



PERSONAL INFORMATION

Darko Prebežac



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Sex Male | Date of birth 29/07/1961 | Nationality Croat

CURRENT POSITION

Tenured Full Professor at Department of Tourism

WORK EXPERIENCE

2016- Tenured Full Professor at Department of Tourism

University of Zagreb Faculty of Economics & Business

▪ Teaching and researching

Business or sector Higher education

2014-2016 Head of Department

University of Zagreb Faculty of Economics & Business, Department of Tourism

Business or sector Higher education

2010-2016 Tenured Full Professor at Department of Tourism

University of Zagreb Faculty of Economics & Business

▪ Teaching and researching

Business or sector Higher education

2005-2010 Full Professor at Department of Tourism

University of Zagreb Faculty of Economics & Business

▪ Teaching and researching

Business or sector Higher education

2002-2006 Head of Department

University of Zagreb Faculty of Economics & Business, Department of Tourism

Business or sector Higher education

2001-2005 Associate Professor at Department of Tourism

University of Zagreb Faculty of Economics & Business

▪ Teaching and researching

Business or sector Higher education

1998-2001 Assistant Professor

University of Zagreb Faculty of Economics & Business

▪ Teaching and researching

Business or sector Higher education

- 1997-1998 **Senior Teaching and Research Assistant at Department of Tourism**
University of Zagreb Faculty of Economics & Business
- Teaching and researching
Business or sector Higher education
- 1992-1997 **Senior Vice President Fleet Planning**
Croatia Airlines, Zagreb, Croatia
- Consulting
Business or sector Air transport
- 1992-1997 **General Manager**
Croatia Reisen GmbH, Frankfurt, Germany
- Management
Business or sector Air transport
- 1990-1992 **Vice President Marketing, Sales & Services**
Croatia Airlines, Zagreb, Croatia
- Marketing and sales
Business or sector Air transport
- 1989-1990 **General Manager Marketing**
Adria Airways, Ljubljana, Slovenia
- Marketing
Business or sector Air transport
- 1986-1989 **Sales Representative**
Adria Airways, Zagreb, Croatia
- Sales
Business or sector Air transport

EDUCATION

- 1997 **Doctor of Philosophy – PhD**
University of Zagreb Faculty of Economics & Business
- Economics and Business
- 1981-1985 **Master of Science – MSc**
University of Zagreb Faculty of Economics & Business
- Economics of international exchange
- 1981-1985 **Bachelor of Science – BSc**
University of Zagreb Faculty of Economics & Business
- Foreign exchange

TRAINING

Massachusetts Institute of Technology, Cambridge

IESE - International Graduate School of Management, Barcelona

PERSONAL SKILLS

Mother tongue(s) Croatian

Other language(s)

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C1	C1	C1	C1	C1
Slovenian	C1	C1	C1	C1	C1
German	C1	C1	C1	C1	C1

Levels: A1/A2: Basic user - B1/B2: Independent user - C1/C2 Proficient user
[Common European Framework of Reference for Languages](#)

Communication skills ▪ excellent communication skills

Organisational / managerial skills ▪ team worker, project manager

Technical skills and competencies ▪ MS Office, SPSS/PASW, HTML, PHP, Photoshop

ADDITIONAL INFORMATION

Visiting professorships

- University of Pula
- University of Rijeka
- University of Split
- University of Dubrovnik
- Rollins College, Graduate School of Business, Orlando
- University of Hawai'i at Manoa, School of Travel Industry Management, Honolulu
- Université de Genève (UNIGE)
- Faculty of Economics University of Ljubljana
- University of Economics Prague
- Faculty of Economics University of Belgrade

Projects

- National, 2017, Nidžara Osmanagić Bedenik, The role of controlling and IT support in non-financial reporting in tourism, project of University of Zagreb, project member
- Interanational, 2015-2019, Josip Mikulić, The Branding of Tourism Destinations: Looking at Brand Performance in the Context of the Destination Branding Process, project of Croatian Science Foundation, project member
- National, 2014, Darko Prebežac, University Research Grant, Project DP15., lead researcher
- National, 2013, University Research Grant, Project 3.2.2.2., project member
- National, 2011-2013, Darko Prebežac, Market Research in Function of Development Selective Forms of Tourism in Croatia, project of the Ministry of Science, Education and Sports, lead researcher

Honours and awards

- 2013, Annual science award 'Mijo Mirković' of the Faculty of Economics & Business – Zagreb for outstanding scientific achievements
- 2012, Croatian National Science Award by the Croatian Parliament as the youngest principal investigator so far to receive the prize in the category: Annual science award for the social sciences (senior researcher category, for a series of six publications in ISI-ranked journals)

- 2011, Annual science award 'Mijo Mirković' of the Faculty of Economics & Business – Zagreb for outstanding scientific achievements
- 2001, Annual science award 'Mijo Mirković' of the Faculty of Economics & Business – Zagreb for outstanding scientific achievements

Public and university services

- Supervisory Boards
- 2013-, Board Member, Ilirija Resorts
- 2012-2017, Chairman, Croatia Air Traffic Control
- 2012-2017, Deputy Chairman, Croatia Airlines

Memberships in professional association or bodies

- TEFI – Tourism Education Futures Initiative
- UN World Tourism Organization Knowledge Network
- UNWTO Panel of Tourism Experts
- Croatian-Canadian Academy Society
- IESE – IFDP – International Graduate School of Management (Barcelona); International Faculty Development Program Alumni Association
- Croatian Scientific Association for Transportation
- CROMAR-Croatian Marketing Association
- Society of University Teachers and other Scientists – Zagreb
- Rotary Club Zagreb – Gradec, Past President

Journal editor roles (editor in chief, associate editor, guest editor, editorial board etc.)

