



Tourism Education in the 21st Century: Policies, Practices, Internationalization

Belgrade (Serbia), 18–19 March 2016



CALL FOR PAPERS



COLLEGE OF TOURISM
Zoran Djindjic Boulevard, 152a
11070 BELGRADE

Following the previous two successful Belgrade International Tourism Conferences we are pleased to announce BITCO 2016 entitled "*Tourism Education in the 21st Century: Policies, Practices, Internationalization*".

Institutions specialized in education and training of tourism professionals have grown exponentially over the last decades. Much of this process was undoubtedly owing to the global development and overall impact of tourism which has become quite appealing to younger people for pursuing a prospective career.

Many researchers notice that existing tourism study programs are primarily oriented to mastering business skills and practical know-how. There are views in favour of obtaining relevant knowledge within a more comprehensive scope of studies. Only thus could graduate students become *occupationally functional* and, at the same time, be able to understand the multifaceted phenomenon of tourism. This will be of extreme importance in the future world of turbulences where tourism as such may be vulnerable due to various threats.

Therefore, the crucial issue in educating professionals in tourism industry is to achieve necessary balance between vocational skills and "liberal aspects of tourism education". Profesor John Tribe, one of the plenary speakers at the previously held conference - BITCO 2014, is particularly in favour of a curriculum resulting in what he calls "philosophic practitioners", i. e. the programs aimed at delivering better service, but also contributing to the construction of a better tourism world.

Another feature of today's educational system is internationalization. Namely, academic mobility involves students, teachers and researchers travelling to a higher education institution in another country for a certain period of time. Mobile students usually use exchange programs offered at their university such as the Erasmus+ exchange program. Apart from studying and teaching, academic mobility might be an excellent opportunity for researchers to travel, acquire language skills, and explore different cultures.

Belgrade International Tourism Conference - BITCO 2016 is an occasion for both academicians and practitioners to sum up experiences in the field of education and training for the tourism sector as well as to consider examples of good practice and successful international cooperation.

On behalf of the organizer of the Conference, the College of Tourism in Belgrade – one of the oldest educational institutions in the field of tourism in this part of Europe – it is my pleasure and honor to invite you to take part in the BITCO 2016 - 18th to 19th March 2016. We look forward to welcoming you.

Milan SKAKUN
Dean of College of Tourism, Belgrade

The conference will focus on a broad range of topics related to tourism education, including (but not limited to):

Tourism and knowledge management

- Careers and employment in tourism
- Theoretical perspectives on tourism and education
- History of tourism education and training
- The application of research in tourism education
- Linkage between educators and tourism business sector
- International cooperation in tourism education
- Educational mobilities: Mobile students and mobile knowledge
- Life-long education
- Internship and on-the-job training
- Information technologies and tourism education

Tourism curricula, study programs and competences

- Vocational *versus* academic education: business-oriented *versus* tourism studies
- Educational balance between job-specific skills and broader conceptual knowledge: The idea of 'Philosophical practitioners'
- Comprehensive approach to tourism education: multidisciplinary, interdisciplinarity, postdisciplinarity
- Global and local perspectives in the tourism curriculum
- Design and delivery of discipline-oriented courses
- Competence-specific courses in vocational and academic education
- Foreign languages in tourism education
- Digital competence in tourism education

Teaching, learning and assessment

- What is taught and how it is taught: Meeting the needs of the travel and tourism sector?
- Conflicting academic interests: Teaching *versus* research
- Undergraduate, postgraduate and PhD education
- Travel and learning: What students do and learn on study tours?
- Experience with international students and academic staff
- 'Millennials' (*Generation Y*) as the newest generation in higher tourism education
- Quality assurance in tourism and hospitality education
- Student perceptions of their education and a career in the tourism and hospitality industry
- e-Learning
- Best practices in tourism education

