



### **Conference** Program













### **Official Program**



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Choose Excellence



## Welcome note

Dear EIAT and Future Leaders Forum South East Europe Participant,

Welcome to the Third International Tourism Conference and the only stand – alone event EIAT (Education and Industry Advancing Together) in the region of South East Europe focusing on student development. This is also one of the largest educational events in the region where its mission is to spread the idea of continuous life education in the field of tourism and hotel industry.

Once again we are proud to support world's largest trade show in the meetings industry IMEX and world's largest meetings association MPI in developing Future Leaders Forum South East Europe. This exclusive program and event will give you the opportunity to experience tourism and meetings industry first hand, learn from industry leaders and improve your competiveness in the workplace.

EIAT's mission is to bring together a variety of stakeholders in tourism, hotel, and meetings industry from government, commercial, and academic sectors in the region of South East Europe and to foster partnership about creation of platform of best young leaders in the industry. We also would like to extend a warm welcome to all colleagues in the industry who share our interest in improving standards.

EIAT 2008 and 2009 welcomed over 170 students from different faculties in Slovenia, Croatia, Bosnia and Herzegovina, Serbia, Montenegro, Macedonia and Bulgaria. This year we have more than 100 students and 100 delegates from all over the region of South East Europe. In addition to the excellent program, in great environment, you will meet with industry peers, build relationships, and exchange ideas.

The 2010 conference program is an exciting combination of academic as well as management sessions.

We know you will enjoy "World's best party" (Lonely Planet) and it will be our distinct pleasure and joy to spend a truly rewarding weekend with you in Belgrade. Our organizational team and staff will be on-hand to ensure that you get the most out of the program.

### **EIAT 2010 Organizing Committee**

### IN Hotel and Holiday Inn





This year EIAT will host Opening Ceremony at Yugoslav Drama Theater for more than 400 invites and the working panels for 230 delegates. Opening Ceremony will be followed with the EIAT 2010 cocktail for all delegates in the Hall of Yugoslav Drama Theater.

This is first year working panels will be divided into parallel sessions targeting students at Novice track session, executives and managers at Executive track session and students at Future Leaders Forum South East Europe workshop.

EIAT on Saturday will be followed with the networking evening for all delegates experiencing traditional Serbian cuisine at EIAT Networking Serbian Dinner.

As part of the Novice Session on Sunday will be hosted Parallel EIAT Scientific Session which is hosted by the:

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

PhD candidates and assistants will be presenting their research papers with the open panel discussion at the end of session.

Novice Track session and Executive Track session will be held at IN Hotel and Future Leaders Forum South East Europe will be held at Holiday Inn Hotel.

### **EIAT OPENING CEREMONY**

(Hosted for all EIAT delegates)

Yugoslav Drama Theater

FRIDAY

24 September 18.00 Yugoslav Drama Theater

**EIAT 2010 Opening Ceremony** 

### **SPEAKERS:**

- HRH Crown Prince Alexander II
- Dragan Dilas, the Major of Belgrade
- Prof dr Goran Petković, Secretary of State at the Ministry of Economy and Regional Development
- Prof Kaye Chon Hong Kong University
- Marcos J. Torres KEMPINSKI Palace Hotel
- Miodrag Kostić MK Group
- 19.40 Yugoslav Drama Theater
  EIAT CTRS and Foundation
  for Culture and Education
  Cocktail

### **NOVICE TRACK PROGRAM**

(Students)

In Hotel – INdex room

SATURDAY	8.30 - 9.45	REGISTRATION AT IN HOTEL
25	10.00 – 10.30	"The Social Legacy of Conferences" Professor Rob Davidson
	10.30 – 11.00	"Africa's Time is Now" Rick Taylor
September	11.00 – 11.30	"Service Industry Leadership in Hospitality and Tourism: Experiences from Asia"
MODERATOR		Professor Kaye Chon
Rob Davidson	11.30 – 11.45	COFFEE BREAKS AT THE ROOF TOP BAR OF IN HOTEL
	11.45 – 12.15	"New Vision to Achieve Leadership Genius" Professor Sanja Vlahovic
	12.15 – 12.45	OPEN PANEL AND DISCUSSION
	12.45 – 13.45	LUNCH
	14.00 – 14.45	<b>"Hotel Development and Branding"</b> Dejan Đorđević
	14.45 – 15.30	"Web 2.0 - Marketing Tools for the Event
		Industry" Mady Keup
	15.30 – 16.00	OPEN PANEL DISCUSSION
	16.00 – 16.30	COFFEE BREAKS AT THE ROOF TOP BAR OF IN HOTEL
	16.30 – 17.00	<b>"Ecotourism and Sustainability as the Way Forward in Tourism Development"</b> Professor Zoran Klarić
	17.15 – 17.30	"Leadership Styles and Emotional Intelligence in the Function of Organizational Creativity" Professor Saso Kozuharov
	17.30 – 18.00	SUMMARIES OF DAY AND CLOSE
	19.30 – 20.30	Bus transfer to the EIAT Networking Serbian Dinner from IN Hotel
	20.30 - 00.30	EIAT Networking Serbian Dinner at "Dva Jelena" Restaurant at Skadarlija

### **NOVICE TRACK PROGRAM**

(Students)

In Hotel – INdex room

SUNDAY

26
September

10.00 – 10.45 "Developing learning platform

for South East Europe designated

**UNESCO** sites"

Giorgio Andrian

MODERATOR
Rob Davidson

10.45 – 11.15 "Shine Award Experience"

Alison Cryer

11.15 – 12.30 SCIENTIFIC PARALLEL SESSION:

PhD candidates paper

presentation

12.30 - 13.30 CERTIFICATE HAND OUT

### **EXECUTIVE TRACK PROGRAM**

(Executives and managers)

**INvent room** 

SATURDAY  25  September  MODERATOR	8.30 – 10.00	REGISTRATION AT IN HOTEL FOR ALL DELEGATES
	10.00 – 11.00	<b>"Hotel Development and Branding"</b> Dejan Đorđević
	11.00 – 12.00	"Yield Management and Sales Techniques in the Luxurious Brand" Marcos J. Torres
Dejan Đorđević	12.00 – 12.30	OPEN PANEL DISCUSSION
	12.30 – 13.00	COFFEE BREAK AT THE ROOF TOP BAR OF IN HOTEL
	13.00 – 14.00	"The importance of Leadership and Mentoring in the Travel, Hospitality and Tourism Industry" Alison Cryer
	14.00 – 14.30	OPEN PANEL DISCUSSION
	14.00 – 14.30 14.30 – 15.30	OPEN PANEL DISCUSSION LUNCH
	14.30 – 15.30	LUNCH "Vienna Convention Bureau Best
	14.30 – 15.30 15.45 – 16.45	LUNCH  "Vienna Convention Bureau Best Practices" Ulrike Von Arnold  "The role training plays in the industry and importance of using it to build profile
	14.30 – 15.30 15.45 – 16.45	LUNCH  "Vienna Convention Bureau Best Practices" Ulrike Von Arnold  "The role training plays in the industry and importance of using it to build profile and standards"
	14.30 – 15.30 15.45 – 16.45 16.45 – 17.45	LUNCH  "Vienna Convention Bureau Best Practices" Ulrike Von Arnold  "The role training plays in the industry and importance of using it to build profile and standards"  Mary Jane Brook

### **EXECUTIVE TRACK PROGRAM**

(Executives and managers)

