional Economic Development Institute, Moldova)

Local Guest Lecturers from Practice:

Mateja Kregar Gliha (Association of Regional Tourist Guides ARGOS),
Alenka Černelič Krošelj (Posavje Museum Brežice),
Jerneja Smole (European Film Festival),
Mojca Florjanič (Municipality of Brežice)

Summer School Organising Committee:

University of Maribor, Faculty of Tourism

Assist. Prof. Tomi Špindler, Vice-Dean for International Cooperation

Tanja Druks Ralinovski, Students' Affairs Office

University of Maribor International Office