Organizing Committee

Milan Skakun, College of Tourism, Belgrade
Snežana Štetić, College of Tourism, Belgrade
Branislav Rabotić, College of Tourism, Belgrade
Dario Šimičević, College of Tourism, Belgrade
Milenko Đurić, College of Tourism, Belgrade
Milina Kosanović, College of Tourism, Belgrade
Smiljka Kesić, College of Tourism, Belgrade
Miloš Nicić, College of Tourism, Belgrade
Vladimir Pavković, College of Tourism, Belgrade
Goran Jević, College of Tourism, Belgrade
Borko Zimonjić, College of Tourism, Belgrade
Jelena Jević, College of Tourism, Belgrade

Programme Committee

Anne Gregory, Leeds Metropolitan University
Boris Vukonić, Zagreb
Branislav Đurđev, The Faculty of Sciences, Novi Sad
Branko Wasserbauer, Karlovac University of Applied Sciences
Carl Manzano, National park Donau-Auen, Austria
Đorđe Čomić, College of Hotel Management, Belgrade
Edvin Jurin, McCann Erickson, Zagreb
Ljiljana Kosar, College of Hotel Management, Belgrade
Lukrecija Đeri, State Secretary for tourism
Marko Carić, The Faculty of Economics and Engineering Management, Novi Sad
Miodrag Popović, Head of Tourist Organisation of Belgrade
Sanja Pavlović, The Faculty of Geography, Belgrade
Silvana Đurašević, Montenegro Tourism School, Bar
Tea Baldigara, The Faculty of Tourism and Hospitality Management, Opatija
Terence Clifford, Visiting scholar at the Université Catholique de Lille, France and a visiting Professor at LiUM University, Switzerland

Secretariate of the Conference

Milina Kosanović, College of Tourism, Belgrade
Smiljka Kesić, College of Tourism, Belgrade
Goran Jević, College of Tourism, Belgrade

Chris COOPER

Professor (Oxford Brookes University, UK)
UNWTO Ulysses Laureate



Professor Cooper (ccooper@brookes.ac.uk) is Professor of Tourism at Oxford Brookes University, UK. Professor Cooper works with international agencies in tourism research and education, including the EU, ASEAN, ILO, and the World Bank as well as the United Nations World Tourism Organization where he held the Chair of the Education Council (2005 – 2007) and was awarded the UN Ulysses Medal for contributions to tourism education and policy in 2009. Professor Cooper is the co-editor of *Current Issues in Tourism* and is a member of the editorial board for leading tourism, hospitality and leisure journals. He has authored a number of leading textbooks in tourism and is the co-series editor of Channel view's influential book series '*Aspects of Tourism*' and series editor of Goodfellow Publisher's *Contemporary Tourism Reviews*.

David AIREY

Emeritus Professor (University of Surrey, UK)
UNWTO Ulysses Laureate



Professor Airey began his academic career at Surrey in 1975 and stayed with the University until 1985. After eight years with the Government Ministry responsible for tourism education and three years with the European Commission, he returned to Surrey in 1997 as Professor of Tourism Management. Professor Airey served as Head of School from 2000-2002 and as University Pro-Vice Chancellor from 2001-2009. In 2004 he was awarded the EuroChrie President's award for outstanding achievement and in 2006 was recipient of the Ulysses award from the United Nations World Tourism Organization (UNWTO) for his work in tourism education. In 2007 he became co-chair of the UNWTO Education Council. He retired in 2014 but retains a link with the University as Professor Emeritus and he also is involved in a range of other projects both in the UK and overseas. He is an elected Fellow of the Academy of Social Sciences, elected Fellow of the International Academy for the Study of Tourism, Fellow of the Higher Education Academy, Fellow of the Tourism Society, Fellow of the Royal Society of Arts, Fellow of the Institute of Hospitality, and member of the International Association of Scientific Experts in Tourism and the Tourism Research Centre.

Dianne DREDGE

Professor (Aalborg University, Danmark)
Chair, *Tourism Education Futures Initiative* (TEFI)



Dianne Dredge is Professor in the Department of Culture and Global Studies, Aalborg University, Copenhagen, Denmark. She is Chair of the Tourism Education Futures Initiative, a network of over 350 tourism educators and practitioners who believe in the powerful transformative effects of education in building sustainable and just forms of tourism for the future. Originally trained as an environmental planner, Dianne has 20 years of practical experience working with communities, governments, tourism operators and NGOs. Her research interests include tourism development processes, collaborative governance, tourism policy, tourism knowledge dynamics and tourism education.

