

International Tourism Conference

EIAT 2010

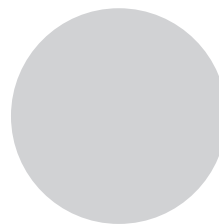
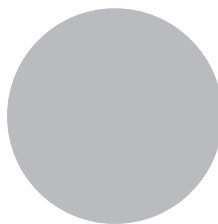
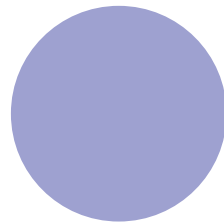
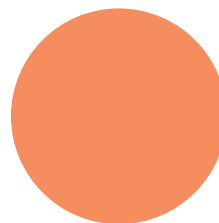
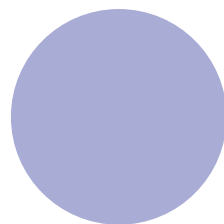
Education and Industry Advancing Together

24–26
September

Belgrade, **SERBIA**

www.eiat-conference.org

Choose Excellence



CROWN PRINCE ALEXANDER II
FOUNDATION FOR EDUCATION

UNDER THE PATRONAGE OF
HRH Crown Prince Alexander II

Conference Call and Provisional Program



gtz

CTRS

CENTRE FOR TOURISM RESEARCH AND STUDIES
CENTAR ZA ISTRAŽIVANJA I STUDIJE TURIZMA

EIAT stands for Education and Industry Advancing Together and is the only stand alone event in the region of Balkans that is focusing on the student development and talent recruitment. This event is targeting best senior students, professors, tourism and hotel industry leaders with the mission to introduce top global speakers both from academia field and key industry sectors.

EIAT 2008 was held in Novi Sad, Serbia at the Congress Center MASTER. It was the launch of the first ever conference in the region of Balkans that sent message how important student development is. EIAT 2008 addressed *key issues in tourism and hotel industry about student development, the needs employers face, trends and challenges that will emerge from the economic downturn*. Conference in Novi Sad welcomed 6 tourism faculties from Serbia and Montenegro and secured full support of the Ministry for Economy and Regional Development at the Government of Serbia, Autonomous province of Vojvodina and City of Novi Sad. There were 180 delegates attending. The EIAT '08 message conveyed was **„Be part of the future and write history with your industry peers“**.

25 – 27 September 2009 City of Belgrade hosted **2nd International Tourism Conference – EIAT „The Thrill of The Challenge“**. In less than 12 months since EIAT was established EIAT welcomed 14 tourism and hotel faculties from Slovenia, Croatia, Montenegro, Bosnia and Hercegovina, Macedonia, Serbia and Bulgaria. More than 200 delegates enjoyed three day event held at Hotel M Best Western, reception at the Royal Palace – home of HRH Crown Prince Alexander II and networking evening at Viminacijum – fully restored Roman campus near Belgrade. *This year EIAT went into partnership with world's largest meetings trade show IMEX Frankfurt and worlds largest meetings association MPI and hosted first ever Balkan Future Leaders Forum*. Best students at the Balkan Future Leaders Forum attended IMEX Trade Show on May 25, 2010 and represented EIAT Conference and winning team from Belgrade.

WHEN? 24 – 26 September

WHERE? Belgrade, Serbia

CONFERENCE VENUE: IN Hotel Belgrade www.inhotel-belgrade.com

WHO IS ATTENDING? More than 230 delegates from Slovenia, Croatia, Montenegro, Bosnia and Hercegovina, Macedonia, Serbia, Bulgaria and Romania.

WHAT IS NEW?



