



DR IGOR KOVACEVIC

E-mail: [igor.kovacevic@ekof.bg.ac.rs](mailto:igor.kovacevic@ekof.bg.ac.rs)

Website: <https://www.ekof.bg.ac.rs/kovacevic-igor/>

Research interest: destination marketing, destination management, meetings and events industry, MICE, tourism management, event management, creative industries

## Work experience

### **2023 - present**

Associate professor at the University of Belgrade – Faculty of Economics and Business (Department of Business Economics and Management)

*Courses, bachelor level: Tourism Marketing, Destination Management, Management of Hotels, Tourism Economics,*

*Courses, master level: Event Marketing and Management*

### **2018 - 2023**

Assistant professor at the University of Belgrade – Faculty of Economics and Business (Department of Business Economics and Management)

*Courses: Tourism Marketing, Management of Hotels, Tourism Economics, Event Management*

### **2023 - present**

Member / IMEX Faculty Engagement Program Committee Member / IMEX

### **2021 - 2023**

Pavilion Director, Republic of Serbia Pavilion, EXPO 2020 Dubai

### **2018 - 2022**

Deputy Chair, CEC, International Congress and Convention Association ICCA

### **2015 - 2022**

CEO of Serbia Convention Bureau, National Tourism Organisation of Serbia

### **2012 - 2018**

Teaching assistant at the University of Belgrade – Faculty of Economics (Department of Business Economics and Management)

*Courses: Tourism Marketing, Management of Hotels, Tourism Economics*

## Education

### **2009 - 2017**

**University of Belgrade – Faculty of Economics**

**PhD in Economics**

Doctoral thesis: "Influence of the meetings industry (MICE) on economic development"

### **2007 - 2009**

**University of Belgrade – Faculty of Economics**

**Master of Science (in Economics)**

*Study programme (module): Tourism Management (GPA: 9/10)*

Master thesis: "Brand management of Serbia as a MICE destination"

**2003 - 2007**

**University of Belgrade – Faculty of Economics**

**Bachelor of Economics (GPA: 9.0/10)**

*Module: Tourism and Hospitality Management*

## Major publications

KOVAČEVIĆ, Igor, ZEČEVIĆ, Bojan, VELJKOVIĆ, Saša, “Gamification” concept: theoretical framework and destination marketing management practice, U: *Ekonomika preduzeća*, ISSN 0353-443X, 2014, God. 62, br. 5-6, str. 315-322, DOI: 10.5937/ekopre1406315K

KOVAČEVIĆ, Igor, ZEČEVIĆ, Bojan, ĐORĐEVIĆ, Aleksandar, Bidding as a sales technique in destination management - Example of Serbia as an emerging congress destination, *Teme*, ISSN 0353-7919, 2020, 44 (3), 901-912, DOI:10.22190/TEME181020061K

KOVAČEVIĆ, Igor, ZEČEVIĆ, Bojan, ĐORĐEVIĆ, Aleksandar, Proces kandidovanja kao tehnika prodaje u destinacijskom menadžmentu : primer Srbije kao kongresne destinacije u razvoju, U: *Teme*, ISSN 0353-7919, 2020, God. 44 (3), str. 901-912

KOVAČEVIĆ, Igor, BRADIĆ MARTINOVIĆ, Aleksandra, PETKOVIĆ, Goran, Uticaj kovida 19 na panevropske kulturne i prirodne tematske rute, *Ekonomika preduzeća*, ISSN 0353-443X, 2021, God. 69 (6-7), str. 357-368, DOI: 10.5937/EKOPRE2106357K

KOVAČEVIĆ, Igor, Destinacijski menadžment iz perspektive kongresnog biroa: definisanje i sistematizacija aktivnosti, U: *Ekonomika preduzeća*, ISSN 0353-443X, 2017, God. 65, br. 3-4, str. 259-263, DOI: 10.5937/EKOPRE1704259K