Irena ATELJEVIĆ

Professor and researcher (Wageningen University, Netherlands;
Institute for Tourism, Zagreb, Croatia)
Cofounder of the *Critical Tourism Studies network* (CTS)



Irena Ateljevic received her doctoral degree in human geography in 1998 at the University of Auckland, New Zealand. She is currently positioned as a Scientific Associate at the Institute for Tourism, Zagreb and within the Socio-Spatial Analysis Group at Wageningen University, the Netherlands, as a Visiting Professor. She taught at the various Universities worldwide and was invited for a keynote speaker at the numerous international conferences. She has published around 60 international scientific journal articles, book chapters, conference papers and consultancy reports. Irena is one of the editors (with Annette Pritchard and Nigel Morgan) of the influential book *The Critical Turn in Tourism Research* (2012) and with Kevin Hannam of the book *Backpacker tourism – Concepts and Profiles* (2007). She is a cofounder of the Critical Tourism Studies network (CTS) through which she has been promoting the epistemological issues of reflexivity in the production of tourism knowledge.

BITCO 2016 will be held in the premises of the College of Tourism in Belgrade,
Zoran Djindjic Boulevard, 152a (New Belgrade)

http://www.visokaturisticka.edu.rs/v41_plain.php?str=skolae&jez=E

Location of the College

<http://www.planplus.rs/Default.aspx?act=src&obj=4058>

Virtual tour of the College

<http://www.visokaturisticka.edu.rs/virtuelno/VR%20TOUR.swf>



Thursday, March 17, 2016

18.00 – 19.00 Registration (Conference venue)

Friday, March 18, 2016

09.00 – 16.00 Registration (Conference venue)

10.00 – 10.30 Opening & Welcome speeches

10.30 – 12.00 Keynote addresses

12.00 – 12.30 Coffee break

12.30 – 13.30 Parallel sessions

13.30 – 14.30 Lunch (Conference venue)

14.30 – 15.30 Parallel sessions

15.30 – 16.00 Coffee Break

16.00 – 17.00 Parallel sessions

19.30 *Optional*: Gala dinner (Hotel Zlatnik)

Saturday, March 19, 2016

09.00 – 12.00 Registration (Conference venue)

09.00 – 10.30 Keynote addresses

10.30 – 11.00 Coffee Break

11.00 – 12.00 Parallel sessions

12.00 – 13.00 Panel & Closing remarks

13.00 – 14.00 Lunch (Conference venue)

16.00 – 18.30 *Optional*: City tour of Belgrade

IMPORTANT DATES & GUIDELINES

Important dates

- Abstracts should be sent to bitco.serbia2016@gmail.com by **November 15th, 2015**
- Paper submission by **January 31st, 2016**.

Manuscript guidelines

- Length* Full papers should be up to 5000 words in length including references.
- Abstract* Maximum 200 words with up to 5 key words.
- Content* Papers should be written in clear English and any technical jargon should be explained; complex issues should be defined; and full papers should have a bibliography review.
- References* Should be checked for completeness, accuracy and consistency. Publications in the text should be cited using the author's surname (Leiper, 1979 / Leiper, 1979, p. 28 / Leiper, 2004, pp. 28-30) or (Jennings and Nickerson, 2006) citing both names, or (Beaverstock *et al.*, 1999), when there are three or more authors. At the end of the paper a reference list in alphabetical order:
Cohen, E. (1979) A Phenomenology of Tourist Experiences. *Sociology*, 13, 179-201.
Jennings, G., & Nickerson, N. (eds) (2006) *Quality Tourism Experiences*. Burlington, VT: Elsevier.
Leiper, N. (2004) *Tourism Management*. 3rd edn. Sidney: Pearson Education Australia.
- Margins* 2.5 cm (1 inch).
- Font* 12pt Times New Roman.
- Style* Headings must be short, bold in capital letters (centered).
- Spacing* Single spacing (1 line).
- Tables & Figures* Should be supplied embedded within the text. Commentaries and explanations should be added to tables and charts; each table and figure should be referred to in the text in numerical order e.g., Table 1, Table 2; Figure 1, Figure 2, etc. Tables and figures should be in black and white with minimum shadings and numbered consecutively.
- Presentation* No PP presentation should contain more than 15 slides. Presentation is expected to be 10-15 minutes long.