- Acta Turistica – Editorial Board Member

Reviewer (journals, proceedings etc.)

- Acta Turistica
- Economic research
- Economic thought and practice
- Proceedings of the Faculty of Economics and Business in Zagreb
- Traffic & Transportation
- Market
- Journal of Tourism and Hospitality Management
- Tourism Management
- Sage Open
- International Journal of Aviation Management
- International Journal of Hospitality Management
- International Journal of Tourism Research
- Journal of Air Transport Management
- Journal of Destination Marketing & Management
- Journal of Teaching in Travel & Tourism
- Journal of Travel & Tourism Marketing

Prominent conferences (program, organizing, scientific etc. committees)

- 2014, TEFI 8 – Transformational Learning: Activism, empowerment and political agency in tourism education, University of Guelph, Guelph, Canada, Scientific Committee Member
- 2014, III. Aviation Business Arena 2014 - Central and Southeast Europe Forum, Cavtat, Croatia, Program Director
- 2013, TEFI 7 - Tourism Education for Global Citizenship: Educating for lives of consequence, Oxford Brookes University, Oxford, Scientific Committee Member
- 2011, I. Aviation Business Arena 2011 - Central and Southeast Europe Forum, Zagreb, Croatia, Program Director
- 2011, TEFI 5 - World Congress-Activating Change in Tourism Education, Temple University, Philadelphia, Program Director
- 2011, UNWTO Forum Tourism and Science-Bridging Theory and Practice, Vilamoura, Algarve, Scientific Committee Member

Researcher's profiles

ORCID: <https://orcid.org/0000-0003-4856-4668>

Google Scholar: <https://scholar.google.com.au/citations?user=BRqRjsCLqtgC&hl=en>

Full bibliography: <https://www.bib.irb.hr/pregled/znanstvenici/217773?chunk=200>

SELECTED BIBLIOGRAPHY

- Osmanagić Bedenik, N., Prebežac, D., Strugar, Ivan; Barišić, P. (2018). *The role of controlling and IT support in no-financial reporting case study*. Zagreb: Naklada Veble.
- Mikulić, J., Prebežac, D., Šerić, M., Krešić, D. (2017). Campsite choice and the camping tourism experience: Investigating decisive campsite attributes using relevance-determinance analysis. *Tourism Management*, 59, 226-233. [Impact factor 2016: 4.707]
- Mikulić, J., Prebežac, D. (2016). The Kano model in tourism research: A critical note. *Annals of Tourism Research*, 61, 25-27. [Impact factor 2016: 3.194]
- Mikulić, J., Miloš Sprčić, D., Holíček, H., Prebežac, D. (2016). Strategic crisis management in tourism: An application of integrated risk management principles to the Croatian tourism industry. *Journal of Destination Marketing & Management*, DOI:10.1016/j.jdmm.2016.08.001 [Impact factor 2016: 1.556]
- Mikulić, J., Prebežac, D., Dabić, M. (2016). Importance-performance analysis: Common misuse of a popular technique. *International Journal of Market Research*. Accepted for publication. [Impact factor 2014: 0.528]
- Mikulić, J., Krešić, D., Prebežac, D., Miličević, K., Šerić, M. (2016). Identifying drivers of destination attractiveness in a competitive environment: A comparison of approaches. *Journal of Destination Marketing & Management*, doi:10.1016/j.jdmm.2015.12.003. [Impact factor 2014: 1.0]
- Barišić, P., Kovačić, B., Prebežac, D. (2012). State aid as an instrument to stimulate air transport: a case study of the European Union and the Republic of Croatia. *Proceedings of the Faculty of Economics and Business in Zagreb*. 10(2).
- Gretzel, U., Prebežac, D., Joppe, M., Edwards, D. (2012). TEFI 2011 World Congress Activating change in tourism education. Conference report. *Journal of Teaching in Travel and Tourism*. 12(1). 118-122.
- Prebežac, D. (2012). Guest editor's note. *Journal of Teaching in Travel and Tourism*. 12(1). 1-2.
- Mikulić, J., Paunović, Z., Prebežac, D. (2012). An extended neural network-based importance-performance analysis for enhancing wine fair experience. *Journal of Travel & Tourism Marketing*, 29(8), 744-759. [Impact factor 2010: 0.835]