**INvent room** 

SUNDAY 26	10.00 11.00	"Paris and Tarris and Maryland Plane"
September	10.00 – 11.00	<b>"Business Tourism Market Place"</b> Rick Taylor
MODERATOR Dejan Đorđević	11.00 – 12.30	Interactive session and questions for Executive Track speakers: OPEN PANEL DISCUSSION
	12.30 – 13.30	CERTIFICATE HAND OUT

### **FUTURE LEADERS FORUM PROGRAM**

(Workshop for selected senior students)

**Holiday Inn Hotel and IN Hotel** 

SATURDAY	8.30 – 9.30	REGISTRATION AT IN HOTEL FOR ALL
		DELEGATES
25	9.30 – 10.00	Bus transfer from In Hotel to Holiday Inn for FLF delegates
September	10.00 – 10.15	Introduction to the Future Leaders Forum South East Europe Tom Hulton
MODERATOR Tom Hulton	10.15 – 11.00	The "REAL BENEFITS" of attending the Future Leaders Forum and becoming a Future Meeting Professional Tom Hulton
	11.00 – 11.30	COFFEE BREAKS AT HOLIDAY IN LOBBY
	11.30 – 12.15	"How Triumphant Leaders Create the Future: Best Practices from International Internships" Milan Culic
	12.15 -13.00	OPEN PANEL DISCUSSION
	13.00 – 14.00	LUNCH
	14.00 – 14.45	"The Meetings Industry – Not a Job but a Career!" Rick Taylor
	14.45 – 15.30	<b>"Meetings for Generation Y"</b> Rob Davidson
	15.30 – 15.45	COFFEE BREAKS AT HOLIDAY INN LOBBY
	15.45 – 16.30	<b>"Marketing for Future Leaders"</b> Tatjana John
	16.30 – 17.15	International Challenge Presentation "Generation Y: The Global Conference"
	17.15 – 17.45	SUMMARIES OF DAY AND CLOSE
	18.00	Bus transfers to In Hotel In
	19.30 – 20.30	Bus transfer to the EIAT Networking Serbian Dinner from IN Hotel
	20.30 – 00.30	EIAT Networking Serbian Dinner at "Dva Jelena" Restaurant at Skadarlija

### **FUTURE LEADERS FORUM PROGRAM**

(Workshop for selected senior students)

**IN Hotel** 

### INcognito room at $7^{th}$ floor

SUNDAY		
40	10.00 – 10.45	"The rise and rise of new
September		destinations in the Meetings
		Industry" Mady Keup
MODERATOR Tom Hulton	10.45 – 12.00	Final preparations and group presentations at INcognito room at IN Hotel
	12.30 – 13.30	CERTIFICATE HAND OUT AND WINNING TEAM ANNOUNCEMENT

### **AFRICA'S TIME IS NOW!**

**Rick Taylor,** the Business Tourism Company South Africa

### **Unpacking the FIFA World Cup 2010 legacy!**

In recent time images of Africa have been very much housed within a 'begging bowl' mentality, mirrored by such images as daily telecasts to the world via CNN, Skye and other global television-type channels. Today however everybody lives by selling something and destinations are no exception. Continents, countries and cities are starting to behave like football teams... positioning themselves in an 'attractive' sector: appreciating that they as marketers are liaising with a global audience. Events such as the FIFA World Cup tournament help a country re-structure peoples mind sets; it helps audiences and potential target audiences look at value propositions in a different way... which in turn then helps set a country apart from its competition. Hallmark events such as this showcase a country's infra-structure (airports, hotels, roads, stadia). It is a cost-effective way of reaching out and getting connected. Such platforms help activate new business opportunities. An event like this is a barometer that reflects the state of the nation and around the AIDA (Awareness, Interest, Desire and Action) strategic principles builds a powerful image for a destination. South Africa's hosting of the 2010 FIFA World Cup resulted in a massive economic injection primarily into the country's infra-structure which in turn created jobs and increased the GDP by 1%. The most significant legacy of the iconic event was the showcasing of the destination to a vast global audience thereby categorically enhancing South Africa's image internationally as a world class 'capable' destination.

Consequently to be successful in bidding for major events- meeting associations included- a destination needs a particularly strong culture of leadership. It needs to have good, strong players who are confident and have a clear vision of where they want to take the destination with big, huge, ambitious goals (BHAGs). Going forwards the destination itself must be positioned to echo confidence via delivery of consistently high standards and professionalism, and further enhance credibility through global industry association alliances. To grow Serbia and the region as a leading 21st century destination, differentiation is crucial.

Create a promise that frames the destination experience – and differentiates it apart from its competitors Originate constituencies that enable travelers and delegates to focus on the emotional as well as the functional benefits. And never under-estimate the power of the brand image and brand reputation – create a strong brand-magnet for Serbia in today's surplus economy:, and then create and surround the message with out of the box innovative marketing of the brand-offering. A well marketed destination is capable of 'uncertainty reduction'... as well as serving the purpose of 'attention expansion'! Where South Africa was just some 16 short years ago –was a beginning: It's Africa's time Now!...is there a South African parallel with South Eastern Europe/ the Balkans/Serbia! Destinations grow by reaping the reward of globalization... is Serbia's time Now!

### SERVICE INDUSTRY LEADERSHIP IN HOSPITALITY AND TOURISM: EXPERIENCES FROM ASIA

### Professor Kaye Chon, University of Hong Kong, China

Hospitality and tourism industries are becoming increasingly competitive and complex. Customers today have far more choices to make when they purchase travel and hospitality services. Only those businesses which clearly understand the concept of customer satisfaction through "engineering superior quality of service" can win over the customers. Asia's hospitality and tourism industry in recent years has received global attention for excellence in service leadership. Some of the world's most renowned companies for service excellence exist in Asia while history of such businesses is relatively short compared with their counterparts in Europe or North America. This presentation is to share some observations about Asia's hospitality and tourism industry for their excellence in service leadership.

### HOTEL DEVELOPMENT AND BRANDING

### Dejan Djordjevic, Alatau Hospitality Dubai, UAE

This lecture will cover how hotels are developed and why a certain brand is chosen. Emphasis will be put on feasibility studies which are used to determine the size of the hotel, the category and the facilities and services which it should provide its customers. After covering this, we will then go into explaining why a specific brand is chosen for that given hotel and what advantages it brings to the owners, guests and employees.

### THE SOCIAL LEGACY OF CONFERENCES

### Professor Rob Davidson, University of Westminster, London, UK

All industries have impacts – both positive and negative – on the places in which they operate, and the conference industry is no exception. On the positive side, conferences have the potential to bring a wide range of economic benefits to the destinations in which they are held: jobs for local people, profits for local businesses and tax revenues for local governments. But conferences – and the delegates who participate in them – can also make a significant positive difference to the lives of the men and women and children who live in the destinations where they take place – for example by raising money for a local charity or by taking a few hours out of the conference to work on an environmental or construction project. When conference delegates take actions to directly improve the lives of disadvantaged people in the local community, this is known as the 'social legacy' of conferences. This presentation will analyze the different types of actions that delegates take so that their events bring valuable benefits to local people in conference destinations. It will also explain why including actions that leave a social legacy is one of the fastest-growing trends in the conference industry of the 21st century.

