

Welcome Note

Dear EIAT participants,

This is 5th EIAT and it gives us great pleasure to welcome you to Belgrade, the capital of Serbia.

We will be short but sweet this time and wish you from the very beginning to enjoy both knowledge share and networking concept.

EIAT team gave its best to deliver another extraordinary event and we hope you will benefit from excellent globally recognized speakers as well as side events that will introduce Serbia, Belgrade and Novi Sad in its best light.

These have been first five years of being together with you and we are sure somewhere in 2020 we will meet again here to share, network, discuss and sing :)

Enjoy and let everyone know about this concept because it is no longer EIAT property but idea of all of us who share same vision and passion for success.

Yours truly,



Bojan Zecevic, PhD

President of the Organizing Board



Milan Culic, MA

Co - President of the Organizing Board

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Friday 21st September - Fifth Annual Edition

NOVI SAD, Congress Centre MASTER

Note: Future Leaders Forum students only

9.00 Registration

9.30 Welcome & Focus on Leadership – Miguel Neves

10.00 “How technology is changing the meetings industry” Igor Kovacevic

10.45 “The global meetings industry, today and tomorrow” Rob Davidson

11.30 Coffee break

12.00 “Unleashing the power of networking” Miguel Neves

12.30 The Creative Challenge

13.30 Lunch

14.30 “The value of the meetings industry to South East Europe” Adriano Pozaric

16.00 Roundtables and feedback

17.00 Close of event

17.30 Departure to Belgrade

20.00 EIAT Welcome Drinks at Belgrade City Council

Note: All delegates invited





Saturday 22nd September - Join the Timely Debate

BELGRADE, Metropol Palace Hotel

09.00 - 09.30 Registration	
09.30 - 11.00 Plenary Opening Session – The Changing dynamics in the region of South East Europe and setting the scene for industry growth and human resource development. An insight into the development in the global market place for meetings and incentives: Paul Flackett, Patrick Delaney and Martin Sirk.	
11.00 – 11.30 Coffee break	
11.30 Parallel sessions	
Executive hotelier and destination track	Student Track
John Swarbrooke “The Hotel of Tomorrow” Kristian Sustar “An insight into industry of the region: key trends and inputs”	Goran Petkovic “Tourism Developments from the public sector perspective” Michael C. Sturman “Evidence-Based Management in Hospitality Education”
13.00 Lunch	

EIAT 2012 in Numbers
250 PARTICIPANTS
25 TOURISM FACILITIES
25 COMPANIES
12 PARTICIPATING COUNTRIES
3 ASSOCIATIONS
1 PLATFORM TO UNITE INDUSTRY LEADERS

Saturday 22nd September - Join the Timely Debate

BELGRADE, Metropol Palace Hotel

14.00 Parallel sessions

Executive hotelier and destination track

Brad Andrews "Maximize your revenue and win your market"

Larisa Huremovic "TRUSTYOU - Managing Online Reputation in Hospitality"

Student Track

Kristian Šuštar "Challenges of Tourism and Hotel Development: Case of Croatia"

Rick Taylor "UGANDA - A responsible tourism project"

Leslie Garcia Moica "PR and communication at the luxury property"

15.30 Coffee break

16.00 Parallel sessions

Executive hotelier and destination track

Mady Keup "Social media influencers in travel and tourism"

Violeta Milusheva "Selling Luxury Brand - The Case of the Kempinski Palace Portoroz"

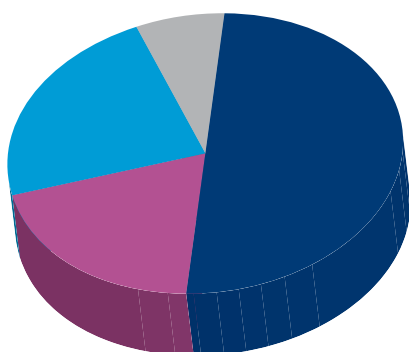
Student Track

Ron Hilvert "The Case of Dubai and view from both perspectives"

Rob Davidson "Your career in the Tourism and Hospitality Industry"

17.30 Day 2: Closing remarks

20.00 Museum of the History of Yugoslavia Gala Dinner



INDUSTRY BREAKDOWN

- 50% Academia
- 20% Industry and private sector
- 23% Public sector
- 7% Other



Sunday 23rd September - Maximize Your Involvement

BELGRADE, Metropol Palace Hotel

9.30 Parallel Sessions

Executive hotelier and destination track	Students/ Future Leaders Forum Track	Scientific Session
<p>Dejan Djordjevic “Investments in Luxury Hotel projects”</p> <p>Mathias Schultze “The German Meetings Industry as an Engine for Economic and Scientific Development”</p> <p>Student Presentations</p>	<p>Larisa Huremovic “TRUSTYOU - Managing Online Reputation in Hospitality</p>	<p>Faculty members to present research presentations based on abstracts submitted</p>

11.00 Coffee break and Sunday brunch

11.30 Closing 5th Annual Edition Remarks: Plenary session

12.00 Certificate of attendance hand out



EIAT Speakers

ROB DAVIDSON - Greenwich University, UK. **Event Management Course Leader**

His principal area of expertise is the conference and incentive travel sector, and he writes widely on this subject. His latest book, written with Tony Rogers, is *Marketing Destinations and Venues for Conferences, Conventions and Business Events*. In addition, he regularly writes articles for the professional business tourism press, including *Conference News*. He runs his own consultancy, and has undertaken research for many high-profile MICE organizations. Each year, at the EIBTM trade show in Barcelona, he launches his annual report on trends in the conference and incentive industry. For the past 5 years, he has been included in *Conference & Incentive Travel* magazine's 'Power 50' – the 50 most influential people in the UK conference industry.



RON HILVERT, The Emirates Academy of Hospitality Management, UAE. **Managing Director**

Ron Hilvert, a graduate of Ecole hôtelière de Lausanne, is the Founder and Managing Director of The Emirates Academy of Hospitality Management. Ron has over 40 years of professional experience in the hospitality industry and is recognised as the most experienced Human Resources Executive in the industry worldwide. He has had professional and educational contact with all the major hotel schools and universities in North America, Europe, Asia and Australasia for over 30 years. Ron has held the worldwide Corporate Human Resources position for Hyatt International, Hilton International and the Jumeirah Group, and was an opening General Manager with Hyatt International Hotels. Ron has lectured at several major schools and universities, and has regularly been invited to speak at international conferences and has been consistently included as the Top 50 most powerful and influential hoteliers in the Middle East. A member of the Institute of Hospitality (IOH), he is fluent in four European languages.



PAUL FLACKETT, IMEX Frankfurt, Germany. **Managing Director**

Paul Flackett has been involved in the meetings and incentive travel industry for some 30 years, first as an organiser of conferences and events and then in the media field. Paul joined EIBTM at its launch and was managing director until it was sold to Reed Travel Exhibitions. In May 1999 he left Reed to set up his own company pf.redseven and, in September 2001, jointly announced with Ray Bloom the launch of IMEX. Paul has been a Site member since 1988 serving as Site International President in 1995 and Site Foundation President in 2002. He gained the CITE qualification in 1994. He has also served as an MPI Chancellor and is currently Vice Chair of the DMAI European Advisory Council. In 1998 Paul was voted Meetings & Incentive Travel magazine personality of the year and in 2004 received the Moises Shuster award from ICCA in recognition of his exceptional contribution to the meetings industry. He has presented dozens of seminars across the world.





MADY KEUP, SKEMA Business School Sophia Antipolis, France.
Course Director

Mady Keup is a participating professor of tourism and event marketing and Director of the MSc programs in Strategic Tourism Management and Events and Meetings Management. Prior to her position in Sophia Antipolis, Mady was Director at Visit London (today London Convention Bureau) that she run very successfully with excellent results for the destination and key stakeholders. She is a qualified trainer for the MPI (Meeting Professionals International) Global Training Center at SKEMA Business School. Mady Keup is frequently engaged in tourism or event consultancy and training of tourism and event professionals. Her assignments since 2005 have taken her to Ireland, Spain, Serbia, Greece, Poland, Germany, Denmark, the United Kingdom, the Netherlands, Dubai, the USA and France. Mady speaks six European languages fluently.



