



LA FONDATION POUR LA FORMATION HÔTELIÈRE

## TRENDS IN BRAND MANAGEMENT

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### NICHE AND SPECIAL INTEREST TOURISM: CURRENT TRENDS

8<sup>th</sup> - 9<sup>th</sup> July, 2024

This Seminar for hospitality managers and hospitality educators is funded by:  
LA FONDATION POUR LA FORMATION HÔTELIÈRE,

**FACILITATOR:** Prof. Dr Andriela Vitić Četković

**LOCATION:** Academy of Applied Studies Belgrade, The College of Hotel Management,  
Kneza Višeslava 70, Belgrade, Serbia

#### PROGRAMME:

**DATE:** July 8<sup>th</sup> 2024 - Virtual

11:00 **INTRODUCTIONS:** Dr Saša Mašić on behalf of Academy of Applied Studies Belgrade, College of Hotel Management and Dr Elizabeth Ineson on behalf of La Fondation pour la Formation Hôtelière

11:05 **TRENDS IN BRAND MANAGEMENT, part 1**

12:05 Coffee Break

12:20 **TRENDS IN BRAND MANAGEMENT, part 2**

13:20 Coffee Break

13:35 **TRENDS IN BRAND MANAGEMENT, part 3**

14:35 Evaluation / Close and Certificates

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**DATE:** July 9<sup>th</sup> 2024 - Virtual

11:00 **INTRODUCTIONS:** Dr Saša Mašić on behalf of Academy of Applied Studies Belgrade, College of Hotel Management and Dr Elizabeth Ineson on behalf of La Fondation pour la Formation Hôtelière

11:05 **NICHE AND SPECIAL INTEREST TOURISM: CURRENT TRENDS, part 1**

12:05 Coffee Break

12:20 **NICHE AND SPECIAL INTEREST TOURISM: CURRENT TRENDS, part 2**

13:20 Coffee Break

13:35 **NICHE AND SPECIAL INTEREST TOURISM: CURRENT TRENDS, part 3**

14:35 Evaluation / Close and Certificates

## THE FACILITATOR:



### **Prof. Dr Andriela Vitić Četković**

is full professor (PhD in Economic Sciences) at the University of Montenegro, Faculty of Tourism and Hotel Management in Kotor (Montenegro). Her publications are focused on globalization in tourism, marketing in tourism, sustainable tourism etc. She has published more than 80 academic papers and took part in more than 20 research and consulting projects. Andriela is a member of editorial boards in several international academic journals focused on tourism and economics. She has been awarded several fellowships for research, training at George Washington University - USA, University of Bologna - Italy, University of Surrey - UK, LAB University AS –Finland, Agder University College - Norway, University of Innsbruck - Austria et al. She was a member of Steering committee of the Mediterranean Association for Sociology of Tourism with headquarter at University of Bologna (2005-2011). Andriela performed guest lecturing in several EU Universities (HMU University in Greece, West University of Timisoara in Romania, Economic University of Varna, University of Szczecin – Poland, University of Maribor – Slovenia) and in 2 Universities in the United States (George Washington University- Washington, DC and University of Oregon – Eugene). She was a vice dean for international relations in 3 mandates and member of of the University of Montenegro Senate’s Council of Social Sciences.

**Your contribution to the debates would be very much appreciated and you are therefore invited to Academy of Applied Studies Belgrade to participate in the seminar and discussions.**

**Please note: The presentation and discussions will be in English.**

### **Acknowledgements**

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- **La Fondation pour la Formation Hôtelière** for their sponsorship, continued support and interest;
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- **the personnel 'behind the scenes'** - those staff, administrators and students who have contributed to the marketing, planning, organisation and execution of the event;
- **you** - the delegates who have agreed to participate in this communication process.