### WEB 2.0 - MARKETING TOOLS FOR THE EVENT INDUSTRY

### Mady Keup, SKEMA Business School Sophia Antipolis Nice, France

This session is aimed at giving an introduction to the philosophy and practices underlying so-called Web 2.0 tools in marketing in general and for meetings and business events marketing in particular. Participants will hear about the technical elements that render Web 2.0 possible (wiki technology and tagging), be introduced to the concept of User Generated Content and be shown examples of industry blogs, podcasts and review sites. Social networks/media will be discussed briefly and illustrated with examples taken from buyers and suppliers in the event industry. Throughout, the session will emphasize the strategic usefulness of these tools for branding, buzz marketing and customer care and feedback. The session ends with practical tips on how best to use web 2.0 tools in marketing.

### **NEW VISION TO ACHIEVE LEADERSHIP GENIUS**

### Professor Sanja Vlahovic, Faculty for Tourism, Bar, Montenegro

Corporations are more complicated than ever before. The challenges leaders face are correspondingly complex. Therefore, new leaders have to be able to engage and satisfy the values and needs of people you lead in the arena if conflict, competition or achievement that results in them taking action through shared vision to sustained high performance. Leadership today is beyond management. New leaders make sure management is in place. It is not the other way around. Furthermore, new leaders need vision, focus and influence, and those are the elements that separate it from management. Finalmente, we need to think well: can leadership be taught? Or, are there only principles that can be taught? We have to think well, for the sake of future generation of leaders!

### THE IMPORTANCE OF LEADERSHIP AND MENTORING IN THE TRAVEL, HOSPITALITY AND TOURISM INDUSTRY

### Alison Cryer, Tourism Society UK, Representation Plus, UK

Alison Cryer, winner of the Shine Award 2010 for Leadership, Chairman of the Tourism Society and owner of top Marketing Agency Representation Plus will be looking at the relationship between Leadership and Mentoring in the Travel, Hospitality and Tourism Industry. Leadership has been described as the process of social influence in which one person can enlist the aid and support of others in the accomplishment of a common task. Leadership is ultimately about creating a way for people to contribute to making something extraordinary happen. Leadership needs to be distinguished from posturing. Today the world is flat, the economy global, innovation cycles compressed, comfort zones threatened. Everything about today's business environment demands speed, flexibility, perseverance and competitiveness. Managing a business is more daunting – and exhilarating – than ever. Companies, departments and businesses need strong

leadership for these turbulent times. Knowledge and skill are obviously necessary, but managers require more. They must live by the principle that successful leadership means constant learning and renewal. Leadership, a critical management skill, is the ability to motivate a group of people toward a common goal. Being a leader is very different from being the boss. What is there a difference between leadership and management? Mentoring is one of the most powerful career and development tools today. Mentoring should provide personalized guidance, advice and experience on exactly what you need and on the issues that are of interest to you. Mentors' experience, expertise and inspiration can lead to promotions, more rewarding careers and greater achievements. Mentoring is a powerful tool that could provide you with the opportunity of finding role models, expand networking circles, share information and look for career advancement strategies. Rewards are reaped in both mentoring and being mentor.

### DEVELOPING LEARNING PLATFORM FOR UNESCO DESIGNATED SITES OF SOUTH EAST EUROPE

### Giorgio Andrian, UNESCO consultant

Within the expansion and diversification of the tourism market, the role of the cultural and ecological destination is growing in importance, both quantitatively and qualitatively. Within this niche, the UNESCO designated sites – namely the World Heritage sites and the Biosphere Reserves – are of particular importance for their uniqueness and territorial significance. Being considered of 'outstanding universal value', they are facing very challenging situations, being both visitors attractive poles and – at the same time – threatened by the growing number of tourists. Their management plans and processes are the only way to handle these phenomena in a sustainable way. This leads to the need of using these locations as 'laboratories' for more 'experimentation' of innovative practices. Ultimately, connecting them in a vital network and link their management units with key selected schools and universities dealing with tourism is expected to create the most favourable conditions for a regional platform for the promotion of the sustainable destination tourism.

### YIELD MANAGEMENT AND SALES TECHNIQUES IN THE LUXURIOUS BRAND

### Marcos J. Torres, Kempinski PALACE Hotel

This presentation will focus on the various techniques. The challenge is to sell the right resources to the right customer at the right time for the right price. This process can result in price discrimination, where a firm charges customers consuming otherwise identical goods or services a different price for doing so. Presentation will explain the way yield management is understood as a large revenue generator for hotel industry. Robert Crandall, former Chairman and CEO of American Airlines, has called yield management "the single most important technical development in transportation management since we entered deregulation."

### ECOTOURISM AND SUSTAINABILITY AS THE WAY FORWARD IN TOURISM DEVELOPMENT

### Zoran Klaric, Zagreb School of Management, Croatia

This work deals with the role of ecotourism and achievement of sustainability as a prerequisite for successful long term tourism development. At the beginning it is discussed about the position of ecotourism towards sustainable tourism, and later on about the tourism carrying capacity assessment as a tool for achieving sustainable tourism development. Finally some examples are presented in order to show the necessity for tourism planning and integration of tourism plans in over planning process in order to prevent undesirable and unsustainable tourism development patterns.

### **Future Leaders Forum South East Europe Summaries**

### THE "REAL BENEFITS" OF ATTENDING THE FUTURE LEADERS FORUM AND BECOMING A FUTURE MEETING PROFESSIONAL

### Tom Hulton, IMEX Frankfurt Trade Show, UK

Attending this Forum, you will be asking yourself what benefit it will provide. How will it help me to choose a career and is there any way that I can take advantage of the many networking and job opportunities that seem to be out there? This session will try and answer all those concerns from looking at what it means to be an MPI student member with all its incredible benefits to what the Future Leaders Forum can offer in terms of being part of a fast growing student community and much more. Tom will use his considerable industry experience to inform you about all these exciting developments.

### HOW TRIUMPHANT LEADERS CREATE THE FUTURE: BEST PRACTICES FROM INTERNATIONAL INTERNSHIPS

Milan Culic, Centre for Tourism Research and Studies, Novi Sad Serbia

What makes a true leader different from a good manager? Does it mean understanding the need of true human potential in the meetings industry and managing yourself before managing the company? Does it mean placing a team where its strengths produce top results? Or does it mean being able to recognize talent from the very beginning? Milan will explore these important and fascinating issues with illustrations from the industry using both good and bad management practices. This presentation will be followed with several examples from private and public sector internships.

### THE MEETINGS INDUSTRY - NOT A JOB BUT A CAREER

### Rick Taylor, The Business Tourism Company, South Africa

What is the meetings industry? How is this buoyant, valuable and expanding industry viewed by its employers and employees around the world especially in these troubled economic and political times? Is this an industry that you want to enter and enjoy as an exciting and worthwhile career? Rick looks at developments, trends and the sustainability of the meetings industry followed by an open discussion

### **MEETINGS FOR GENERATION Y**

### Rob Davidson, University of Westminster London, UK

The concept and production of meetings have changed dramatically over recent years and this change will rapidly continue with the emergence of Generation Y. The new generation of young people is becoming more sophisticated, more demanding and more successful. Or are they? Rob has been studying this exciting phenomenon and will share his findings with you.

### MARKETING FOR FUTURE LEADERS

### Tatjana John, Concept LTD, Croatia

Meetings and events are playing an increasingly important role in the marketing strategies adopted by associations and corporations. There is a vital role to be played in attracting these meetings to a destination and gives enormous scope to creative marketing. How has Serbia developed its own marketing strategies to compete with the rest of the world? If a career in marketing appeals to you, then this session will open your eyes to what can be achieved.