JOHN SWARBROOKE, Manchester Metropolitan University, UK.
Faculty Member

Professor John Swarbrooke has held several positions in the tourism industry, such as the local administrator, the director of the Merseyside and Conference Bureau Chief of neral Wigan Pier. His main research fields include the tourists' behavior, ethics, marketing, cultural tourism and international business. Professor Swarbrooke has been conducting a series of consultancy projects, covering topics such as tourist attractions, destinations in marketing strategies and analysis of training needs. He wrote several books on tourism and conferences held in different parts of the world.



MARTIN SIRK, ICCA - International Congress and Convention Association, Netherlands.
CEO

Martin Sirk has been Chief Executive Officer of ICCA since July 2002. From 1989 he worked for a variety of ICCA member organizations specializing in the international meetings field, after having started his career in general tourism marketing with the British Tourist Authority (now known as VisitBritain). He has worked in the USA and Asia as well as his home country, the UK, and is now responsible for ICCA's strategic direction and for the operation of its Head Office in Amsterdam and regional offices in Malaysia, Uruguay and the USA. Since taking over as CEO, Martin has overseen ICCA's growth from 600 to over 900 member companies and organizations in 87 countries worldwide, covering all the key supplier sectors. Martin has worked in a national tourist authority, a city convention bureau, has directed convention centers, was head-hunted by Hilton to carry out the sales and marketing launch of what was then Europe's second-largest specialist meetings hotel.

**KRISTIAN ŠUSTAR, Executive Director, HUP Zagreb, Croatia.
President of the Croatian Association of Hoteliers**

Kristian Šustar is since 1st February 2011 Executive Director of HUP Zagreb. HUP operates the leading Croatian hotels in Zagreb and Dubrovnik region. Until February 1st, the CEO of Maistra, a part of Adris Group, one of leading Hotel Company's in Croatia and one of the largest national investor in tourism. Maistra's business dictates the national tourism development trends and Šustar positioned the company in the manner that it assumed the role of managing the tourism development model transition by determining the direction of changes, launching and stimulating quality development projects and training the destination by introducing new trends. In the five years he led Maistra; it has become one of the leaders in the tourist offer of Rovinj and Istria, an innovative company that has largely contributed to forming a new direction in Croatian tourism. He has carried out managerial functions within constantly expanding tourist companies for 15 years. In addition to Croatia, he has acquired his experience in a number of international projects. He has actively participated in the operation of local and county tourist boards for many years and is a member of the Croatian National Tourist Board Council. As of December 2009, he has been the President of the Association of Employers in Croatian Hospitality, the national association of hoteliers.



**GORAN PETKOVIC, Government of Serbia, Ministry of Finance
and Economy, Serbia.
State Secretary**

Graduated from Belgrade University Faculty of Economics, major in Foreign trade and Internal trade within the areas of retailing, wholesaling, and distribution management. Participated in projects in market research and formulating marketing strategies and projects of organization and organizational restructuring of enterprises: 2005-2006, Serbian Tourism Development Strategy; 2001-2003-2005, How much it costs to run a Business in Serbia; 2003, Competitiveness of Serbian Economy; 2003, Serbian Trade Development Strategy and Policy. He dealt with the issues of commodity exchanges. He got his specialization in London School of Economics, Summer University Metz - Technopole, Hofstra University (Hempstead NY). He speaks fluently English and German. From 1986 he is resident lecturer at the Faculty of Economics of the University of Belgrade. From year of 2007 holds the position of the State Secretary responsible for tourism at the Ministry of Finance and Economy in Government of Republic of Serbia.





MATTHIAS SCHULTZE, GCB - German Convention Bureau, Germany.
Managing Director

Matthias Schultze has been CEO of the operating company of the World Conference Center Bonn, which consists of the former plenary hall of the German Bundestag and the waterworks. The economist worked in various capacities in national and international hotel and convention management including Hilton International. In the last six years, Matthias Schultze was responsible for the operation and marketing of the World Conference Center Bonn.



PATRICK DELANEY, MCI Dublin, Ireland.
Vice President, Industry Relations

Following his degree in Hospitality Management Patrick worked for the Irish Tourist Board for many years in Ireland and the US. He returned to Ireland in the early 90s to run the highly successful Adare Festival and worked as Sales and Marketing Director for 5 star Adare Manor for 3 years. In 1993 he started Delaney Marketing with Padraic Gilligan and developed a two man operation into a 50 person business in less than 10 years. An icon in the incentive and meetings industry, Delaney was the first non US international president of Site (Society of Incentive and Travel Executives). He is also the only Irish person to be recognized by Conference & Incentive Travel (UK) for inclusion in their Power 50 list; a directory of the most inspirational people in the UK and Ireland. Pat is a much sought after speaker for industry events and has given seminars and lectures across all five continents of the world.



LARISA HUREMOVIC, TrustYou Munich, Germany.
Director of Sales for Central & Eastern Europe

With MA at Media Communication at the Faculty for Electrical Engineering and Computer Science in Slovenia, she gained professional experience in Radio, Journalism and Public Relations, before she joined TrustYou in 2011. Among her tasks, her passion goes for education and promoting market's knowledge in Online Reputation Management and Social Media in Hospitality. With keen interest in Internet Communication, she would like everyone in Hospitality to benefit from TrustYou innovative technology.



MIGUEL NEVES, IMEX Group, UK.
Events and Projects Planner and Social Media Champion

Miguel Neves has produced meetings, conferences and events throughout Europe and North America since 2005. Miguel joined IMEX in August 2011 following a three year experience with SYNAXIS Meetings & Events. An active member of MPI since 2007, Miguel currently holds the role of Director of Online Marketing for MPI United Kingdom & Ireland Chapter. Miguel frequently speaks at industry events on Social Media as well as Generation Y, Return on Investment, Meeting Architecture and Cultural Challenges. Miguel holds a Master's degree in Conference and Events Management from the University of Westminster.

ADRIANO POZARIC, Turizam Info, Croatia.

Managing Director

Adriano is a CEO at Info Lab d.o.o and an editor in chief at Turizam Info- magazine focusing on Croatian tourism industry overlooking region of South and East Europe as well with great success. He was a director at Convention Bureau Opatija, President of the City Council at City of Opatija and Member of the board at Opatija tourist office. Destination Opatija owes a lot to this entrepreneur with enormous energy and vision that will enhance meetings industry businesses in Croatian Riviera with great success.



MICHAEL C. STURMAN, Cornell School of Hotel Administration, USA.

Professor of Management

Michael C. Sturman teaches undergraduate, graduate and executive education courses on human resource management, compensation and cost-benefit analysis. His research focuses on the prediction of individual job performance over time, the influence of compensation systems, and the impact of human resource management on organizational performance. He has published research articles in such journals as the Journal of Applied Psychology, Academy of Management Journal, Personnel Psychology, and Journal of Management. He has also published practitioner papers in the Cornell Hospitality Quarterly, International Journal of Hospitality Management, Lodging Magazine, Lodging HR, A.A.H.O.A. Hospitality, HR.Com, and The American Compensation Association Journal. Sturman is the Kenneth and Marjorie Blanchard Professor of Human Resources. He holds a PhD, MS, and BS from Cornell University's School of Industrial and Labor Relations, and is a Senior Professional of Human Resources as certified by the Society for Human Resource Management.



RICK TAYLOR, The Business Tourism Company, South Africa.

CEO

A pioneer in the greater Cape Town tourism industry, Rick was the founding CEO of the Cape Town Convention Bureau, South Africa's first stand-alone Convention Bureau. He directed the marketing of Greater Cape Town as an international meetings and events destination, positioning the region firmly on the global meetings, events and incentives map.



DEJAN DJORDJEVIC, ESTA Holding, Ukraine.

Hospitality Business, CEO

Dejan Djordjevic is Managing Director of the Hospitality Business at ESTA Holding in Ukraine. The last three years Dejan was the Managing Director of Alatau Hospitality, a company investing in different projects all over the world. In particular, on this post he managed the Four Seasons Bora Bora project and chaired several de luxe hotel projects in Almaty and the Seychelles. Prior to the entrepreneur positions he has been holding since several years ago, Dejan was attached to one of the world's premier hotel brands: Hyatt and held top management positions in Belgrade, Moscow and Almaty.