Future Leaders Forum has been extended to the region of South East Europe attracting 40 top senior students. Winning team will present its project at the worlds largest meetings and incentives trade show **IMEX America 11-13 october 2011 in Las Vegas.**

EIAT 2010 CALL FOR PAPERS

This year EIAT will host **EIAT '10 SCIENTIFIC SESSION**. Parallel session will be organized on Sunday, 26 September giving opportunity to the senior students, teaching assistants or PhD candidates to present scientific papers. Scientific session will be organized by:

- **Faculty for Tourism and Hotel Management, University of Singidunum Belgrade, Serbia**
- **Faculty for Tourism Management Turistica, Primorska University, Slovenia**
- **Faculty for Tourism and Hotel Management Bar, University of Mediteran, Montenegro**

EIAT 2010 CALL FOR PAPERS TOPICS:

- **destination management**
- **business tourism**
- **sustainable tourism**
- **cultural, natural and historical heritage in the use of tourism industry**
- **destination marketing**

IMPORTANT DATES:

- Abstract submission no later than **August 30, 2010 at 12PM**
- Notification of abstracts no later than **August 30, 2010 at 12PM**
- Final paper submission no later than **November 1, 2010 at 12PM**

Accepted final papers 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 before or on the deadline indicated below.

REGISTRATION FEES:

- ▶ **Early bird registration by 31 August:**
195 euro + VAT
- ▶ **Student early bird registration by 31 August:**
95 euro + VAT
- ▶ **Registration after 31 August:**
265 euro + VAT
- ▶ **Student registration after 31 August:**
145 euro + VAT

EIAT ACCOMMODATION AND CONFERENCE VENUE:

IN Hotel Belgrade www.inhotel-belgrade.com

- single room per night (breakfast included):
70 euro (VAT included)
- double room per night (breakfast included):
70 euro (VAT included)
- apartment (3 person maximum) per night (breakfast included): 120 euro (VAT included)

For accommodation booking please send e-mail to milan.culic@eiat-conference.org or contact In Hotel Belgrade directly with the reference to EIAT Conference

EIAT 2010 OFFICIAL SUPPORT:



Ministry of Economy and Regional Development at the Government of Serbia. www.merr.gov.rs



City of Belgrade. Secretariat for Commerce. www.beograd.rs



The German Technical Cooperation (GTZ) www.gtz.de



IMEX Trade Show. World's largest trade show in the meetings industry. Over 3,500 exhibitors from more than 150 countries attended IMEX 2010. In October 2011 IMEX will host another world's biggest Trade Show IMEX America, in Las Vegas where best Future Leaders Forum South East Europe will present winning project. www.imex-frankfurt.com



World's largest meetings association **Meeting Professionals International (MPI)** Dallas, USA helps 24,000 worldwide members thrive by providing human connections to knowledge, relationships, and marketplaces. www.mpiweb.org



Tourism Society London with over 1250 members in the UK and worldwide, aims of driving up standards of professionalism in a fast-growing global industry which can have major social, economic and environmental impacts on communities and nations. www.tourismsociety.org

EIAT 2010 LECTURERS AND SPEAKERS:

- ▶ Professor **Kaye Chon** – Chair Professor of Hotel and Tourism Management and Director of School at the **Hong Kong Polytechnic University, China**. In 2003, he was recognized by his alma mater Georgia State University as the “Most Outstanding Alumni in 30 Years”. Under Prof. Chon’s leadership, the School has arisen as one of the world’s leading institutions in hospitality and tourism management. In 2009, the School was ranked no. 2 in the global ranking of hospitality and tourism schools based on research and scholarship. He has been listed in *Who’s Who In The World*.
- ▶ **Dejan Djordjevic** – CEO at **Alatau Hospitality, Dubai, UAE**. Dejan is former General Manager of the Hyatt Regency Almaty. He was the Chairman of the European Business Association of Kazakhstan (EUROBAK). In May 2008, he was awarded “2008 Executive of the Year Award” by the American Chamber of Commerce in Kazakhstan.
- ▶ **Rick Taylor** – CEO at **The Business Tourism Company Sandton, South Africa**. Rick set up South Africa’s first stand alone Convention Bureau, marketing Greater Cape Town as an international meetings destination and positioning the region firmly on the global meetings and incentives map. Beside numerous boards that Rick serves, one of the most outstanding is *La Maison de France* – advisory board for tourism development appointed by the President Sarkozy.
- ▶ **Mady Keup** is Events and Meetings Management Course Director at **SKEMA Business School, Sophia Antipolis, Nice, France**. She is former head of Business and Conventions (previously London Convention Bureau) with Visit London (previously London Tourist Board). She was also Chief Executive of the British-Portuguese Chamber of Commerce in Lisbon. Under Mady’s leadership Visit London won *Best Convention Bureau – Incentive Category* (UK M+IT Awards) in 2002. She speaks 6 European languages fluently.
- ▶ **Alison Cryer**, MD, CEO at **Representation Plus UK / Chairman, Tourism Society London, UK**. Over the past 21 years Alison and her team have worked for convention bureaus and Ministries of Tourism across the globe putting emerging destinations on the map. Alison is currently Director of Tourism UK & Ireland for the Ministry of Tourism of the Sultanate of Oman and the Samoa Tourism Authority. In 2010 Alison won *the Shine Award for Leadership*.

