



Dr. IRENA ATELJEVIC, Ph.D

D Dr. Irena Ateljevic, a leading tourism expert in Asia-Australia, is currently working as a Senior Lecturer in Tourism Management, Faculty of Business, Auckland University of Technology.

Dr. Irena Ateljevic is originally from Croatia living in New Zealand since 1993. She grew up in an island tourist resort on the Mediterranean (Adriatic) coast, which can explain her great passion and continuous interest in issues of tourism and community development in peripheral regions that has obviously led her career in this field. Dr. Ateljevic completed her MSc in Marketing (Tourism Major) at the University of Zagreb in Croatia in 1992 and her thesis focused on tourism images of one of the most popular coastal tourist resorts in former Yugoslavia.

In 1993, Dr. Ateljevic moved to New Zealand to do her Ph. D study in Human Geography, which she completed in 1998. Her doctorate focused on the history of tourism development in Rotorua region (since 1840s to present days), exploring a variety of economic, social and cultural factors that have influenced its regional and community development.

Dr. Ateljevic joined the School of Business and Public Management at Victoria University in Wellington in February 1998. She taught there for five years and held the position of the Director of Undergraduate Tourism Programme for a year. Dr. Ateljevic took up the present position as a Senior Lecturer in Tourism at Auckland University of Technology in late 2002.

Research interests that she developed in the course of her Ph. D work continue to pursue in a variety of research environments, but remaining to focus on peripheral regions and developing countries (e.g. Yunnan Province in P.R. China; Dalmatia in Croatia and Yasawa Islands in Fiji). They include issues of independent/backpacker travel; tourism entrepreneurship and small business culture; discourse analysis of tourist experiences and tourism representations as constructed and interpreted in the context of various social conditions (gender, class, ethnicity, etc.). Dr. Ateljevic is particularly interested in how economic and socio-cultural factors intersect to produce dynamics of tourism and community

development. With respect to methodological skills her primary expertise lies in the application of qualitative techniques to tourism research. To date (in the course of 6 years) she has published 16 international refereed journal papers and/or book chapters.

Dr. Ateljevic is member and/or coordinator of a number of professional groups and international research networks of tourism researchers, such as the Small Tourism Enterprise Research Network (STERN) and Global Network of Tourism Researchers on Gender (GRIT). She is also the Coordinator of ATLAS International Backpacker Research Group (ATLAS is an international Association for Tourism and Leisure Education and has currently more than 270 members around the world).

Dr. Irena Ateljevic was selected by the World Scientists Forum for the "Eminent Scientist of the Year 2003" international award based on her outstanding achievements and professional skill in tourism management and her contributions in tourism development in third world countries.