VIOLETA MILUSHEVA, Kempinski Palace Portoroz, Slovenia.

Director of Sales

Violeta Milusheva was born in Sofia, Bulgaria and holds a MA in Law and a BS in Economics and Trade Management from the University of National and World Economy. She has worked on various projects for Bulgarian and Austrian companies in the field of tourism and foreign investments before joining Kempinski in 2005. Violeta held different positions starting as a Corporate Sales Manager in Kempinski Hotel Zografski Sofia and currently being the Director of Sales and Marketing in Kempinski Palace Portoroz, Slovenia. Violeta gained experience through numerous programmes and cross exposures within Kempinski hotels in Europe and became part of the Kempinski Talent Pool. She is as well the Slovenian Ambassador of Internations – Network for Expatriates and Global Minds covering 300 cities worldwide. Violeta speaks English, German, and Russian and has a good knowledge of Slovenian, Macedonian and Serbo-Croatian.



LESLIE GARCIA MOICA - St. Regis Doha, Qatar.

Director of Public Relations

Leslie Garcia-Moica is the Director of Public Relations at The St. Regis Doha in Qatar. As part of the pre-opening team, she played a key role in positioning the hotel as the finest address in Qatar. Leslie was previously Director of Communications at Shangri-La's Villingili Resort and Spa, Maldives another five star luxury property where she also overlooked the marketing and public relations activities of Traders Hotel Male, a sister hotel. Prior to that, Leslie worked for top luxury hotels and resorts in Paris, France and Sharm El Sheikh, Egypt.



BRAD ANDREWS, Caesar Ritz Colleges, Switzerland.

Course Manager

Brad Andrews was a former consultant to the Ritz-Carlton Hotels, Four Seasons, InterContinental and Royal Viking Line (RVL). He was a senior Research Executive at IMRI (International Market Research Institute) and has done market research consultancy for AC Nielsen and Research International. Brad is now a Course Manager in Hospitality, Caesar Ritz Colleges and his specialties are Revenue Management, Branding and corporate identity and cultural programs.



IGOR KOVACEVIC, Serbian Convention Bureau, Serbia.

Association Accounts Manager

Igor is teaching associate as well as PhD candidate at the Faculty of Economics, University of Belgrade. He is dedicating to work with students regarding Tourism and Hospitality Management subjects. Parallel with academic involvement, Igor has joined the Bureau in 2007 and has been actively involved in raising Serbia position on the international meetings market as well as making Bureau one of the most recognized destination marketing organizations in the SEE region. His main job is bidding process and just in last year has successfully run over 15 projects, securing events for Serbia up to 2.500 delegates each.

Exclusive Networking Opportunities



WHAT?

EIAT Welcome Drinks

WHERE?

Belgrade City Council

WHEN?

Friday 21st September at 8 PM

BELGRADE CITY COUNCIL - Speed networking with Business card exchange. Magnificent venue hosted by Tourism Organization of Belgrade in the heart of the City. Cocktails and canapés served by the Culinary Federation of Serbia.

www.beograd.rs



WHAT?

EIAT Gala Dinner

WHERE?

Museum of the History of Yugoslavia

WHEN?

Saturday 22nd September at 8 PM

GALA DINNER - Join us at the Museum of the History of Yugoslavia at one of the premier cultural spots of Belgrade - successor to the Memorial Centre “Josip Broz Tito” and the Museum of the Revolution of Yugoslav Nations. It has a collection of more than 200.000 items that illustrate Yugoslav history throughout 20th century, with the special accent on life and work of Josip Broz Tito. Dinner will be served with original 1st Summit of Non Aligned Nations menu from 1962 in Belgrade.

www.mij.rs



WHAT?

Networking lunch and brunch

WHERE?

Metropol Palace Hotel

WHEN?

Saturday 22. and Sunday 23. September

NETWORKING LUNCH AND BRUNCH AT THE METROPOL PALACE HOTEL - informal business discussion over one of our themed lunch tables to maximize your opportunity to meet future business partners and industry peers.

www.metropolpalace.com

NOTE:

The Centre for Tourism Research and Studies,

With great pleasure invites you to attend the Welcome drinks for the 5th EIAT International Tourism Conference.

Event will take place at the **City Council of Belgrade** on 21st September at 8PM.

PLEASE CONFIRM YOUR ATTENDANCE

office@eiat-conference.org

NOTE:

We are delighted to invite you to attend EIAT Gala Dinner at the **Museum of the History of Yugoslavia**. Dinner will take place in honor of 5 years of EIAT event on 22. September at 8PM.

Theme of the dinner will be President Tito and pioneers so the dress code for this opportunity is more than welcome to be inspired with that period.

Please bring your EIAT lanyard as it will be your pass for the dinner.

EIAT Presentation Summaries

Paul Flackett: TEN YEARS OF FUTURE LEADERS FORUM AND ITS IMPACT ON NEXT GENERATION OF LEADERS

“An insight into developments in the Global Market place for Meetings & Incentives. It will demonstrate how different destinations are promoting themselves in the quest for business success. It will also show how a destination can build on success and maintain its position as an industry leader. There will be a look to the future... A form of 20/20 vision highlighting those areas that making great progress and why. There will also be consideration of personal favorite destinations and why they are so well loved.”

Rob Davidson: YOUR CAREER IN THE TOURISM AND HOSPITALITY INDUSTRY

“The 21st century tourism and hospitality industry is changing fast, creating new demand for men and women with particular skills, knowledge and attitudes. This presentation will examine what employers are looking for in the university graduates that they recruit. It will also explore what you can do to make sure that you succeed in starting your career in tourism and hospitality and progressing in that career in the future. The job market is becoming more and more competitive, and this presentation will show you how you can win in the race for success in your career.”

Rick Taylor: UGANDA - A RESPONSIBLE TOURISM PROJECT

“Over a decade ago a small group of indigenous people in the forests of south west Uganda were re-located to make way for the Mgahinga Gorilla National Park. The Batwa tribe were suddenly evicted from the forest and forced to abandon their low-impact, nomadic lifestyle. This presentation showcases the role that tourism has played in helping support the community through responsible, sustainable tourism initiatives. And by educating the youth to become champions of their cultural and environmental heritage - using tourism as a tool to combat poverty and create jobs for local communities.”

Kristijan Sustar: CHALLENGES OF TOURISM AND HOTEL DEVELOPMENT: CASE OF CROATIA

“Croatia shows a significant potential in tourism owing to its landscape, warm climate, many culinary traditions (as wine, olives, truffles...) and the coastline stretching over 6.000 km, including over 1.100 islands. Croatia has just been rediscovered by consumers from western and northern Europe as an unspoiled Mediterranean destination. After the absence of tourism over the period of war in the 1990s, Croatia has seized the opportunity to rebuild tourism on a much more sustainable basis, and is now aiming to become a luxury destination. Many branded hotels have appeared on the market, but still an enormous growth potential is present. By strengthening the conference and incentive business, and emphasizing golf and spa facilities, as well as sailing activities, possibilities present themselves for lengthening the season and creating the year-round demand. Regardless the potential and the increasing interest in the main emissive markets, today Croatian tourism is not only facing the global crisis and the struggle for survival, but also the essential questions of how to create global competitiveness and secure the funds for new investments so as not to fall further behind compared to the surrounding countries. Since majority of internal possibilities for growth and development have been exhausted, it is vital to make a strategic decision towards tourism, by repositioning it in the national economy, and simultaneously creates a new macro economical framework ensuring higher efficiency and strengthening of Croatian tourism in the region and on the world tourist market. We are far from saying we are achieving optimal results considering the development potentials we have at our disposal.”

Dejan Djordjevic: INVESTMENT IN LUXURY HOTEL PROJECTS

“The presentation will focus on exploring the rationale behind luxury hotel investments,, aimed at giving the participants a clear picture about all the pros and cons with which an investor is faced when making such a decision. We will also look the investment from the operators perspective and the steps involved in finalizing such a project.”