- ▶ Professor **Rob Davidson**, Course Director in **Business Travel and Tourism at the University of Westminster, London, UK**. Each year, at the EIBTM trade show in Barcelona (second biggest world trade show in the meetings industry), 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. He was also nominated *Meetings and Incentive Personality of the Year 2005*, at the Meetings & Incentive Travel Awards ceremony.
- ▶ **Rok Klančnik**, Director at **Slovenia Tourist Office Brussels, Belgium**. Klančnik works in Brussels as a representative of the Slovenian tourism for the Benelux and the European Union. Between 2002 and 2007 was *Director of Communications at the World Tourism Organization (UNWTO)* in Madrid. He launched the most outstanding First World Conference on Communications in Tourism that was held in five continents. Rok speaks fluently 10 languages.
- ▶ **Miha Kovacic**, CEO at **Slovenia Convention Bureau, Slovenia**. Miha has excellent results in destination development through business tourism concept and it the region wide leader that first started promoting South East Europe as premier destination for business tourism, meetings and incentives. He started famous regional *Trade Show Conventa* that connects demand and supply from region of South East Europe in the field of meetings industry.
- ▶ **Dr Giorgio Andrian**, expert of the Balkans, former **UNESCO** staff member (at the Venice Office) and currently consultant. He is also lecturer at both at graduate and undergraduate levels - in various european universities, on political and cultural geography, international relations and nature and cultural heritage policies.
- ▶ **Marcos J. Torres Mueller**, Director of Sales & Marketing, **Kempinski, Portoroz, Slovenia**. His previous career included jobs in sales and marketing in high-class international tourism in the USA and Germany. He set off on his professional path in 1999 in the St. Regis Hotel in New York, and in the Hotel Adlon Kempinski in Berlin. Between 2006 and 2008 he successfully managed the positioning on the market of one of the hotels of the prestigious Rocco Forte Collection hotel brand in Berlin, and again joined the Kempinski Group at the end of November 2008.
- ▶ **Miodrag Kostic**, President at **MK Group**. Part of MK Group is Mountain Resort Kopaonik, ski resort in **Serbia**. Hotels "Grand" and "Angela" and chalets "Suncani vrhovi" are *the biggest investment in Serbian tourism* in the last 20 years where successful business brand is based above all on the energetic efficiency and brand positioning. MK Group is on the biggest Serbian investors in human potential and young talents.