ZEČEVIĆ, Bojan, KOVAČEVIĆ, Igor, Benefit segmentation of outbound summer package tourists, U: *Facta Universitatis, Series: Economics and Organization*, ISSN 0354-4699, 2016, God. 13, br. 4, str. 401-414

ĐORĐEVIĆ, Aleksandra, ZEČEVIĆ, Bojan, KOVAČEVIĆ, Igor, Importance of different attraction factors within summer tourist destination for tourist, U: *Teme*, ISSN 0353-7919, 2017, God. 61, br. 3, str. 687-709

KOVAČEVIĆ, Igor, ZEČEVIĆ, Bojan, HRISTOV STANČIĆ, Branislava, Economic impact of the meetings industry on a nation's development and the example of Serbia, U: *Ekonomika preduzeća*, ISSN 0353-443X, 2019, 67(3-4), str. 282-287, DOI: 10.5937/EKOPRE1904282K

HRISTOV, Branislava, ZEČEVIĆ, Bojan, KOVAČEVIĆ, Igor, Primena savremenih kanala distribucije u hotelijerstvu: primer hotela „Zlatibor Mona“, U: *Ekonomika politika i razvoj: tematski zbornik radova*, ISBN 978-86-403-1389-6, Beograd: Ekonomski fakultet, 2014, str. 125-150

ĐORĐEVIĆ, Aleksandar, ZEČEVIĆ, Bojan, KOVAČEVIĆ, Igor, Značaj različitih faktora atraktivnosti u letnjim turističkim destinacijama, U: *Teme*, ISSN 1820-7804, 2017, God. 61, br. 3, DOI: 10.22190/TEME1703687D

## Projects

**2019 - 2022**

Business plan with management model for the multi-functional hub of creative industries “Ložionica” (Government of the Republic of Serbia, Prime Minister Office)

Analysis of the Economic Impact of Creative Industries in Serbia 2014-2019 (Government of the Republic of Serbia, Prime Minister Office)

Analyses of the economic impact of the audio-video production subventions programme (film incentives) 2020-2022 (Government of the Republic of Serbia, Prime Minister Office)

Strategic document “Analyse of the economic impact of creative industries on Serbian economy”, Prime Minister office of the Republic of Serbia and Serbia Creates Platform

Strategic document “Analyse of the economic impact of Audi-video production subventions provided by

Ministry of economy in Serbia”, Serbian Film Association

Dubai EXPO 2020/2021 - Lead expert and creator of the “Theme Statement for Serbia” for the participation at EXPO 2020/2021

## Training

- 2014 / Certified Hospitality Trainer (CHT), American Hotel & Lodging Association AHLA
- 2011 / ICCA RSM Certificate, International Congress and Conference Association ICCA
- 2009 / ICCA FYP Certificate, International Congress and Conference Association ICCA
- 2009 / Destination Pro Certificate, Joint initiative DMAI and ECM
- 2009 / DST Certificate of Achievement, Destination Marketing Association International DMAI
- 2008 / ECM Summer Scholl Diploma, European Cities Marketing ECM

## Honours, stipends and awards

- 2018 ICCA Best Marketing Awards – Forerunner and creator of the destination management strategy that was shortlisted as the top 3 destination marketing campaign in the world
- 2019 / 2018 / 2017 – TOP 50 most influential people in the meetings industry in the New Europe

## Memberships and other activities

Membership:

- Serbian Marketing Association

Activities:

- Director, Republic of Serbia Pavilion, World EXPO 2020 Dubai, Dubai, UAE
- Vice Chair, CEC, International Congress and Convention Association (ICCA)
- Co-Author, Training material and course of the global “ICCA Skills” program
- CEO of the Convention Bureau, National Tourism Organisation of Serbia
- Government of the Republic of Serbia, Ministry of finance - Key expert on destination branding and promotion Bidding document for the Serbia EXPO 2027 (BIE)
- Vinca Archaeological Park “Belo Brdo” Tourism Master Plan

## Skills

**Languages**

- **Serbian** - native
- **English** (understanding – C2; speaking – C2; writing – C2)

**IT skills**

- Microsoft Office (Word, Excel, Power Point)