Ron Hilvert: THE CASE OF DUBAI AND A VIEW FROM BOTH PERSPECTIVES

“This presentation will provide an insight into Dubai and its exponential growth in the tourism and hospitality industry over the past few decades. In addition, the presentation will also explore the different perspectives from both the education and hospitality industry. In particular, the advantages and challenges of an institution such as The Emirates Academy of Hospitality Management which is owned by the luxury hospitality management company – The Jumeirah Group – would be discussed and analyzed. In all, this presentation would serve to provide the audience with a view from both perspectives, enabling students and educators to gain a deeper understanding into the dynamic world of the tourism and hospitality industry.”

Mady Keup: SOCIAL MEDIA INFLUENCERS IN TRAVEL AND TOURISM

“Travel and tourism has been one of the very first adopters of the powers of social media to spread buzzy word of mouth, exploit the collective creativity of the crowds and capture the imagination and the all-important emotional engagement by their audiences. Social media influencers are those targeted potential travellers who are considered thought leaders through their extensive and informed use of web 2.0 tools such as social media networks and blogs. They can help to multiply and accelerate the effect and reach of your social media marketing. This session takes a brief look at some of the campaigns by tourism destinations and suppliers and discusses how tapping into the moods and preferences of social media influencers can achieve remarkable results in terms of exposure, media value, positive sentiment and crisis management. This session is aimed at practitioners and students from different disciplines in the leisure tourism industry.”

Matthias Schultze: THE GERMAN MEETINGS INDUSTRY AS AN ENGINE FOR ECONOMIC AND SCIENTIFIC DEVELOPMENT

“Conferences, conventions, and events are platforms for the exchange of experiences and ideas. They encourage innovation, knowledge transfer, education, and international understanding. They are a reflection of the international and national society and serve as impulse generator for political, economic, scientific and social processes. The German Convention Bureau promotes Germany as a destination for congresses, conferences and meetings on an international and national level and is the central contact for clients planning events in Germany. According to the ICCA ranking (International Congress & Convention Association), Germany is the number 2 meeting destination worldwide (after the USA) and number 1 in Europe - and this already for the 8th year running. Three factors explain the good position of Germany as a meeting destination: Its good value for money combined with a high quality of meeting facilities, the country’s leading position in a wide range of economic sectors and scientific fields and its unique accessibility within Europe. The presentation “The German Meetings Industry as an Engine for Economic and Scientific Development” will give you an overview of the strategic approaches of the German Convention Bureau as well as future challenges and opportunities.”

Michael Sturman: EVIDENCE-BASED MANAGEMENT IN HOSPITALITY EDUCATION

Historically, Hospitality Management has been an industry where decision-making was driven by experience. On-the-job experience, company-specific training, and years in the industry were the keys to understanding. But times are changing. Schools and universities of hospitality education have always taught students about the industry, but many have embraced the practice of research as a critical role of the institution. There now exists a substantial (and growing) body of research that addresses a multitude of industry questions. The problem is, like in so many fields, how to translate insights from research to practice. Evidence-Based Management is gaining popularity as an approach to let the best scientific evidence inform organizational practice. It is gaining attention in business education in general, and there are real opportunities for it to become a valuable approach to hospitality education. This presentation is about the practice of evidence-based management, its potential for hospitality education, and the likely problems and pitfalls we will see as the practice gains popularity.

Miguel Neves: WELCOME & FOCUS ON LEADERSHIP

“Leadership is a key skill in professional development, yet it can appear to be an elusive quality that is hard to master. The future leaders as the future of the industry can benefit from leadership examples and lessons. In this session Miguel will focus on some of the qualities that leaders possess and the critical role that leadership plays in the workplace. The session aims to help inspire the next generation of meetings industry leaders to develop and put into practice their own leadership skills.”

Miguel Neves: UNLEASHING THE POWER OF NETWORKING

“Networking is key to any industry, but perhaps even more crucial in the meetings industry. Meeting face to face is a key component to business and the act of business networking can be a daunting one. This session explores the value of creating a strong professional network and how networking can advance careers. It will also give practical advice to the future leaders who may be new to business networking. The session will look at both in-person and online networking, and how to make the most of unique networking opportunities such as EIAT.”

Patrick Delaney: INCENTIVE TRAVEL AND SOUTH EAST EUROPE

Presentation shall cover main segments of incentive travel development in the industry of South East Europe. Patrick will provide insight into recognition or a loyalty program, which is a business tool used to change behavior to improve profit, cash flow, employee engagement and customer engagement. Presentation will also point on the power of cultural and historical heritage for incentive travel development which is very rich in this part of Europe.

Brad Andrews: THE REVENUE AGE IN HOTEL MANAGEMENT; Overcoming the Barriers to Revenue Maximization

“As Brad Andrews enters his 29th year in the Hotel and Hospitality Consultancy field he presents a set of current trends in Revenue Management and how both small properties and medium-sized independent properties can now start to compete and possibly even outperform the large branded chains. With a focus on proper and creative use of distressed inventory, the maximization of Revenue per Occupied Room and some of the new revenue sources being made available to hoteliers through the use of social media, Mr. Andrews will show you some simple techniques for boosting revenue on the short term. Inspired by his research with the Cruise Industry, he will even present a new hotel structure that may help many resort hotels to adapt and use these very creative techniques that have been developed and implemented across the cruise industry, where the focus has turned from service to revenue.”

Leslie Garcia Moica: PR AND COMMUNICATION AT THE LUXURY PROPERTY

Presentation will focus on the role of PR in the opening of a luxury hotel: What is public relations and how does it fit in a hotel marketing plan; the role of PR in hotel positioning / brand and hotel awareness. The idea of PR will also cover the importance of storytelling in defining the whole package to the potential target market. Moreover presentation shall cover the idea of managing across cultures and the importance of understanding different nationalities and local cultures in positioning international chain at the destination with strong local awareness.

Adriano Pozaric: TRAVEL WITH SMARTPHONE & TABLET

“Od kad je Apple izbacio iPad 2010. godine do danas je prodano 63 miliona iPada u cijelom svijetu. Za razliku od klasičnih Laptopa koji nikad pravo nisu zaživjeli u autobusima, podzemnim željeznicama i avionima tableti su se uvukli pod kožu svakog modernog turista i gastronomada. Kako se pripremiti za nadolazeću generaciju putnika namjernika ili usputnih prolaznika koji svoje elektroničke mezimce koriste kao dio svog tjela i koji više vjeruju šarenom ekranu nego iskusnom turističkom vodiču. Što je suvišno a bez čega ne možete. Navigacija i orijentacija. Kako funkcioniše Apple Store? Što je to Micropayment? Besplatno ili za sitne novce? Offline ili Online? Aplikacija ili EBook? Free Wifi.”

John Swarbrooke: THE HOTEL OF TOMORROW

As Brad Andrews enters his 29th year in the Hotel and Hospitality Consultancy field he presents a set of current trends in Revenue Management and how both small properties and medium-sized independent properties can now start to compete and possibly even outperform the large branded chains. With a focus on proper and creative use of distressed inventory, the maximization of Revenue per Occupied Room and some of the new revenue sources being made available to hoteliers through the use of social media, Mr. Andrews will show you some simple techniques for boosting revenue on the short term. Inspired by his research with the Cruise Industry, he will even present a new hotel structure that may help many resort hotels to adapt and use these very creative techniques that have been developed and implemented across the cruise industry, where the focus has turned from service to revenue.

Igor Kovacevic: HOW TECHNOLOGY IS CHANGING THE MEETINGS INDUSTRY

“The world is changing and the new trends in IT technology are shaping and influencing the everyday business and life in general. Serbia Convention Bureau has recognized these trends and the importance of applying them to meeting industry in Serbia. This has resulted in Serbia being acknowledged as a technologically advanced destination. *Serbia Destination* mobile app, among the first of that kind in the meeting industry, has been up-and-running for more than a year now. It helps professional meeting organizers in getting familiar and understanding the capacities for organizing international events and incentive programs in Serbia. Serbia Convention Bureau has gone an extra mile and has recently launched two Facebook games aimed at marketing Serbia through a fun way. One is *Tour de Serbia*, the adrenalin game in which the player races through different destinations in Serbia, using various means of transportation. The other is *Make an Event in Serbia*, a logic game in which the player needs to organize an event choosing the right venue, accommodation, a restaurant for the gala dinner and the activities.”