- ▶ **Tatjana John**, Director at **Concept LTD, Dubrovnik, Croatia**. The expertise that Tatjana provides in Croatia, as certified Professional Conference Organizer, has seen her working with American Government Delegations, several International and National Government Delegations along with Royal Families.
- ▶ **Ulrike von Arnold**, Deputy Director, **Vienna Convention Bureau, Austria**. She lived in Kuwait and in Denmark where she began her professional career related to the hospitality industry as director of sales. Returned to her home in Vienna after 15 years and began to work in the Congress Bureau. She has 25 years of experience and successful work in the MICE industry.
- ▶ Professor **Zoran Klaric**, Dean, **Zagreb School of Management/Vern, Croatia**. Professor Klaric has a very rich professional career and participation in over 100 scientific and professional projects related to tourism as well as over 50 published professional and scientific papers. His areas of interest include: sustainable tourism development and assessment of the impact of tourism on the environment, spatial planning in tourism and social geography. During the period from 1990. to 1999. he was in Germany, Britain and Japan on professional development.
- ▶ **Didier Scaillet**, **MPI** Chief Development Officer, **Luxembourg**. Didier joined MPI on a full-time basis in 2000. He is responsible for the expansion of the MPI community and value propositions into new regions and countries as well as, on a global basis, MPI new products and services development, knowledge management and the MPI Foundation. He holds a B.Sc. in Hotel & Hospitality Management and a Master Degree in Economics. He is fluent in French and English as well as having a good command of Dutch and German.
- ▶ **Tom Hulton**. Following three years as Secretary General of the International Hotel Association based in Paris, he joined the International Congress and Convention Association as Chief Executive Officer based in Amsterdam. In July 2002 and after nearly eight years with ICCA, Tom Hulton decided to return to the UK and set up his own consultancy. He currently works with IMEX as Director of International Relations, with special responsibilities, for helping to raise the political profile of business tourism within Government circles in Europe. He has also developed the IMEX Future Leaders Forum and the Professional Development Pavilion.

EIAT 2010 Special Guest of Honor

Patrick Heuze. Patrick joined Emaar Hospitality Group in September 2007 and serves as Chief Operating Officer. In his role, Patrick was instrumental in the project and development division of the group while also maximizing the performance of Emaar Hospitality Assets comprising The Address Hotels + Resorts; Nuran Serviced Residences, Hayya! Health clubs; Arabian Ranches Golf Club, Dubai Polo & Equestrian Club; Dubai Marina Yacht Club and other hospitality assets. Patrick joined Emaar Hospitality Group from Sunland Hotels + Resorts, Maldives, where he was assuming the role of Vice President. During his tenure at Sunland, he expanded the business from one to five hotels. During his tenure with Sunland, the brand won over 11 accolades including Maldives Leading Resort by the World Travel Awards in 2006, Holly 2006 by TUI Germany, and Indian Ocean's Leading Hotel Resort by the World Travel Awards in 2005.

WHY EIAT?

-  **EIAT will create platform of best young leaders in Tourism and Hotel Industry in the region of South East Europe.**
-  **This is one of the biggest educational events in the industry of tourism and hotel management in SEE.**
-  **Networking at EIAT is one of the most attention to detail organized aspects focusing on future relationship between students and their peers.**

WE SHARE FEW TESTIMONIALS FROM EIAT DELEGATES:

Congratulations on the Conference program – it was a great experience again. The Roman experience was fun, and the Royal Reception amazing. I hope there will be EIAT 2010.

John Humpreys, People 1st, UK

On behalf of Department for sales and marketing at MK Mountain Resort I would like to thank you for excellent program that was held on the Opening Ceremony of the second International Tourist Conference EIAT and for very interesting sessions and the most prominent speakers in the field of tourism industry. It was our great pleasure to attend this event and we hope to have successful future cooperation.

Tatjana Todorović, MK Group, Mountain Resort Kopaonik

I would like to thank you once again for the opportunity in attending the EIAT 2009, meet and listen to the most important and respectful names in tourism industry. Hope that we will continue working together and use EIAT „networking“ as basis for future successful partnership and cooperation.

Prof. Sonia Mileva, Phd, Sofia University St. Kliment Ohridski, Bulgaria

It was pleasure to work with you on this well-organized conference! The conference justified my expectations, and we will be in touch for each new action! Volunteers were great!

Petar Slavkovic, Faculty of Economics, University of Belgrade, Serbia. Student

Future Leaders Forum was fantastic, as well as lecturers and topics. I am happy that I was part of such an event. Thanks and I look forward to future cooperation.