### THE CHALLENGE! GENERATIONY – THE GLOBAL CONFERENCE

Creativity has become one of the most important characteristics for a successful career in the meetings industry. Teams will be asked to create and organize a global conference for Generation Y. They will work together during this session (and overnight, if necessary!!) to present the winning formula to a panel of distinguished judges on Sunday morning.

### THE RISE OF NEW DESTINATIONS IN THE MEETINGS INDUSTRY

**Mady Keup,** SKEMA Business School Sophia Antipolis Nice, France New destinations are fast becoming one of the leaders in the meetings industry with massive growth in infrastructure and a much focused vision of what is needed by both buyer and supplier to be successful. Mady Keup will share her experience of this phenomenon with you to help you understand the dynamism of change in the international market.

### **EIAT 2010 COMMITTEES**



**Professor Kaye Chon,** University of Hong Kong, China.

#### Chair

**Professor Slobodan Unkovic,** Singidunum University, Serbia.

Co - Chair

**Professor Sanja Vlahovic,** Mediteran University,

Montenegro.

**Co-Chair** 

**Professor Aleksandra Brezovec,** Primorksa University, Slovenia

**Professor Saso Korunovski,** University of Bitola, Macedonia

**Professor Zoran Klaric,**Zagreb School of Management,
Croatia

**Professor Lazar Lazic,** University of Novi Sad, Serbia

**Professor Milan Skakun,** College for Tourism Belgrade, Serbia

**Professor Slavoljub Vicic,**College for Hotel Management
Belgrade, Serbia

**Professor Bozidar Lekovic,** University of Novi Sad, Serbia

**Professor Marko Backovic,** University of Belgrade, Serbia

Professor Ace Milenkovski, University for Tourism and Management Skopje, Macedonia

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



**Bojan Zecevic,** University of Belgrade, Serbia.

#### Chair

**Milan Culic,** The Center for Tourism Research and Studies Novi Sad, Serbia.

### Co-Chair

**Nikola Andric,** Belgrade Fair, Serbia.

### Co- Chair

**Mladjan Miskeljin,** Serbia Convention Bureau

**Branislav Miletic,** Ministry of Economy and Regional Development, Serbia

**Goran Jankovic,** Belgrade Chamber of Commerce, Serbia

**Dejan Veselinov,** Tourism Organization of Belgrade

**Dragana Cirakovic,** Tourism Organization of Novi Sad



**Alison Cryer,** Tourism Society London, UK.

#### Chair

**Professor Rob Davidson,** University of Westminster, UK.

Co - Chair

**Mady Keup,** SKEMA Business School Sophia Antipolis, France.

Co-Chair

**Gordana Plamenac,** Tourism Organization of Serbia

**Professor Djordje Comic,** College for Hotel Management Belgrade, Serbia

**Nikola Avram,** MK Mountain Resort Kopaonik, Serbia

Tom Hulton, IMEX, UK

# **EIAT 2010 SPEAKERS**



# Kaye Chon

Years". Under Prof. Chon's isted in Who's Who In The the Hong Kong Polytechnic world's leading institutions schools based on research University, China. In 2003, alma mater Georgia State Outstanding Alumni in 30 the School was ranked no. and Tourism Management and Director of School at ne was recognized by his in hospitality and tourism of hospitality and tourism has arisen as one of the Chair Professor of Hotel management. In 2009, 2 in the global ranking University as the "Most eadership, the School



and scholarship. He has been



# **Dejan Djordjevic**

General Manager of the Hyatt Dubai, **UAE.** Dejan is former Regency Almaty. He was the May 2008, he was awarded "2008 Executive of the Year Chairman of the European Kazakhstan (EUROBAK). In Chamber of Commerce in CEO at Alatau Hospitality, Award" by the American **Business Association of** (azakhstan.



# **Rick Taylor**

positioning the region firmly Fourism Company Sandton, de France – advisory board and incentives map. Beside numerous borads that Rick appointed by the President South Africa. Rick set up alone Convention Bureau, meetings destination and outstanding is La Maison marketing Greater Cape Town as an international or tourism development South Africa's first stand on the global meetings serves, one of the most **CEO** at The Business Sarkozy.



# Mady Keup

Management Course Director Under Mady's leadership Visit -ondon won Best Convention of Business and Conventions Convention Bureau) with Visit France. She is former head Bureau - Incentive Category British-Portuguese Chamber (UK M+IT Awards) in 2002. -ondon (previously London at SKEMA Business School, also Chief Executive of the of Commerce in Lisbon. She speaks 6 European Tourist Board). She was Sophia Antipolis, Nice, **Events and Meetings** previously London

anguages fluently



# **Alison Cryer**

Plus UK / Chairman, Tourism the Ministry of Tourism of the Sultanate of Oman and the Samoa Tourism Authority. In MD, CEO at Representation for convention bureaus and of Tourism UK & Ireland for Ministries of Tourism across and her team have worked the globe putting emerging 2010 Alison won the Shine Society London, UK. Over Alison is currently Director destinations on the map. the past 21 years Alison Award for Leadership.



also nominated Meetings and the past 5 years, he has been conference industry. He was Incentive Travel magazine's Course Director in Business on trends in the conference nfluential people in the UK fear 2005, at the Meetings ncentive Personality of the London, **UK.** Each year, at aunches his annual report Barcelona (second biggest and incentive industry. For included in Conference & & Incentive Travel Awards **Fravel and Tourism at the** Power 50' – the 50 most University of Westminster, the EIBTM trade show in world trade show in the meetings industry), he ceremony.



# **Rob Davidson**



# Rok Klancnik

continents. Rok speaks fluently Fourism that was held in five Benelux and the European Director at Slovenia Tourist Office Brussels, Belgium. Klančnik works in Brussels as a representative of the Slovenian tourism for the in Madrid. He launched Organization (UNWTO) First World Conference on Communications in and 2007 was Director Union. Between 2002 the most outstanding at the World Tourism of Communications 10 languages.



# Miha Kovacic

region of South East Europe in he field of meetings industry. CEO at Slovenia Convention promoting South East Europe famous regional Trade Show wide leader that first started business tourism, meetings as premier destination for demand and supply from and incentives. He started Bureau, Slovenia. Miha hrough business tourism concept and it the region destination development Conventa that connects nas excellent results in



# Dr Giorgio Andrian

currently consultant. He is also and undergraduate levels - in various european universities, Expert of the Balkans, former lecturer at both at graduate at the Venice Office) and relations and nature and cultural heritage policies. geography, international JNESCO staff member on political and cultural



# Marcos J. Torres Mueller

Director of Sales & Marketing,

(empinski, Portoroz, **Slovenia**. His previous career included Between 2006 and 2008 he Kempinski Group at the end Berlin, and again joined the obs in sales and marketing Germany. He set off on his New York, and in the Hotel Adlon Kempinski in Berlin. professional path in 1999 of one of the hotels of the in high-class international successfully managed the positioning on the market Collection hotel brand in in the St. Regis Hotel in ourism in the USA and prestigious Rocco Forte of November 2008.

# **EIAT 2010 SPEAKERS**



# **Miodrag Kostic**

brand positioning. MK Group biggest investment in Serbian brand is based above all on investors in human potential President at MK Group. Part the energetic efficiency and tourism in the last 20 years in **Serbia.** Hotels "Grand" Resort Kopaonik, ski resort and "Angela" and chalets where successful business of MK Group is Mountain "Suncani vrhovi" are the is on the biggest Serbian and young talents.