Larisa Huremovic: TRUSTYOU - MANAGING ONLINE REPUTATION IN HOSPITALITY

“With 92% of internet users reading online reviews before booking accommodation, the reviews have never been more influential than today. Thousands are written daily for hotels across hundreds of different review and social media websites. How can hoteliers monitor what guests are writing on the Internet? What can you do to ensure your hotel maintains a good reputation? And what can you do to use the reviews in marketing advantage?”

Martin Sirk: MEETINGS AND SOUTH EAST EUROPE

Power of the meetings industry in destination development and marketing has best practice example in Serbia. Meetings has been significant engine of economic development and more over tool for promotion and PR. Delegates are ambassadors of the destination and the demand in the region of South East Europe has been significant in the past 20 years. But what has to be done in order to move forward and progress? What is the formula of success and where are the mistakes of the key industry stakeholders?

Goran Petkovic: TOURISM DEVELOPMENTS FROM THE PUBLIC SECTOR PERSPECTIVE

This presentation will focus on the insight into industry development and efforts government of Serbia invested in working along with private sector. Presentation will provide big picture of both development into infrastructure as well as marketing efforts into destination development. Moreover results will be shown for the period of five years, figures and specific case studies.

Violeta Milusheva: SELLING LUXURY BRAND - THE CASE OF THE KEMPINSKI PALACE PORTOROZ

In a world where everybody claims to offer the luxury experience and aims for perfection, Kempinski believes that there is another path to reach this level of distinction. The presentation will be dedicated to Kempinski brand values and Kempinski experience in selling luxury. A short insight in the essence of a luxury brand and how Kempinski makes a difference. It will cover as well the aspects of how Kempinski deliver on its brand promise and how the guests experience it. You will learn more about the cross selling synergies used within the company in the CEE region and a recognition programme representing the core values of the brand.



EIAT Support

GOVERNMENT OF SERBIA - Ministry of Finance and Economy



Republic of Serbia
**MINISTRY OF FINANCE
AND ECONOMY**

Ministry of economy and finance includes five main priorities whereas one of them is raising competitiveness of tourism products of Serbia and its contribution to GDP of Serbia. Speaking about tourism development of Serbia, Ministry is focusing on attracting investors and infrastructure improvement as well as it is working on development of River Danube and unused potential along its run through Serbia. One of the main conditions for tourism development is privatization of state owned hotels and its purpose change towards spa, wellness, convention and winter tourism product users. At this time Serbia has 16 Master Plans done with the objective that in the future on one invested dinar, Serbia gets in between five to ten on the top.

Tourism Organization of Serbia



**NATIONAL TOURISM
ORGANISATION of SERBIA**

Was founded in 1994 as government agency for promotion and enhancement of tourism products in the national and international tourism markets with the objective its values and potentials. Main activity of National Tourism Organisation of Serbia is positioning in the international market through its strategic position, historical, cultural and natural identity. In that light NTOS exhibits in most international tourism exhibitions worldwide. This provides opportunities for bigger industry exposure and chance of attracting different target audience. Above all- NTOS works very closely with all industry stakeholders in Serbia in public and private sector with the mission of shaping even better tourism offer that creates opportunities for better economic and social development of the Republic of Serbia.

The Novi Sad Tourist Organisation (TONS)



NOVI SAD CITY

The Novi Sad Tourist Organisation (TONS) is the lynchpin of the tourism industry in Novi Sad, charged with providing vision, strategic direction and marketing support that will elevate the city's tourism portfolio to a standard which meets the needs of its visitors. Our mission and vision are focused on cultural, entertainment, event and conference tourism, seeking to promote the city as a destination with an outstanding history and tradition as well as great opportunities for entertainment, business, sightseeing and leisure. A unique product and the best in entertainment, all with a smile: this is the cornerstone of tourism in Novi Sad.

Tourism Organization of Belgrade



**Tourist
Organization
of Belgrade**

TOB is a public service of the City of Belgrade for the presentation, development and promotion of the benefits of tourism in the Serbian capital. The mission of the TOB is to build the image of Belgrade as a Southern European leader and an attractive tourist Destination, to develop Belgrade's tourist industry according to the principles of sustainable development and in such a way as to positively impact the quality of life of the people of Belgrade whilst creating an attractive destination for foreign tourists and to interconnect all services, products and activities which are directly and indirectly related to tourism and integrate them into the process of development and promotion of the tourist industry.

IMEX



IMEX in Frankfurt is the essential worldwide exhibition for meetings and incentive travel. In 2012, 3,500 exhibitors from 157 countries representing national and regional tourist offices, major hotel groups, airlines, destination management companies, service providers, trade associations and more. 4,000 hosted buyers from more than 60 world markets visited IMEX 2012, contributing to a total of around 9,000 visitors for the show's busiest three days ever.

Ski Resorts of Serbia

Ski Resorts of Serbia is a company the mission of which is to put the ski resorts in Serbia side by side with the European and world ski destinations, by means of ski infrastructure development, and thus make them more accessible and attractive to local and foreign tourists. Kopaonik, Stara planina I Tornik are the most famous resorts in all run by Ski Resorts of Serbia.



Regional Development Agency Zlatibor

The Zlatibor Regional Development Agency is a knowledge-based organization and a catalyst for the socio-economic development of Zlatibor Region. The mission of Zlatibor Agency is to foster the sustainable socio-economic growth and stability of Zlatibor Region through creating healthy communities, prosperous businesses and job opportunities by means of strategic planning, promoting adequate business environment, territory marketing and implementation of community development initiatives. The establishment of Regional Development Agency “Zlatibor” was based on identified needs of municipalities from Zlatibor region, through transformation of Regional Centre for Small and Medium-sized Enterprises and Entrepreneurs “Zlatibor”. The establishment of The Regional Centre for Development of Small and Medium Enterprises and entrepreneurship “ Zlatibor”, ltd(hereinafter RC) is result of wide initiative of European Union aimed to support the development of private sector and SME in Serbia, through the project: “Non-financial support to development of SME sector in Serbia”, implemented by European Agency for Reconstruction.



The Danube Competence Centre (DCC)

The Danube Competence Centre (DCC) works to build and support networks of tourism stakeholders from the whole Danube region by investing in people and skills, enhancing transnational cooperation and promoting the mutual interests of our members. DCC contributes to the development of the sustainable tourism sector in the Danube region through initiating and implementing relevant projects, building capacities of the tourism stakeholders and promoting high-quality standards of tourism services/products. As an association of members from the public, private and non-government sectors, the DCC supports marketing initiatives aiming at creation and promotion of a single tourism brand for the Danube region.



Tourist Organization of Sremski Karlovci Municipality

Tourist organization of Sremski Karlovci municipality was founded in 1996 in order to improve tourism and promotion of tourist values of Sremski Karlovci. In Serbia it is regarded to be one of the oldest and most active tourist organizations, which is proven by various rewards. The Municipal Tourist Organisation of Sremski Karlovci provides different services to tourists, among others: Sightseeing of Sremski Karlovci with tourist guides, visiting Branko Radicevic’s tomb on Strazilovo, visiting monasteries on Fruska Gora etc.





EIAT Platinum Partner



Hotel Angella outdoor



Presidential suite



Premium suite

MK Mountain Resort, Kopaonik, Serbia

MK Mountain Resort is situated at Kopaonik, the most prestigious ski resort in Serbia, featuring Grand Hotel & Spa****, Family Hotel Angella**** and Apartments Konaci ****deluxe . All hotels and apartments are located in the very heart of the tourist center and the National park of Kopaonik, at 1770 m. MK Mountain Resort is open 365 days throughout the year offering wide range of challenges both during winter and summer season. Merging high standard accommodation, spa & wellness facilities, mice facilities and a unique natural environment, MK Mountain Resort provides outstanding opportunities for an active holiday, entertainment and all type of events. Mountain Resort was founded in 2009 as part of MK Group, one of the most successful business systems in Serbia, comprising more than 35 related companies operating in the country and abroad. MK Mountain Resort is founded for the purpose of managing the largest hotel complex at Kopaonik. Total investment in modernization of MK Mountain Resort in the last three years is 20 millions €.