- **A separate file should be included with a title and a brief autobiographical note including: Full name(s), Affiliation, E-mail address. The information about authors should not be identified anywhere else in the article.**
- **Submission of a paper implies that at least one of the authors must attend the conference and present the paper. One conference participant can submit one paper as an author plus another paper as a co-author. There can be no more than 3 co-authors per paper.**
- **The editorial committee reserves the right to reject any submitted paper which does not adhere to the guidelines.**

CONFERENCE FEES & REGISTRATION

Conference fees

Each author participating at the conference pays the full conference fee. Note that your bank will charge you for the transaction, which makes the additional cost for you. We should receive the payment with the total registration sum. Each conference participant with or without paper should get the confirmation from BITCO organizing committee in order to attend the conference.

100 EUR The Early Bird Conference Fee is for those who send us their applications form by **February 28th**, 2016. Each author participating at the conference pays the full conference fee. *The fee excludes bank commission.*

150 EUR for those who send us their applications as of **March 1st**, 2016. *The fee excludes bank commission.*

50 EUR For doctoral students without institutional support. *The fee excludes bank commission.*

Conference fee includes:

- Conference entry
- Delegate bag and badge
- Refreshments during coffee breaks
- Buffet lunch for two days



Optionals

A copy of the Proceedings Book	EUR 30
Gala Dinner	EUR 30
City tour of Belgrade	EUR 20

Details of payment from abroad

Currency	EUR
Acc. with bank	NBSRRSBG, DE20500700100935930800
SWIFT	DEUTDEFF
IBAN code	RS35908500100011537470
Beneficiary	VISOKA TURISTICKA SKOLA STRUKOVNIH STUDIJA, BEOGRAD
Address	Bulevar Zorana Djindjica 152a, 11070 Novi Beograd, Serbia
Purpose of Payment	Conference fee

Details of payment from Serbia

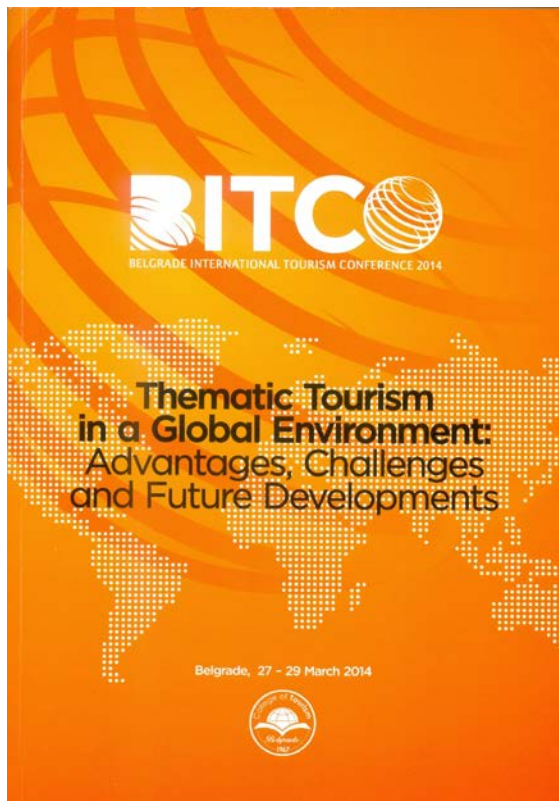
Napomena

Kotizacija se uplaćuje na žiro račun Visoke turističke škole (840-2056666-09; poziv na broj: 032016), u dinarskoj protivvrednosti, po srednjem kursu Narodne banke Srbije na dan uplate.

