

International Tourism Conference

**EIAT** "The Thrill of  
the Challenge"

BELGRADE 25 – 27 SEPTEMBER 2009

Hotel M Best Western Belgrade

**Future Leaders Forum:  
Balkan Creative Challenge**

*First Call and Announcement*

# About us:

The Centre for Tourism Research and Studies is 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**
- **Enhance corporate responsibility within the tourism and hospitality industry in Serbia and the region of Balkans**

## Aim of EIAT 2009:

- Presentation of the most recent scientific achievements and case studies to the broad professional audience
- Exchange of professional experiences of all tourism and hospitality profiles
- Develop meaningful dialogue between educators, students and the industry
- Co-creation of educational curricula that will help develop talent needed to fill the increasing demand for knowledgeable and skilled future industry leaders.
- This conference will raise awareness of the issues that face academics, students, graduates and the industry today

## Partners of EIAT 2009:

- University of Novi Sad, **Faculty of Natural Sciences, Department for geography, tourism and hotel management**
- University of Belgrade, **Faculty of Economics**
- Singidunum University, Belgrade, **Faculty of Tourism and Hospitality Management**
- **College for Tourism, Belgrade**
- **College for Hotel Management Belgrade**
- Mediterranean University, **Faculty for Tourism and Hotel Management Bar, Montenegro**
- **National Tourism Organization of Serbia, Serbian Convention Bureau**

**Official language:** English

# EIAT 2009 Invited Speakers:

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1. **Professor Jafar Jafari**, University of Wisconsin, **USA**.
2. **Ray Bloom**, IMEX Frankfurt, **Germany**. President.
3. **Luke Mellors**, Mellors Consulting, Orlando. CEO.
4. **Dejan Đorđević**, Alatau Hospitality, **Russia**. CEO.
5. **Professor Kaye Chon**, University of Hong Kong, **China**.
6. **Rick Taylor**, The business tourism company Sandton, South Africa. CEO.
7. **Professor Robert Maitland**, University of Westminster, London, **Great Britain**.
8. **Alison Cryer**, Tourism Society London, **Great Britain**. President.
9. **Professor Rob Davidson**, University of Westminster, London, **Great Britain**.
10. **Rok Klančnik**, Slovenia Tourist Office, Brussels, **Belgium**. Director.
11. **Professor Frederic Dimanche**, CERAM Nice, **France**. Center for Tourism. Director
12. **Laurence Bresh**, Visit Britain, London, **Great Britain**. Regional Director for Europe.
13. **John Humphreys**, Tourism Society London, **Great Britain**. Board member.
14. **Gorazd Čad**, Go MICE, **Slovenia**, General Director.
15. **Miha Kovačić**, Slovenia Convention Bureau, **Slovenia**. CEO.
16. **Mady Keup**, CERAM Sophia Antipolis, Nice, **France**. Lecturer.
17. **Miroslav Dragičević**, Horwath Consulting Zagreb, **Croatia**. Senior Partner i General Director.
18. **Željko Stašević**, Westbury Mayfair Hotel, London, **Great Britain**. General Manager.
19. **Sanja Vlahovic**, PhD. Faculty for Tourism and Hotel management, Bar, **Montenegro**. Vice Dean.

## EIAT 2009 topics:

- destination management
- business tourism
- hotel management
- PR and communication
- IT
- sustainability and eco tourism
- tourist agencies and PCO's

# Model of EIAT 2009:

EIAT is being organized as three day event targeting professors, students and industry stakeholders.

Our mission is to create **PLATFORM OF BEST YOUNG LEADERS IN THE TOURISM, HOTEL AND MEETINGS INDUSTRY** in the region of Balkans. EIAT will give participants a unique opportunity to have their voice heard with regards to preparing the next generation of students for their successful launch into the industry and to share their experiences about tourism and hospitality.

As special international recognition The Centre for Tourism Research and Studies received for its achievements we are proud to announce that during EIAT Conference we will organize Future Leaders Forum – FLF Balkans. This event is being organized by MPI and IMEX traditionally several times a year for different regions in the world giving opportunity to the best students to collaborate with exceptional professionals of the meetings industry in order to acquire new skills and knowledge in this industry. MPI is the world's largest meetings association ([www.mpiweb.org](http://www.mpiweb.org)) based in Dallas, USA and IMEX is the world's largest trade show in this industry ([www.imex-frankfurt.com](http://www.imex-frankfurt.com)) based in Frankfurt, Germany. This event will be executed in the partnership with the top industry people giving the model for the future student development in the meetings industry.