With over 1500 beds, MK Mountain Resort represents the major hotel complex at Kopaonik. More than 220 000 overnight stays are recorded during the winter season 2011/2012 at Kopaonik, half of which was accomplished at MK Mountain Resort. Also, it is recorded a 30% increase in overnight stays at MK Mountain Resort, compared to the winter season 2010/2011.

Grand Hotel & Spa**** enjoys prime location, just a few steps from the ski slopes, overlooking the National park of Kopaonik. Guests can enjoy the luxurious Grand Oaza Spa & Wellness center on 1800 m2. Major part of hotel rooms and facilities has been redecorated in accordance with the highest standards providing exquisite indulgence and comfort. In addition to the restaurants and bars, Grand Hotel & Spa**** features a brand new Business Center with latest technical equipment, 8 lane bowling center, fitness center, kid's club and billiards.

Family Hotel Angella**** is located in the center of Kopaonik with exclusive shopping, dining and entertainment venues right at the doorstep, featuring 127 rooms and suites, bar, restaurant, kid's Club, Wellness & Spa center and a direct connection with the MK Mountain Resort Convention Center, accommodating up to 1000 participants and representing one of the leading convention centers in Serbia.

Apartments Konaci**** deluxe are situated in the heart of the tourist center, featuring apartments of different type and structure, surrounded by numerous bars, restaurants and shops. Apartments are renovated 2012.

The main aim of MK Mountain Resort is to improve the level of hotel services and to respond to the modern guest requirements and needs. With its large investments, the company tends to become the engine for the development of the Serbian tourism. The company mission is not only the rejuvenation of the largest hotel complex at Kopaonik, but also the development of Kopaonik as modern winter, summer and mice destination, as well as its positioning at the SEE market. Within less than two years MK Mountain Resort's strategy has resulted positive trend of Kopaonik as destination.



EIAT Academia Partners

University of Novi Sad, Department of Geography, Tourism and Hotel Management, Serbia

Department for Geography, Tourism and Hotel Management is part of the Faculty of Science at the University of Novi Sad whereas main field of expertise is geography that has position Department in the line of respectable European institutions over the years. Another field of expertise is tourism and hotel management with the mission of shaping talent for the industry and placing students on the practice work while they are still students. The Department has extensive collaboration with industry stakeholders nationally and internationally and the crown of its partnership is The Dorchester Hotel in London owned by the Brunei Investment Agency where students have opportunity to learn from industry leaders through period of 12 months.



University of Singidunum, Faculty for Tourism and Hotel Management, Serbia

Faculty for Tourism and Hotel Management at Singidunum University was created in order to offer a new and unique opportunity to educate new leaders and future business elite of Serbia and neighboring countries. It is dedicated to improving the quality of life in Serbia. The faculties of Singidunum University have become leaders in quality and promotion of new knowledge and skills. Singidunum University is a university with great ambition and considerable potential. It consists of eight faculties, which offer a vast selection of courses, such as financial management and insurance, business information science, tourism and hospitality management, economics, finance, administration, media and communication, applied ecology, law, and political science. The Faculty of Tourism and Hospitality is an affiliated member of the World Tourism Organization and a WTO depository library. The Senate of Singidunum University has awarded an honorary degree "doctor honoris causa" to Dr Ichak Adizes, leading expert on management theory. Faculty for Tourism and Hotel Management also has many internationally renowned professors from abroad as visiting professors, who participate in the teaching programs.#



University of Belgrade, Faculty of Economics, Serbia

The Faculty of Economics at the University of Belgrade is an educational and scientific institution heading to its 70th anniversary. It was established as the graduate School for Economy and Trade as far back as 1937 as the first higher educational centre in the field of Economics in the former Kingdom of Yugoslavia. Today, the Faculty of Economics is the biggest and the most prominent scientific and educational institution in the country in the field of economic sciences. The Faculty employs about 130 teachers and associates, of whom 45 are full tenured professors. Every year there are about 20 graduates and about 20 visiting scholars engaged in teaching. Up to now, around 34.000 students have graduated from the Faculty; about 1.800 have continued their studies successfully advancing to the MSc degree and about 50 acquired the PhD degree. Tourism course is one the nine courses at the Faculty of Economics and its main focus is marketing and destination development.





College for Hotel Management Belgrade, Serbia

College for Hotel Management in Belgrade was established in 1947 with the mission to improve standards of hospitality in Serbia through creativity and innovations and above all is research initiative and projecting of key challenges in creating the new image of Serbia. Our objective is to stay tuned with international trends as well as needs of high demanding industry and to provide all necessary knowledge and expertise in order to shape the best possible tourism product for the international market as well as well educated and skilled Human resources that are suppose to lead tourism industry in future.



University of Novi Sad, Faculty of Economics, Serbia

Since its foundation, the Faculty of Economics in Subotica, University of Novi Sad has developed into a contemporary research and educational institution. Thanks to its openness to all new trends in teaching and science, the Faculty has followed and accepted all the relevant changes in international and national environment, its curricula and business philosophy being the first. In the academic year of 1977/78, a Faculty extension was founded in Novi Sad. Faculty is among the most beautiful in the Novi Sad University Campus. It still functions successfully for training students living in Novi Sad and its surroundings.



University of Rijeka, Faculty for Tourism and Hotel Management Opatija, Croatia

The Faculty of Tourism and Hospitality Management in Opatija is Croatia's only university institution fully oriented towards educating managerial positions in tourism and towards scientific human resource development in this field. Therefore the mission of the Faculty and its staff is to contribute, through teaching and research, to the realization of a new development model of Croatian tourism. The Faculty includes 7 institutes and 20 departments. By introducing the European Credit Transfer System (ECTS) the Faculty has fulfilled the necessary conditions to initiate a student and teacher mobility and a lifelong education programme.



University of Maribor, Faculty for Tourism, Slovenia

The Faculty of Tourism was established in December 2009 and represents the youngest member of the University of Maribor. Our primary goal is to educate students, who will be engaged in all aspects of the tourism business, from the operational and strategic planning to the development of new capacities. Certainly, this education will provide a solid basis for the training of talented young researchers, who will acquire and later advance scientific knowledge in this extremely interdisciplinary field. All three programmes will be implemented in close cooperation with the domestic tourist industry since this is of the utmost importance for excellent careers prospects.

University of Primorska, Faculty for Tourism Turistica, Slovenia

Faculty of Tourism Studies Portoroz – Turistica, University of Primorska Slovenia is the only faculty of tourism in Slovenia that offers multi-disciplinary teaching and research of tourism and educates human resources for high quality planning, management and an excellent tourism offer. Turistica is a tertiary education institution which intends to create, preserve, ensure and transmit knowledge, experience, and at the same time pool and disseminate the information necessary for the quality development of tourism and the related industries. Within its mission the faculty contributes to the development of the theory and scientific discipline connected with tourism.



Medjimurje University of Applied Sciences in Čakovec

Medjimurje University of Applied Sciences was founded by the Decree of the Government of the Republic of Croatia of 2, November 2007. The first generation of students of the professional study of computer science enrolled in the academic year 2008/09. Lectures and exercises are performed by professional personnel (lecturers employed at the University and external associates from the economic sector and public institutions), the premises of the institution where the lectures and practical exercises are held are well equipped (new lecture rooms, laboratories, teachers' offices, the library) with modern computer equipment. Apart from teaching, the Medjimurje University of Applied Sciences also organizes other activities: professional-scientific conferences, sports activities, cultural and historic manifestations, publishing activities, seminars, workshops, adult education, student exchange through the Erasmus programme and participates in EU and cross-border projects.



University of Tourism and Management, Skopje

By developing of the Faculty of Tourism – Skopje into the University of Tourism and Management-Skopje and by organizing faculties which are new in our country, the gap of couple of decades in the university education in our country has been filled in. The new faculties within the University offer curriculum guaranteeing a complete advancement not only in the learning process, but also in the complete success of creating and managing of the student's professional career. In the curriculum structure of each faculty within the University, the emphasis is put on the combination of obtaining knowledge and training. The faculties' curriculum emphasizes the individuality and individual potential development because we believe that one of the characteristics of the top managers is individuality and originality of their work. We have created an academic center which is student-centered.