# atjana John

expertise that Tatjana provides Delegations along with Royal Government Delegations, Dubrovnik, Croatia. The several International and Professional Conference Organizer, has seen her Director at Concept LTD, working with American in Croatia, as certified National Government Families.



# Jirike von Arnold

Convention Bureau, Austria. her professional career related he Congress Bureau. She has her home in Vienna after 15 director of sales. Returned to years and began to work in to the hospitality industry as successful work in the MICE Denmark where she began 25 years of experience and She lived in Kuwait and in Deputy Director, Vienna



# Zoran Klaric

from 1990. to 1999. he was in Germany, Britain and Japan on Croatia. Professor Klaric has planning in tourism and social geography. During the period a very rich professional career and participation in over 100 development and assessment as well as over 50 published papers. His areas of interest include: sustainable tourism of the impact of tourism on professional development. professional and scientific projects related to tourism scientific and professional of Management / Vern, the environment, spatial Dean, Zagreb School



# **Didier Scaillet**

Officer, Luxembourg. Didier global basis, MPI new products joined MPI on a full-time basis and countries as well as, on a knowledge management and propositions into new regions the MPI Foundation. He holds a B.Sc. in Hotel & Hospitality Degree in Economics. He is fluent in French and English Management and a Master n 2000. He is responsible MPI community and value and services development, as well as having a good MPI Chief Development command of Dutch and for the expansion of the

# EIAT 2010 SPECIAL GUEST OF HONOR



# Patrick Heuze

# **Tom Hulton**

Patrick joined Emaar Hospitality

and serves as Chief Operating

Group in September 2007

instrumental in the project and Officer. In his role, Patrick was

group while also maximizing

the performance of Emaar

development division of the

and after nearly eight years with Europe. He has also developed International Hotel Association return to the UK and set up his ICCA, Tom Hulton decided to Chief Executive Officer based own consultancy. He currently of International Relations, with based in Paris, he joined the within Government circles in in Amsterdam. In July 2002 works with IMEX as Director International Congress and nelping to raise the political Forum and the Professional Convention Association as orofile of business tourism special responsibilities, for Secretary General of the Following three years as he IMEX Future Leaders Development Pavilion.

The Address Hotels + Resorts;

Hospitality Assets comprising

Hayya! Health clubs; Arabian

Ranches Golf Club, Dubai

Nuran Serviced Residences,

Hotel Resort by the World Travel Maldives Leading Resort by the World Travel Awards in 2006, Holly 2006 by TUI Germany, and Indian Ocean's Leading with Sunland, the brand won ive hotels. During his tenure over 11 accolades including the business from one to Awards in 2005.

Choose Excellence

Patrick joined Emaar Hospitality

and other hospitality assets.

Dubai Marina Yacht Club

Polo & Equestrian Club;

**Group from Sunland Hotels** 

+ Resorts, Maldives, where he

was assuming the role of Vice

President. During his tenure

at Sunland, he expanded

Education and Industry Advancing Together

#### **EIAT 2010 PARTNERS AND SUPPORT**



### **Foundation of Crown Prince Alexander for Education**

A non-profit organization committed to advancing education, academic research in Serbia, to address the outflow of brilliant young academics and to promote Serbian cultural heritage. Within the general objective of Crown Prince Alexander to promote democratic values and economic development in our country, the Foundation is dedicated to opening opportunities for talented young people in their future development and careers. The Foundation links Serbian education institutions with reputable international institutions and forms highly educated well-trained young professionals, connecting

Serbian youth to the business community and to the world. Founded personally by HRH Crown Prince Alexander II with the vision to enable Serbian Youth to get quality education, successful careers and personal fulfillment.



### Ministry of economy and regional development

Ministry of economy and regional development is in charge for five fields in government of Serbia and 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 potentials along its run through Serbia. One of the main conditions for tourism development is privatization of state owned hotels and it purpose

change towards spa, wellness, convention and winter tourism product users. At this time Serbia has two Master Plans done and the idea is to get into procedure at least six more with the objective that in the future on one invested dinar Serbia gets in between five to ten on the top.



**The Tourism Society** is the professional membership body for people working in all sectors of the visitor economy. With around 1000 members in the UK and worldwide, the Society was founded in 1977 with the aim 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. Membership is open to people working in every sector of the industry - public, private or voluntary - and to those well- established in their career path as well as those starting out on a travel or tourism course at college or university. The Society offers regular meetings

throughout the UK, a quarterly journal, access to an extensive database of industry colleagues, signposts to better business opportunities and education and Careers support.



**National Tourism Organization 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 Organization 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.

#### **EIAT 2010 PARTNERS AND SUPPORT**



**The 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.

#### **Futures Leaders Forum**





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 based in Dallas, USA and IMEX is the world's largest trade show in this industry 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. The Future Leaders Forum program jointly run by IMEX and MPI (Meeting Professionals International) has been developed to encourage the best and brightest students to enter the meetings and incentive travel industry. Approximately 2,400 students have passed through the program since its launch in 2003 and 80% have said they are more likely to enter the industry as a result of attending a Future Leaders Forum. The new Future Leaders Network is aimed at offering former attendees a network of peers from across the world, as well as continued career guidance and opportunities.



### Conventa – South-East European Exhibition for Meetings, Events & Incentive Travel

Conventa is the meetings industry trade show for the South-East Europe. Organized for the first time in January 2009 where over 80 exhibitors from the countries of the South-East Europe presented its offer to over 150 hosted buyers coming from the whole Europe. The core of the Conventa show are one-to-one meetings between exhibitors and strictly selected hosted buyers and carefully prepared social and networking events. Exhibitors

are ranging from congress and exhibition centers, convention hotels, special event venues, professional congress organizers (PCO), and destination management companies (DMC), incentive and event agencies, convention and visitor bureaus, airlines and transportation companies, technology providers etc. Hosted buyers coming from the whole Europe range from corporate segment to association clients, agencies, independent meeting planners, intermediaries, venue finding agencies and others who are involved with organization of meetings and events.



### Subotica – an inspiring tourism destination

Layered with history, beauty and variety, Subotica is an open, spacious, benevolent, intercultural and dynamic city where guests are always welcomed. Subotica has grown into a must visit tourist destination because of many art nouveau buildings lavishly decorating the city centre. Subotica is also a city of festivals which demonstrate creativity and heritage, art and culture of the local people. Some of the festivals have grown into

an important spot on the map of the European festivals, such as European Film festival or Festival of Children's Theatres. All of them are very well attended and hugely popular, a magnet for tourists. Beside 'what to see' and

#### **EIAT 2010 PARTNERS AND SUPPORT**

'what to do', Subotica Tourist Board adds 'the experience' by introducing a free of charge service where tourists are greeted by local people who love their town and who are ready to meet people of all ages, backgrounds, colours and religions. They are willing to voluntarily give up their free time to meet with tourists and offer them a different travelling experience. They will show tourists the main sights and streets, hidden treasures, local customs and tell them the intriguing history of Subotica. If you like your holidays and trips to be out of ordinary, with a touch of class and unforgettable experience come and www.VisitSubotica.com



### The German Technical Cooperation (GTZ)

On behalf of the German Federal Ministry for Economic Development and Cooperation (BMZ), the German Technical Cooperation (GTZ) is implementing three projects in Serbia with tourism component. The Danube region, as one of the key resources of Serbia for tourism, as well as for overall economical development, was chosen as priority area. Since 2003, the focus of the activities have been on the development of several

tourism products, such as the Danube cycling route, touring and nautical tourism, promotion of the tourism offer of Danube region on the European markets, through supporting fair participation, study and journalist trips and helping incoming tour operators in matchmaking. The capacity building of the tourism stakeholders in Danube communities, focusing on the Iron Gate region and improvement of the cooperation in the South-East Europe, through supporting new established Danube Competence Center (DCC), with members from Croatia, Serbia, Romania, Bulgaria, Ukraine and Moldova, are also parts of GTZ support. The main partners of the projects in Serbia are the Ministry of Economy and Regional development, Tourism Organization of Serbia, local tourism organizations, camping and cycling association, as well as, other public and private organization active in the Danube region.