## Opening Ceremony:

will be on Friday, 25 September, in Atelier 212 in Belgrade followed by the cocktail **at the Royal Palace in Belgrade – home of HRH Crown Prince Alexander II.**

**Saturday 26 September** is planned to be Education and Industry day introducing Future Leaders Forum – FLF Balkans to the Conference audience as well. FLF Balkans will have 30 top students from the region of Balkans working in the field of meetings industry while delegates of EIAT will work on the official EIAT 2009 topics. Those two sessions will be separated.

**Saturday evening** is planned to be **networking evening at Viminacijum** - old Roman city near Belgrade. Organizational Board of EIAT Conference will prepare team building activity for the delegates of EIAT Conference and FLF Balkans.

**Sunday 27 September** is meant to be half day dedicated to both Conference and FLF. We will also have **Scientific Parallel Session** where delegates will have the opportunity to present their papers and scientific achievements.

## EIAT 2009 Boards:

### *Scientific Board*

- **Chair**  
**Professor Jafar Jafari**,  
University of Wisconsin,  
USA
- **Co-Chair**  
**Professor Slobodan  
Unkovic**, Singidunum  
University Belgrade,  
Serbia
- **Co-Chair**  
**Professor Robert  
Maitland**, University of  
Westminster, London

### *Organizational Board*

- **Chair**  
**Bojan Zecevic, PhD**,  
University of Belgrade,  
Serbia
- **Co-Chair**  
**Milan Culic, MA**,  
The Centre for Tourism  
Research and Studies,  
Serbia
- **Co-Chair**  
**Sanja Zarkovic, MA**,  
Silver Lake Resort,  
Belgrade, Serbia

### *Advisory Board*

- **Chair**  
**Alison Cryer**, Tourism  
Society London, UK
- **Co-Chair**  
**Professor Miroslav  
Veskovic**, Ministry  
of Science and  
Technological  
Development  
Government of Serbia
- **Co-Chair**  
**Sharon  
Valentine**, USAID  
Competitiveness  
Project Serbia

## Paper submission and important deadlines for Scientific Parallel Session:

**Abstracts** are to be submitted in English, e-mailed to [milan.culic@EIAT-conference.org](mailto:milan.culic@EIAT-conference.org) in MS Word format single spaced text and typed in *TIMES NEW ROMAN* font (size 12) with not more than 200 words. Electronic submissions will only be accepted. The cover sheet should read:

- **paper title**
- **name(s) of the author(s)**
- **name and address of the institution(s)**
- **author(s) e-mail address**

Accepted final paper are to be submitted in English; electronic submissions are required in MS Word format, single spaced text and typed in *TIMES NEW ROMAN* font (size 12). Each submission must be sent to [milan.culic@EIAT-conference.org](mailto:milan.culic@EIAT-conference.org) before or on the deadline indicated below. All submitted papers must represent original research and/or case studies that have not been presented at other conferences or published in any journal, magazines etc. Authors' names and affiliations should only be indicated on the first, cover page and not shown in the body of the submission.

The Cover Sheet should read:

- **paper title**
- **name(s) of the author(s)**
- **name of the institution(s)**
- **author(s) e-mail address**
- **abstract 200 words maximum**

The selection process for paper presentation involves blind review of papers. For the selection process abstract should not exceed 200 words typed text (12 -point Times New Roman font).

- **July 1, 2009** (Wednesday) midnight: All abstract submissions are due (as electronic attachments via email) for blind reviews by the Paper Review Committee.
- **August 1, 2009** (Saturday): Notification of abstract results (Acceptance or Rejection).
- **November 29, 2009** (Sunday) midnight: Authors of all accepted abstracts and presented papers must submit their completed full papers to meet the deadline in order to be included in the proceedings publication. For all accepted abstracts, at least one (1) of the authors must register for and present the paper at the conference.

(All in CET, Central European Time)

### Supported by

the Ministry of Economy and  
Regional Development of the  
Republic of Serbia

### Accommodation

for the Conference delegates:  
**Hotel M Best Western Belgrade**

### Price per person:

- **75 euro** *per person per night*
- **50 euro** *per person per night in two bed room*
- **40 euro** *per person per night in three bed apartment*

### Transfers

will be organized for all delegates of  
EIAT and FLF Balkans

### Conference registration fees

Early bird registration:

- **175 euro** *adults*
- **50 euro** *students*

For more information please visit our web site: [www.eiat-conference.org](http://www.eiat-conference.org)  
or e-mail us at [info@eiat-conference.org](mailto:info@eiat-conference.org)

*We look forward to welcoming you to EIAT and FLF Balkans in September!*

*Cheers!!!*