The Vocational College for Catering and Tourism Maribor

The Vocational College for Catering and Tourism Maribor is offering two study programs – Catering & Tourism and Wellness. The study programs last for two academic years and are worth 120 ECTS. Every year students are able to create their own curricula by choosing subjects in accordance with their individual interests. Each academic year comprises 24 weeks of theoretical training at school and 10 weeks of work at practice in one of the enterprises within our company network. Graduates are awarded with Associate of Applied Science (AAS) degree, and the title Tourism and Catering Business Manager or Wellness Business Manager. Independent student projects are being highly stimulated, since they help to develop practical and intuitive use of knowledge and are closely connected to the problems of business practice. As Erasmus University Charter owners we stimulate students to take part in student exchange. Our Erasmus exchange programme has been two times in a row acknowledged and awarded by national agency CMEPIUS as the most qualitative for practical training abroad among all higher institutions and universities in Slovenia. The Vocational College for Catering and Tourism Maribor is inviting you to learn the art of hospitality in Maribor, the European Capital of Culture 2012.



Faculty of Economics and Engineering Management - FIMEK

As a part of Business Academy University in Novi Sad is the perfect blend of professional, modern and recognized educating and training in order to achieve a safe and successful advancement in business and career. The focus of our activities are students who will be provided with excellent education and to maintain continuity in their development. The thing that stands out is the high degree of interactive teaching, competent teaching staff and cooperation with a large number of business organizations and universities in the country and abroad. In this way, we form a positive attitude at the students towards learning; we develop a desire for further education and career advancement.

College of professional studies in management and business communication



The College of professional studies of Sremski Karlovci is a higher educational institution whose main task is to educate staff in the fields of management, especially management in trade and marketing, business communication, hospitality, as well as to educate young entrepreneurs. Study programmes encompass professional and professional-applicative disciplines which contribute to faster involvement of staff in practice. Students gain knowledge and skills required for the development of competence in performing managerial jobs in both private and public sectors. Like all modern scientific-educational institutions, the College seeks continual innovation of its educational profile, in accordance with modern and current needs of our society, international community, market trends, and requirements of world and domestic science. Continual investment in resources ensures the continuity in mastering modern techniques and tools for both employees and students of the School.

EIAT Partners

Hotel MONA, Zlatibor



Zlatibor Mona Hotel is owned by the prestigious company MONA d.o.o. from Belgrade, and it is located in the center of Zlatibor, close to all the attractions of this tourist center. It is situated 253 km southwest of Belgrade, alongside the Belgrade-Podgorica-Adriatic motorway. The Hotel has 90 rooms, studios and suites, with 201 beds. The Hotel interior represents a fusion of traditional and modern, dominated by flat forms and warm lights. Lada bar, Perun restaurant, congress and wellness centers, variety of rooms, studios and suites, tastefully designed and well-equipped, enable our guests to leave their problems behind and totally relax.

Hotel Prezident, Novi Sad



Prezident Hotel
Novi Sad
★ ★ ★ ★ ★

The Best Western Prezident Hotel is one of a few five star hotels in Novi Sad and enjoys a privileged location of vicinity of Novi Sad's fair (100 m) offering a level of style, comfort and elegance to suit every occasion. This modern and luxurious building is located near to the city center and shopping promenade. The hotel has a capacity of 50 rooms and suites (accommodation capacity of 100 people). Guests of our Hotel will enjoy a wide range of services including indoor and outdoor swimming pool and Wellness & Spa Center.

In Hotel, Belgrade



First newly built hotel in Belgrade after 17 years, opened in August 2006, IN Hotel is located in the very center of the business area in New Belgrade and with its unique fusion of design and technology it completely meets the needs of a modern businessman. Complete with 187 rooms and suites, across 7 floors that consist of 90 single rooms, 66 twin rooms, 12 junior suites, 10 superior suites and 6 deluxe suites. IN Hotel Conference & Banquets consist of 4 rooms with a seating capacity from 10 to 100 people, equipped with top quality audio and visual. Since the opening, IN Hotel has been a proud host to many international political gatherings and conferences making it an ideal place for corporative meetings, workshops and presentations.



Kempinski Palace Portoroz, Slovenia



Kempinski Palace
Portorož

ISTRIA SLOVENIA



The luxury Kempinski Palace Portoroz is situated at the Adriatic coast of Slovenia, walking distance from the medieval pearl, the town of Piran and less than 2 hours from magnificent Venice. The fabulous hotel offers 164 superbly furnished rooms and 17 exclusive suites with interiors in classical and modern design created by Jean Claude Laville, luxury spa treatments in Rose Spa, high end cuisine in Fleur de Sel and Sophia restaurants, lavish breakfast in the magnificent ballroom Crystal Hall until 12 a.m. and a top floor terrace overlooking the Adriatic Sea. Conferences, team buildings, product presentations, gala dinners and weddings – Kempinski Palace Portoroz avails 6 meeting rooms, a ballroom and a private park for all demands. State-of-the art facilities, impeccable level of service and our dedicated team will ensure that your stay with us becomes an unforgettable experience.

Hotel Park, Belgrade



We are proud to present newly renovated Hotel Park. Hotel Park with totally new look gained perfect contents of modern city hotel. In Park you can expect functional equipped rooms, pleasant atmosphere in lobby and reception area, new concept of restaurant and perfectly designed space of Café which present place full of city's charm. Discover new Hotel Park with innovative and more quality contents with very high level of service. Hotel Park is located in one of the most beautiful Belgrade's streets in the heart of the city, surrounded by cities most known parks. It is with walking distance of prestige shopping zone, entertainment and the Central Business District. Perfect location makes Hotel Park easy reachable by car or local transportation. The hotel offers 127 elegant rooms, including 3 Suites and 53 Deluxe rooms. All equipped with TV with minibar, hair dryer, desk space, safe, complimentary high speed internet. All rooms are sound proof and with air condition. The hotel also offers a wellness center where guests can enjoy different facilities.

Hedonist Hostel, Belgrade



Hedonist Hostel is located in the absolute center of Belgrade which, unlike most big cities, has a very focused city center and most sights of interest are just a short walk away from each other. We are cozily squeezed in between all of them! Free wireless internet is available throughout the hostel and there are free internet access computers in the lobby. Our bedrooms are newly furnished, cozy and always clean and fresh. Our aim is that you have an enjoyable and comfortable stay with us!

Hotel Holiday Inn Belgrade, Serbia



Holiday Inn Belgrade is hotel with 4 stars, and it belongs to the famous chain InterContinental Hotels Group. This year is a special year as we are celebrating 60th anniversary of Holiday Inn brand and 5th birthday of Holiday Inn Belgrade. Hotel is one of the worldwide strongest brands, recognizable by high level of service, comfort provided to all guests, and warm atmosphere that comes from combination of hospitality and professionalism of all staff. Holiday Inn Belgrade is located in the main business zone in New Belgrade, and its 12 km away from the airport “Nikola Tesla” and 4 km from the centre of the city. Direct connection with multifunctional exhibition and congress centre BELEXPOCENTAR (size: 2500 m2 offers special benefits in organization of business events, promotions, receptions and celebrations). Holiday Inn Belgrade possesses 7 conference halls, and all of them are eligible with all standards and requirements of organizing conferences, meetings, gatherings and banquets. Professional support by the Holiday Inn Belgrade team is at your service in designing and organizing every segment of your event. We are here to help you decide for appropriate catering, decoration, technical gear and to make your event successful! All 7 halls are placed on the first floor of the Holiday Inn building, and they are placed so that they can be combined the way you want them.

The Museum of Yugoslav History (MYH)



The Museum of Yugoslav History (MYH) was founded in 1996 as a successor to the Memorial Centre “Josip Broz Tito” and the Museum of the Revolution of Yugoslav Nations and Ethnic Minorities. It has a collection of more than 200.000 items that illustrate Yugoslav history throughout 20th century, with the special accent on life and work of Josip Broz Tito. MYH complex is located in Belgrade, Serbia, in Botičeva Street No 6 and includes 3 Museum buildings (“Museum May 25th”, “House of Flowers” - where Josip Broz was buried, “The Old Museum”) and the park (3,2 ha). MYH initiates research, art and educational programs to facilitate the continual study of museum collections aiming to raise questions and topics about Yugoslavia and the life and work of Josip “Tito” Broz, and to link these to the current moment in Serbia and to the country’s joint future in the European and international context. MYH is dynamic cultural and tourist destination and the most popular museum in Serbia. It is touristic landmark of Belgrade, numbering around 100,000 visitors per year. As a contemporary, networked museum it uses modern resources for promotion and communication with the public and with colleagues and associates.