### **New Pillar of Tourism Development**

National Corporation for Tourism Development of Serbia was founded in 2009 with the purpose to support and implement Strategy of Tourism of Republic of Serbia and to be partner to public sector and to domestic and foreign investors, tourism developers and operators. National Corporation for Tourism Development consists of a team of young professionals gathered around a common idea to present Serbia to potential investors as an attractive tourist destination, which has diverse natural attractions,

rich cultural and historical heritage and therefore a great tourist potential. As a national authority, National Corporation for Tourism Development of Serbia (NCTDS) is dedicated to developing tourism in Serbia. Our mission is to support investment in a range of existing and new attractions with a goal to enhance the Serbia's tourism industry potentials, in order to achieve its growth objectives. We provide both strategic and operational support to develop Serbia as a competitive tourist destination. Our task, together with other relevant national institutions, is to bind, in a meaningful way, attractions and products and present Serbia to a market, not only as a new tourist destination but also as attractive location with good investment climate. In that sense, we can be seen as a welcoming committee to domestic and foreign investors interested in investing their capital into touristic potentials of Serbian economy.

### **LEAVING A LEGACY**

### By Rob Davidson

Every year, at the trade show for the meetings industry, EIBTM, I launch my annual Industry Trends and Market Share Report\*, a review of the key trends affecting the conference industry and how the Industry is responding to the challenges it currently faces. As you can imagine, some of those challenges are formidable, especially as far as the global economy is concerned. We all know that last year was very difficult for many suppliers in the conference industry, and although many major economies have now officially emerged from the recession, no-one is ruling out the possibility of another downturn in the year ahead.

But amidst all the despondency, one new trend stands out as a welcome, positive development. Last year was the year when conference planners and delegates showed that the impacts that meetings can have on the destinations where they take place are not limited to suppliers' profits. It was the year when the term 'social legacy' entered the vocabulary of a growing number of people planning conferences and attending them – social legacy in terms of doing something to make a positive difference to the lives of some of the people who live in the towns and cities where conferences are held. Perhaps the recession had something to do with this trend, but, whatever the causes, our industry's desire to 'make a difference' and 'give something back' intensified considerably last year. Extravagant, meetings are out of fashion, and discreet 'responsible' events are in. And one way of meetings demonstrating how responsible they can be is through the delegates doing something during the event to leave a legacy in the form of something that directly benefits the host population, particularly the disadvantaged, underprivileged members of that population.

There has been an upsurge, in Europe and beyond, in the number of conferences that include some form, or forms, of social legacy activities. At the simplest level, this can be raising money for a local charity or another deserving cause - at the gala dinner, for example. But increasingly, delegates are showing that they are keen to take a more hands-on approach to making a difference. This can take two forms: construction/renovation projects and outreach activities. The former can range from landscaping the garden of a local retirement home to building a library in a local school. But many delegates are more motivated by outreach activities, which give them the opportunity to meet and interact directly with local people. An example of this was seen in the 2008 'Greening the Hospitality Industry' Conference, held in Vancouver, where delegates spent time working with the Vancouver Food Bank, sorting and separating food and household item donations and packing them into boxes for disbursement. In one hour, 31 delegate volunteers assisted 1,600 people with meals in the Vancouver Metro area.

### **EIAT 2010 INDUSTRY ARTICLES**

Another example of social legacy was seen at last year's conference held by Eventia, a UK meetings industry association, in the Holiday Inn Brighton-Seafront on 6 and 7 July and attended by 220 events and live marketing professionals. The idea for Eventia's social legacy initiative came from the Brighton and Hove Business Community Partnership (BCP), a not-for-profit organization that brings together commercial, community and voluntary sector organizations to support community development and encourage social entrepreneurship. The BCP identified a number of projects for Eventia to consider, and this was the idea that appealed most to the Eventia conference team: St Bartholomew's Church of England Primary School is commonly considered to be one of the most disadvantaged schools in Brighton, with pupils from 24 different nationalities being taught there. The dreary, grey school playground, looking more like a concrete car park than a children's recreational area, was in particular need of enhancement. The BCP supplied protective overalls for the delegates to wear and materials for them to use in painting the playground walls. This activity was scheduled for the period from 17:30 to 20:00, at the end of the first day of the conference, when the delegates were divided into four groups, each with a different slot during the twoand-a half-hour period. By 20:00 the four grey walls of the St Bartholomew's School playground had been freshly transformed into sparkling white, one of them featuring the Eventia conference logo.

At a time when conferences and events are increasingly being scrutinized by the press, politicians and the public as a whole, on the lookout for signs of unwarranted conspicuous consumption, gestures like these, designed to help the most vulnerable and under-privileged members of society, can only help improve the image of our industry, by showing that we have a heart as well as a head.

\* Available for download free, from www.eibtm.com

### **EIAT 2010 NETWORKING EVENTS**



### **Cocktail** at the Yugoslav Drama Theater

Friday 24 September

just after the Opening Ceremony around 7.30 PM



Serbian
Networking Dinner

**Saturday** 25 September



8.00 PM

Restaurant
"Dva Jelena"
(Two Dears) at
Skadarlija – old
Belgrade Bohemian
part in the city
center



**University Singidunum** Belgrade 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.



Faculty of Economic Science University of Belgrade 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.



Departament of Geography, Tourism and Hotel Industry University of Novi Sad 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.



Faculty for Tourism, Hospitality and Trade Management Bar Faculty for Tourism, Hospitality and Trade Management in Bar was established in 2004, from eminent experts and Professors from the field of Management in Tourism and Hospitality. The Faculty currently has 50 students for two graduate and post-graduate programs: Management in Tourism and Hotel Management. At the moment, Faculty closely cooperates with institutions and Faculties from the country and abroad, with its main references from Horwath International partnership, USAID program for Montenegro and many others. Faculty has established very good connection and signed partnership agreements with faculties for tourism in the region of Balkans from Croatia, Macedonia, Serbia, Albania and even France and Poland. Programs and courses of the Faculty are completely compatible with Bologna Declaration and ECTS system. Professors of the Faculty are the most eminent names of tourism and hospitality in the region.

ВИСОКА ТУРИСТИЧКА ШКОЛА СТРУКОВНИХ СТУДИЈА



**College for Tourism** Belgrade

College for Tourism Belgrade has been founded in 19?7 and has longest tradition in educating human resources for this industry in Serbia. College for tourism has established a proven track record of providing its students with an educational experience of the highest quality in an environment that prepares them for the demands of their future career.



### College for Hotel Management Belgrade

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.



### Faculty of Economic in Subotica

University of Novi Sad

Since its foundation in 19?0 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 Tourism and
Management
Skopje, Macedonia

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. Besides possessing entrepreneurial knowledge and skills, the students also obtain management, business decision making, creating positive statements and image of the organization by developing public relations, managing human resources, learning establishing and developing small businesses, managing a project and the like.