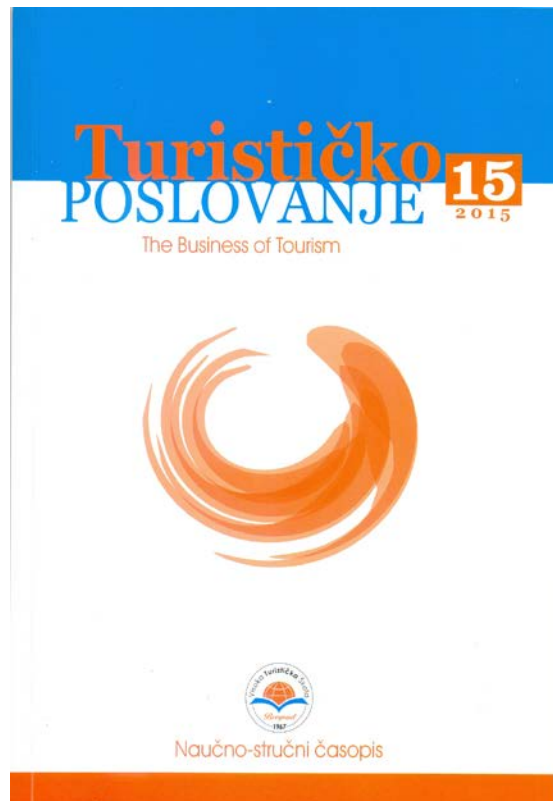
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Petar Petrović Nenada Nenadovića bb 11000 Beograd		шифра плаћања	валута	износ
сврха уплате				
UPLATA KOTIZACIJE				
прималац		број модела	рачун примаоца	
Visoka turistička škola strukovnih studija, Bulevar Zorana Djindjića 152-a Novi Beograd			840-2056666-09	
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All accepted papers will be published in **The Conference Proceedings Book**.

Selected papers will be published in a special English edition of **The Business of Tourism**, the scientific journal issued by College of Tourism.



BITCO 2014 Proceedings Book



The Business of Tourism Journal



Although historically famous, Belgrade is relatively unknown as a popular city-break destination, but the lack of tourist crowds simply adds to its authenticity and appeal.

Situated above the confluence of two wide rivers, boasting a large fortress and a number of monuments, Belgrade is one of the European capitals of significant historical and cultural interest. St Sava's Temple, one of the largest Orthodox churches in the world, a lovely river island Ada turned into a huge sports and picnic area and traditional restaurants in bohemian ambiance of Skadarlija are some of the places certainly worth visiting. A bustling and modern metropolis as it is, Belgrade still retains a curious mixture of architectural styles from by-gone eras which is a feature found quite attractive by most visitors.

Travelers to Belgrade always feel welcome as citizens are open and friendly and most of them speak at least one foreign language. The capital of nightlife in the entire region, Belgrade is certain to offer unforgettable evenings out in a variety of settings and styles all week long. Savoury food, fashionable women and overall cordiality of Belgraders are all a part of the City's charm you will find hard to resist. You must see to believe!



The following websites can be useful for travelers to Belgrade:

- Visa requirements for visitors
<http://www.mfa.gov.rs/en/consular-affairs/entry-serbia/entering-serbia-requirements>
- Air Serbia
<http://www.airserbia.com/>
- Belgrade Airport
<http://www.beg.aero/welcome.54.html>
- Tourist Organization of Belgrade
<http://www.tob.rs/en/index.php>
- Sights of Belgrade
<http://www.beograd.rs/cms/view.php?id=201158?id=201158>
- National Tourism Organization of Serbia
<http://www.serbia.travel/>



Hotel ZLATNIK****

<http://www.hotelzlatnik.com/>

Zlatnik is a small family-run hotel (33 lavishly decorated rooms and 4 suites), which embodies the form and spirit of "boutique" hotels. It is located in Belgrade's picturesque neighborhood of Zemun, only 6 kilometers away from the centre of the city center and 9 kilometers from the airport.