Horwath HTL

Horwath HTL, Hotel, Tourism and Leisure Group, is the world’s largest hotel and tourism consultancy practice with 50 offices in 39 countries. Horwath HTL is a member of the Crowe Horwath International network, ranked among the top 10 global accounting networks with more than 590 offices in more than 107 countries in the World. Horwath HTL has almost a century of hospitality experience, founded in 1915 in New York City. Horwath HTL firms are well recognized and respected among international hotel companies, investors, developers and financial institutions. Horwath HTL has a profound knowledge of the SEE market, with experience in more than 350 hotel and tourism development projects in the region. Horwath HTL is proactively acting in the SEE market, introducing global tourism and hospitality practice and quality standards in HTL industries. With a strong team of professionals, specialized exclusively in the hotel and tourism related sector, Horwath HTL is committed to understand the needs of the local market and deliver high quality consulting services to each client.



TrustYou

Since 2008, TrustYou is setting the standard for reputation with solutions for businesses to analyze reviews, tweets and posts across the social web, gather trusted reviews directly from their customers, and use their authentic conversations to successfully market their reputation online. The knowledge we provide is crucial to improve customer satisfaction, increase sales, drive marketing efforts and perfect customer service. With millions of reviews written daily for single local businesses like hotels, restaurants, car dealers, etc., across countless platforms and languages worldwide, leveraging social conversations and making sense of big social data is a daunting task. At TrustYou, we develop semantic technology and software as a service (SaaS) to make online reputation management a simple, affordable and successful task for small businesses as well as for big brands.



Kon Tiki Travel

Kon Tiki Travel is a leading and one of the top travel agencies with private capital in Serbia. Safety and reliability, the most favorable ratio of cost and quality of service, experience and business wisdom in designing and implementing a number of trips, highly educated staff and modern offices, extensive networks and numerous prominent subagenata partners around the world, the essential values of this tourist agency brand. And at the end of the second decade of business, Kon Tiki Travel its business policy is based on the model as a strategic capital, and vision of the future to the global development of tourism could the right way to respond to the growing challenges. Innovative approach in the creation of tourism and high standards of business, the Kon Tiki won the leading position in the competition Serbian tour operators. Since 1990. gradually grew into an agency in which the number of satisfied passengers on the rise.



HSS reservation system

HSS reservation system is the next generation real-time online booking engine for hospitality industry and hub to distribution, which gives you a full control over all electronic sales channels (GDS, IDS, ADS). Whether you are a small B&B or global hotel chain, HSS CRS will boost your sales, reduce costs and save time. Our booking engine comes with multilingual and multi currency back office offering a familiar environment to sales professionals. Unlimited number of properties per chain, unlimited number of accommodation units per property, virtual rooms and over-sale of the capacities are possible. Our partnership with hotels includes training of key personnel on all revenue generating modules that we develop.

Danube Competence Center - the Danube region tourism cooperation platform



The Danube Competence Centre (DCC) works to build and support networks of tourism stakeholders from the whole Danube region by investing in people and skills, enhancing transnational cooperation and promoting the mutual interests of our members. DCC contributes to the development of the sustainable tourism sector in the Danube region through initiating and implementing relevant projects, building capacities of the tourism stakeholders and promoting high-quality standards of tourism services/products. As an association of members from the public, private and non-government sectors, the DCC supports marketing initiatives aiming at creation and promotion of a single tourism brand for the Danube region. DCC is the main implementing partner in the regional project supported by the German Federal Ministry of Economic Co-operation and Development (BMZ), working through its agency Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH on enhancement of the cross-border tourism cooperation in the Middle and Lower Danube regions/communities of Croatia, Serbia, Romania, Bulgaria, Moldova and Ukraine.

About DCC project: “Training Program on Biodiversity and Tourism”

LEAD APPLICANT: Faculty of Science, University of Novi Sad.

PARTNERS ON THE PROJECT: Center for Tourism Research and Studies (Serbia), Tourism organization of Novi Sad (Serbia), Provincial Secretariat for Interregional Co-operation and Local Self-Government, Government of Autonomous Province of Vojvodina (Serbia), University Danubius Galaty (Romania), Tourism Organization of Ilok (Croatia).

LOCATION OF THE PROJECT RESULTS:

- Nature Park Lower Meadow of Lower Prut
- Special Nature Reserve Zasavica
- Nature Park Kopački rit
- National Park Fruska Gora
- Municipality of Sremski Karlovci region
- Municipality of Kladovo region

PROJECT SUMMARY: The *overall objective* of the project is improvement of biodiversity based tourism market in the region while *specific objectives* are assessment of biodiversity based tourism market in the region and capacity building of practitioners in the sector of biodiversity and tourism.

PROJECT RESULTS:

- Reliable baseline data of all biodiversity areas and stakeholders in the targeted region
- Raised capacity of tourism practitioners in the field of biodiversity in the region
- Raised awareness of using biodiversity for the tourism purposes
- Raised awareness of general population about potentials in biodiversity and tourism
- Raised awareness about importance of environment protection
- Increased number of eco- tourists in targeted regions





MARSH

Marsh is a world leader in delivering risk and insurance services and solutions to its clients. From its founding in 1871 to the present day, Marsh has provided thought leadership and innovation for clients and the insurance industry — introducing and promoting the concept and practice of client representation through brokerage, the discipline of risk management, the globalization of insurance and risk management services and many other innovative tools and service platforms.

Marsh generated approximately 45% of Marsh & McLennan Companies' total operating segment revenue in 2009. Over 26,000 Marsh colleagues provide risk management, risk consulting, insurance broking, alternative risk financing, and insurance program management services to a wide range of businesses, government entities and professional service organizations around the world in more than 100 countries.

Marsh's clients vary by size, industry, geography and risk exposures. Marsh is organized to serve clients efficiently and effectively, delivering tailored solutions based on complexity of the risk and global footprint, and matched to clients' buying styles.

Insurance Broking and Risk Consulting

In its main insurance broking and risk consulting business, Marsh employs a team approach to address clients' risk management and insurance needs. Each client relationship is coordinated by a client executive who draws from the many industry and risk specialties within Marsh to assemble the resources needed to analyze, measure and assist a client in managing its various risks.

In further support of its clients' strategic, operational and risk management objectives, Marsh provides consultative advice, brokerage and claims advocacy services through an array of dedicated global risk specialties and industry practices. For both large and mid-size organizations, Practice colleagues apply their experience and working knowledge of clients' industry sectors, and of the unique environments in which they operate, to facilitate the requisite breadth of coverage and to reduce cost of risk.

Product and service offerings include program design and placement, post-placement program support and administration, claims advocacy, and a wide array of risk analysis and risk management consulting services.

SUPPORT



PLATINUM PARTNER



ACADEMIA PARTNERS



MEDIA PARTNERS



PARTNERS



Organizer:

Center for Tourism Research and Studies - CTRS
Brace Ribnikara 54, 21000 Novi Sad
Republic of Serbia

www.ctrs-balkans.org
www.eiat-conference.org
info@ctrs-balkans.org



About US:

We are multi disciplined organization providing live communications solutions to associations, corporations and agencies in the areas of tourism, hospitality and meetings management. We are focused on developing effective programs to support student development within the industry and to provide intermediary service to key industry stakeholders and academic institutions. The Centre for Tourism Research and Studies was founded in 2008 with the aim to Enable and strengthen cooperation between students, faculty and industry, increase standards of professionalism in the tourism and hospitality industry of Serbia and the region of Balkans, synchronize activities that are related with academic development of students and institutions they represent, enhance sustainable development and practice management and enhance corporate responsibility within the tourism and hospitality industry in Serbia and the region of Balkans.