Faculty for Tourism and Hotel Management Ohrid University Sv Kliment Ohridski, Macedonia Faculty for Tourism and Hotel Management Ohrid, University Sv Kliment Ohridski, Macedonia

In the field of tourism and hotel management Faculty for Tourism is leader in Macedonia. With the tradition that dates back to 1977. Concepts of studies are totally applied to the Bollogna system having Bachelor and Masters Degree. Beside standard affiliation to the above mentioned programs and courses within the Faculty for Tourism, what makes this Faculty special is its specialization towards cultural and historical heritage management. Constant cooperation with UNESCO and World Heritage Site made this Faculty being leader on the region when the issue of heritage and visitor management is concerned.



Faculty
of Tourism Studies
Portoroz – Turistica
University of Primorska
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.



Zagreb School of Management Croatia Zagreb School of Management Croatia was founded in 2001 with the aim of creating welleducated tourism and hospitality specialists, as well as an innovative generation of managers in Croatian tourism sector. The School is a modern educational institution and students who complete our studies gain knowledge required for highly professional, managerial positions in tourism and hospitality industry. We have created a distinctive program that is easily adopted and offers high quality practical and professional knowledge. In addition, the School offers collaboration with business sector; practical work (internship) in the most successful companies within tourism and hospitality industry, as well as in companies from other business sectors; furthermore, students have an option of taking exams in English language in order to receive internationally recognized diploma of The Institute for Commercial Management, Great Britain. The curricula and teaching are organized in a way to encourage a good work ethic, creativity, and independence. Students acquire a systematic approach to practical problem solving. They learn to follow modern trends in tourism, learn about the latest theories and managerial practices, the newest achievements in tourism and the hospitality industry, as well as modern marketing and selling techniques. Since 2004 Zagreb School of Management has innovated and expanded its curriculum and in accordance with European standards introduced a three and a half year undergraduate course. Zagreb School of Management is full member of EURHODIP in which dean of Zagreb School of Management Zoran Klarić, PhD is member of board of directors.

### South East Europe Faculties to participate at EIAT 2010 and Future Leaders Forum



The Faculty of Tourism and Hospitality Management in Opatija
University of Rijeka,
Croatia
www.fthm.uniri.hr





Faculty of Economics, University of Zagreb, Croatia www.efzg.hr



Business College of Athens, Greece www.bca.edu.gr



Faculty for Tourism and Hotel Management,
University of Montenegro
www.fthkotor.me



**Faculty for Tourism Sv Kliment Ohridski,**Bulgaria



Faculty of Economics, University of Mostar, Bosnia and Hercegovina www.ef.sve-mo.ba

### **ABOUT US | THE CENTRE FOR TOURISM RESEARCH AND STUDIES**



CENTRE FOR TOURISM RESEARCH AND STUDIES CENTAR ZA ISTRAŽIVANJA I STUDIJE TURIZMA 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 Enhance corporate responsibility within the tourism and hospitality industry in Serbia and the region of Balkans By 2018 the Center for Tourism Research and Studies will become one of the top leaders in the region of Balkans in the field of student development committed to build strategic and deep relationships, identifying, developing, and mentoring high performers who possess the skill and attitude to make the difference in very dynamic and demanding industry. The CTRS mission is to assist students to achieve academic and practical excellence. Central to its mission, CTRS's research and development focuses on critical issues in the education of students – future leaders and their placement into key sectors of the tourism, hotel and meetings industry in the region of Balkans. We seek to connect best students to best possible employers in the industry internationally as well as to establish long lasting relationship.

Choose Excellence

### PURIFIES MIND AND CONFUSES FEELINGS



The winery "World Of Wine by Živojin Đorđević" was established in 2006 with the ambition to become a leader in the highmost wine production in Serbia and also in the region.

The winery is settled in Palić, anchored in the sand of Subotica and Horgos, the land which has always been adorned with vineyards. The imperative for the utmost quality wine, hidden behind the WOW label, is the newest technology and selected sorts of grapes. Completely new approach to viticulture and the most modern process of grapes processing gives the wine alluring and pure smell and very special taste.

We have gathered the top level team of experts who initially have been lead by the French vintner, Olivier Tregoat from Chateau Margaux, whose fine taste and knowledge in soil have almost become the legend among vine growers.

Our ten-year experience in business with fruit, juices and branding, painted by "Next" colors, are the strong guarantee that our wines will bring Serbia back to the European wine map. Along with "Next" we pursued the standards, created it as widely recognizable brand, exported it to all continents, read about it in the "New York Times", etc.

The "World Of Wine" knows its path, and has the clear aim: to obtain quality wines in Serbia, to motivate people, young ones especially, enjoy drinking them, and learn how to recognize the quality of wines, and find good mood in our wines.

Our path begins in Palić, where the vineyards cover more than 225 hectares, continues through the Negotinska Krajina with new 200 hectares under the vineyards, and up to the wine lists in the best restaurants all over the world.

Until today we have invested more than 16million Euros in our story, and recently, we have started with wines of vintage wines 2006, classified into two series: gold and red as one and silver as the second.

We want to match wine technology of the New World, Chile, California, New Zealand and the European quality of grapes. Our wine factory allows growth of capacities, and currently we are able to produce several million liters of wine a year.



ASTAKOS is a travel agency based in Belgrade – Serbia and Budva - Montenegro, two main tourist centres in Serbia & Montenegro. Founded in 1992. Astakos has achieved consistent growth and expansion of travel business, year after year through dedicated service to its valued customers.

#### What

ASTAKOS Travel & Events is PCO & DMC specialized in organization of Congresses and Conferences, Corporate Events & Business travel, Social & Leisure Events, Meetings and Incentive trips in Serbia & Montenegro.

#### Where

Serbia – undiscovered destination, with rich history and cultural heritage, medieval monasteries and mosques. Diversity of 38 nations and a crossroad through the history made it worth visiting.

Montenegro – wild beauty has it all, clear sea and beautiful sandy beaches, untouched biggest lake at Balkan peninsula, second biggest canyon on the world, wild mountains and lot, lot more.

#### Why

Because of our dedication to new creations and developments, our passion to explore new possibilities, new locations and destinations. And because you have probably never been here.

#### **Corporate mission:**

ASTAKOS Travel & Events will maintain the position of leading PCO & DMC in Montenegro with the tendency to become one of leading PCO & DMC in Serbia.

#### Strategy:

Using proven know how our experienced personnel will try to offer turnkey solutions to our customers. We will always try to be the first to know and to use new trends.



### Perfect surrounding for suprime leasure and good business visions...

MK MOUNTAIN RESORT is situated at Kopaonik, the most prestigious ski resort in Serbia. With its recently renovated Grand Hotel & Spa\*\*\*\*, a brand new Family Hotel Angella\*\*\*\*, Apartments Konaci-Sunny Heights\*\*\*, Convention center and the national restaurant Zvrk, MK Mountain Resort represents one of the most popular recreation and convention centers in the region. Our hotels and apartments are located in the very heart of the National park of Kopaonik at 1770 m and are the starting point for both winter and



summer activities. Undiscovered mountain scenery offers large choice of challenges such as skiing, hiking, mountain biking, off-road tours, paragliding...