Note: For the participants of BITCO 2016 special rates will be arranged. Please book a room directly with the hotel and cite that you are a conference participant. Limited availability.



Hotel FALKENSTEINER BEOGRAD*****

<http://www.falkensteiner.com/en/hotel/belgrade>

This new city hotel is in Belgrade's vibrant business district. It offers a modern, dynamic design, comfort, excellent service and a high level of functionality: 170 rooms and suites with bathtub or shower, WC, hairdryer, individually controlled air conditioning, W-LAN connection, IPTV, video on demand, telephone, laptop-sized safe, mini bar, coffee/tea machine. At walking distance from the College of Tourism (15 minutes).

Please book a room directly with the hotel.



Hotel TULIP INN PUTNIK***

www.tulipinnputnikbelgrade.com

Tulip Inn Putnik Belgrade was completely renovated in 2010. With its 85 standard rooms and 12 suites it offers comfortable and functional stay. All the rooms and suites feature a wide range of amenities including working desk, telephone, radio and TV set, in-room safe, minibar, A/C. Free wireless internet access. Parking is free of charge for hotel guests. *Please book a room directly with the hotel.*

Please note:

- Complimentary transfers to and from the conference venue on Friday, **March 18** and **Saturday, March 19** will be organized for the participants staying at hotels ZLATNIK, FALKENSTEINER and TULIP INN PUTNIK.

Friday 18 March at 19.30
Price: EUR 30 per person



Hotel ZLATNIK****

Zemun, 95 Dobanovačka Street

Available menus to be announced.
Live music will accompany the dinner.

For participants staying at TULIP INN and FALKENSTEINER
there will be a transfer service.

If you are interested in joining us at the Gala Dinner please inform us at

bitco.serbia2016@gmail.com

Payment can be made upon arrival at the conference desk.

CITY TOUR (Optional)

Saturday, March 19 at 16.00
Motor coach/minivan transportation
English speaking guide
Price: EUR 20 per person



Pick up by bus/minibus from the hotels recommended by BITCO 2014 and transfer to Belgrade downtown. We visit various city sights on the right bank of the Sava River, passing en route Slavija Square, Belgrade Palace, Novi Dvor (New Court), City Hall, the Serbian Parliament, Terazije Street, the National Theatre, the National Museum, the University and more. The highlight of the tour is a brief visit to the archaeological and historical site of Belgrade Fortress as well as the grand St Sava Temple which is one of the biggest Christian Orthodox churches. Return to your hotel.

If you are interested in booking the tour please inform us at

bitco.serbia2016@gmail.com

Payment can be made upon arrival at the conference desk.

OUR FORMER GUEST SPEAKERS: BITCO 2012 & BITCO 2014



BITCO 2012

Contemporary Tourism - Wishes and Opportunities

March 22-24, 2012

<http://www.bitco.rs/desktop.php?god=12>

Graham Busby

Plymouth Business School, England, UK

Terence Clifford-Amos

Oxford University, United Kingdom and LiUM University, Switzerland

Russell Arthur Smith

Nanyang Technological University, Singapore

Slobodan Čerović

The Faculty of Tourism and Hospitality Management, Belgrade, Serbia

Tadeja Lazanski

Turistica, Portorož, Slovenia

Christian Maurer

University of Applied Sciences, Krems, Austria

Amelija Tomašević

Zagreb Tourist Board, Croatia

José Fillipe Torres

Bloom Consulting, Spain

John Tribe

University of Surrey, UK

Dimitrios Buhalis

School of Tourism, Bournemouth University, UK

Richard Sharpley

University of Central Lancashire, UK

Konstantinos Andriotis

Middlesex University London, UK

Anne Gregory

Leeds Metropolitan University, UK

John Heeley

Sheffield Hallam University, UK



BITCO 2014

Thematic Tourism in a Global Environment: Advantages, Challenges and Future Developments

March 27-29, 2014

<http://www.bitco.rs/desktop.php?god=14>