Milena Maravic, The College of Tourism, Belgrade, Serbia. Student

EIAT 2010 CONCEPT AND PROVISIONAL PROGRAM

This year Organizational Board will introduce three parallel sessions:

- ▶ **Novice track.** Session tailored for **students** addressing the needs of the industry, employers and moreover motivational speeches and sessions on destination development, business tourism, world heritage sites and leadership.
- ▶ **Executive track.** Session focusing on **top management and academia** delegates and need on the topics in marketing and sales, yield management, tourism products, channels of distribution, communication and PR.
- ▶ **Future Leaders Forum South East Europe** will be held in the form of workshop. 40 top students will be given specific tasks in the field of destination management and business tourism products development through internet channels and web portals. Students will be divided into 4 or 5 groups competing between each other. Best project will be presented at the worlds largest trade show IMEX America 11-13 october in Las Vegas in USA.

24 SEPTEMBER



- **Opening Ceremony** at the Yugoslav Drama Theater, Belgrade
- **Royal Palace Cocktail**

25 SEPTEMBER



- **Educational day** with lunch break for all EIAT and FLF SEE delegates at In Hotel
- **Gala Dinner and Networking Evening** for all EIAT and FLF SEE delegates. Venue will be kept as secret until Saturday, 25 September

26 SEPTEMBER



- **Educational day and Scientific Session** at In Hotel

EIAT 2010 FACULTIES AND MANAGEMENT SCHOOLS:

- **Faculty for Tourism and Hotel Management**, University of Singidunum, Belgrade, Serbia
- **Faculty of Economics**, University of Belgrade, Serbia
- **Department for Geography, Tourism and Hotel Management**, University of Novi Sad, Serbia
- **Faculty of Economics**, University of Novi Sad, Serbia
- **The College of Tourism Belgrade**, Serbia
- **The College of Hotel Management Belgrade**, Serbia
- **Zagreb School of Management**, Croatia
- **Faculty for Tourism and Hospitality Management Opatija**, University of Rijeka, Croatia
- **Department of Economy and Business Economy**, University of Dubrovnik, Croatia
- **Faculty of Economics**, University of Zagreb, Croatia
- **Faculty for Tourism Management Turistica**, Primorska University, Slovenia
- **Faculty for Tourism**, University of Maribor, Slovenia
- **Faculty of Economics**, University of Ljubljana, Slovenia
- **Faculty for Tourism and Hotel Management Bar**, University of Mediteran, Montenegro
- **Faculty for Tourism Ohrid**, University of Bitola, Macedonia
- **Faculty for Tourism**, University for Tourism Management Skopje, Macedonia
- **Faculty of Business Economy Bijeljina**, University of East Sarajevo, Bosnia and Herzegovina
- **Faculty of Economics**, University of Mostar, Bosnia and Herzegovina
- **Faculty of Geology and Geography**, University Sv Kliment Ohridski, Bulgaria
- **Business College of Athens**, Greece

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.

Over two years of our existence we are focusing on international and national partnerships in the light of destination development, especially in the field of business tourism. In 2009 CTRS won Wild Card at the World's largest Trade Show IMEX Frankfurt among 250 destinations who applied for the promotion and support in the field of business tourism, meetings and conventions.

EIAT INVITED MEDIA SUPORT:

- Glorija magazine
- Playboy
- Hello Magazin
- Blic
- Bazar
- Dnevnik
- Travel Magazin
- RTS
- Večernje novosti
- FOX TV
- Politika
- Večernje novosti
- Kongres magazin Slovenia
- Revija UNO
- Turistički Svet
- Trofej
- SEEBTM Magazin
- Turizam Info

More information

about EIAT Conference and FLF SEE you can download from www.eiat-conference.org or e-mail us on milan.culic@EIAT-conference.org

We are waiting for you in Belgrade 24 – 26 September!