### GRAND HOTEL & SPA\*\*\*\*

### Symbol of luxury and tradition for more than two decades



If you are looking for a place where you can get the best of your holiday and experience the true luxury sensation you should definitely visit our Grand Hotel & Spa.



Grand Hotel & Spa has recently undergone a complete refurbishment program providing state-of-the- art facilities to include contemporary luxury in all 165 rooms, in addition to new Presidential and 11 Premium suites. Restaurants. bars and lobby areas have been renovated and the Grand now boasts a new purpose built Grand Oaza Spa & Wellness center on a 1800 m<sup>2</sup> with sauna world, indoor and outdoor swimming pool, hammam, kneipp, relax zone and beauty center. Grand Hotel & Spa features fully equipped business center, multipurpose sports hall, outdoor sports courts, modern fitness room and gym, 8 lane bowling center and kid's corner.



### FAMILY HOTEL ANGELLA\*\*\*

### Where modern design meets cosy family atmosphere...

A brand new hotel Angella enjoys prime location in the tourist center of Kopaonik with exclusive shopping, dinning, and



entertainment venues right at the doorstep. All 127 modern rooms and apartments are overlooking the ski slopes and the central Square. Hotel Angella ensures a unique family experience offering animation and fine programs for children provided by well experinced staff.

### **APARTMENTS KONACI\*\*\***

### Authentic mountain sensation...

For those who prefer freedom, privacy and convenience, MK Mountain Resort offers different types of apartments overlooking the central square, each with a fully equipped kitchenette.

### **CONVENTION CENTER**

#### For your important events...

MK MOUNTAIN RESORT Convention Center represents one of the leading conference venues in Serbia, featuring five multipurpose conference halls at 1000 m², accommodating up to 800 participants.



Secluded from the city noice, in the fascinating mountain surroundings of the National Park of Kopaonik, Convention Center provides all the elements key to delivering a superb conference, banquet, seminars and meetings.





HOTEL ZLATIBOR MONA + 381 (0) 31 841 021 hotel@monazlatibor.com Naselje Jezero br. 26 31315 Zlatibor



In the center of Zlatibor, close to all the attractions of this tourist center. 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. The workspace is air-conditioned, with Internet and telephone connections.

Owing to the technological achievements and communication network, hotel rooms have become work spaces because, in line with the new trends, the methods of work are also changing. Wellness centers have become the havens from the every-day stress and fast living tempo. Wellness Mona is a place for relaxation, treatments, massages and recreation. The visitors of the wellness MONA learn how to live healthily and take care of their bodies, and, at the same time, it is a place where guests enjoy the services provided by our polite and professional staff.







# The strategic partnership of EIAT and BUDIEKOFINa.COM goes green for future events in Serbia and the region of South East Europe

BUDIEKOFINa.COM (ECONICE.RS) Internet project is a national initiative for preserving and developing the environment, as well as branding Serbia as an ecological destination.

The reason for starting this Internet project lies in the fact that the founders, in accordance with global initiatives, deemed necessary to do everything it takes to raise the awareness of the community about the environmental problems and possibilities for reducing some of them by using ecological products. All the activities performed within this project promote ecological products in the country and region, as well as eco events, eco tourist offer, eco editions and they position Serbia as an ecologically aware nation. This project is set to be a continuing process and a unified approach in the area of ecology, environmental protection and sustainable development which will contribute to making Serbia an ecological destination.

The principle of sustainability specifically relates to congresses and conferences where a large amount of different promotion material is used. This segment of tourist economy should contribute to sustainable development using an international approach of "green event" for all the manifestations organized in our country through the application of ecological promotional material. By raising the awareness and promoting a responsible approach in choosing means of travelling to a certain destination, using local resources, energy and transport, reduced usage of handout material, using recycled paper and organic supplies every organizer would contribute to preserving the environment. With this approach a carbon footprint would be reduced (measure of our influence on the environment and climate changes), which would further protect local resources and preserve the environment during these events.

This year's message of the strategic partnership of BUDIEKOFINa.COM (ECONICE.RS) Internet project and EIAT is that in the future more effort will be put into branding conventions, congresses and conferences through eco products, as well as through the activities in accordance with ecological standards, so that all the events would be sustainable and with as less influence to the environment as possible.



### www.zasavica.org.rs

Zasavica....Serbia's Special Nature Reserve where History Channel and National Geographic shoot several episodes...Zasavica is tourist attraction and symbol of sustainable development.

History speaks and legends tell about people inhabiting swamps of north Macva 5.000 B.C. They were cultivating the area, creating crop fields in the swamp, occasionally bringing water out or in. In that way they altered currents of Sava and Drina rivers, creating meanders and changing the whole landscape. The time passed and myths and legends left traces in the minds of people that this gigantic work must have been accomplished by giants, or



more probably by dragons. It is because meanders are dragon lodges, which brought the strength and fertility to the land. It is written in the Celtic maps that dragons once lived here, and there were eight such places in Balkans, including Zasavica. According to those maps you came to the wings of dragons - visiting the preserved nature of Zasavica Special Nature Reserve. It is preserved due to dragons, ancient keepers of large legendary treasures, by their immense power, or it was maybe done by people who possess the same spirit and strength? The story that dragons inhabit Zasavica even today, still goes on. So, how can it be recognized? People say: "It is black and hairy underneath, and smooth and shiny on the back, just like otter."







## TOWARDS REVIVAL OF RURAL SERBIA – SUSTAINABLE TOURISM FOR RURAL DEVELOPMENT UN JOINT PROGRAMME



The summer 2010 was busy – staff working on the Sustainable Tourism for Rural Development UN Joint Programme travelled across South Banat on the Danube, East Serbia, Central Serbia and Lower Danube and delivered training to over 117 rural development stakeholders over the course of July.

The trainings focused on Project Cycle Management, Project Proposal Writing, Operational Project Implementation and Fundraising and will enable rural stakeholders to apply for project schemes such as those advertised in The Call for Proposals for Diversification of Rural Economy through Tourism, which was announced on 10<sup>th</sup> September 2010. The feedback from the participants is very encouraging as it emphasises the importance of capacity building aspects of these trainings as an important investment for the development of rural areas.

These trainings and the Call for Proposals are part of Joint Programme's aims to a) develop the legal and policy framework to support the diversification of the rural economy through tourism and contribute to the achievement of the Millennium Development Goals, and b) better link and organize local rural tourism and support industries to improve the local stakeholders' capacity to deliver services and products in line with national strategies.

Key activities at the national level are the development of the National Rural Tourism Master

Plan and the National Rural Development Programme, as well as the provision of guidance for public investment and initiative stimulation aimed at creating national and international partnerships between public, civil and national sector organizations. At the local level, activities will focus on strengthening the capacities of rural tourism entrepreneurs, tourism organizations and NGOs. The Programme will also promote innovative development approaches through Local Action Groups and Tourism Governance Organizations, and special support will be given to local projects through the Joint UN Fund for Sustainable Rural Tourism.

The Joint Programme is implemented in four target regions, namely South Banat on the Danube, East Serbia, Central Serbia and Lower Danube. Five UN agencies are participating in the Joint Programme and include FAO, UNDP, UNEP, UNICEF, and UNWTO.

The national partners in this programme are the Ministry of Economy and Regional Development, the Ministry of Agriculture, Forestry and Water Management, and the Tourism Organization of Serbia.

The Programme started in December 2009 and will last until June 2012. The Spanish Millennium Development Goals Achievement Fund (MDG-F) funds this Joint Programme.







### www.eiat-conference.org

























































































