



## Call for Papers

Edward Bernays University College, Institute for Social Research, Institute for Tourism  
Zagreb, 19 and 20 March 2021

### The post-pandemic world: A bad picture or a good opportunity?

### Abstract Submission

Papers proposed for the conference must be based on current and original research by the authors. In the paper abstract in Croatian or English, ranging from 300 to 500 words, it is necessary to state the goal and purpose of the paper, to provide a clear methodology, the key results and the practical application and social significance of the paper itself. In addition to the abstract, it is necessary to send information about the authors (scientific-teaching grade, institution, address, telephone number, e-mail). Abstracts must be sent to [commforum@bernays.hr](mailto:commforum@bernays.hr) by 17 January 2021.

### Publication of papers

Peer-reviewed papers from the conference will be published in special editions of the academic journals **Tourism** and **Sociology and Space** (indexed in Scopus and Web of Science Core Collection - ESCI) as well as the academic journal **Communication Management Review**. Articles should be written in English or Croatian in Latin script, and should have between 5,000 and 6,000 words (font: Times New Roman, 12 pt, 1.5 line spacing). Detailed instructions will be given to the authors after confirmation of abstract acceptance.

### Official Conference Website

[www.commforum.hr](http://www.commforum.hr)

In addition to the health situation, the coronavirus pandemic has affected all segments of society. The economy and social life have entered a state of dormancy, interpersonal relationships take place under the influence of physical distance or have been transferred to the digital world, business travel has proved unnecessary in the world of teleconferencing, people's social lives have changed, young people are changing patterns for finding a partner, new practices have been introduced in the education system, the psychosocial health of individuals is under threat. At all levels, the pandemic has completely changed the outlook and functioning of the entire world. The question is in which direction will societies develop in the future, how will citizens behave after the pandemic, how will interpersonal relationships be established, but also how will employers and employees, whose attitudes have partially changed, behave?

One of the most affected economic activities is tourism. Due to the pandemic, the tourism industry has found itself under unprecedented pressure around the world. Most domestic and international travel has been canceled, leading to a significant reduction in revenue and liquidity problems for all of those involved in tourism, and the question arises as to how to reactivate the tourism sector in the future. Is the solution in launching a series of economic measures for the gradual and coordinated launch of tourist services and providing special support to tourism companies or will the solution be sought in the transformation of mass tourism towards more individualized tourism, and priority given to sustainable destinations in the future, all supported by a series of marketing campaigns that will refer tourists to new models of tourist destinations?

In search of safety, people have begun turning to sources of credible and reliable information. In statements by the World Health Organization (WHO), addresses by national pandemic headquarters, doctors' statements, expert

# COMMUNICATION MANAGEMENT FORUM2021

**Edward Bernays**

University College  
Communications | Tourism



IDIZ



Institut za društvena istraživanja u Zagrebu  
Institute for Social Research in Zagreb

**institut zaturizam**  
institute for tourism



## Official Conference Languages

Croatian and English

## Holding of Conference

The fourth edition of the conference will be held completely online. Lectures will be held live in the virtual world. Conference participants will subsequently receive all necessary information on how to join and participate in the conference.

## Key Dates

- Abstract submission: 17 January 2021
- Confirmation of acceptance of abstract and presentation: 15 February 2021
- Conference: 19 and 20 March 2021
- Submission of full papers: 9 May 2021
- Publication of papers in scientific journals: end of 2021 calendar year

## Registration Fees

- Participation with presentation: 100 HRK per author
- Participation without presentation: 50 HRK

## Contact

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predictions, media reports, and even statements by politicians and companies racing to find an effective vaccine, they began to search for a benchmark for their own position in a changed society. Therefore, the importance of responsible and timely communication of all stakeholders who have taken on the role of creators of public opinion proved to be crucial. The question remains who to trust?

With the appearance of the pandemic, the consumption of media by media users also increased. On the one hand, people began to develop their own attitude towards the pandemic with the help of media reports and in accordance with their own media competencies, to filter and interpret certain news as reliable or fake, which could very well affect their reactions toward the entire pandemic. On the other hand, part of the population has become dependent on the media as the media has become the only available educational tool at all levels of education - from kindergartens, primary and secondary schools to higher education and lifelong learning. Educational workshops from all parts of the world have become available to everyone regardless of place of residence.

The question is what position will the media assume after the pandemic, will they be able to defend themselves against fake news and sensationalism, or will they succumb to the pressure of profit and look for new sources of news in the world of sensationalism?

Aiming to bring together a wide interdisciplinary circle of researchers, the fourth edition of the conference, Communication Management Forum 2021, is tasked with answering the question of what awaits us after the end of the pandemic. Is the picture of the post-pandemic world positive or negative? What have we learned from the pandemic to become a better, healthier and happier society, but also more successful employees? Will the world continue to function as if nothing happened or will we, based on the knowledge and experience gained, make use of everything that has proven useful in the pandemic?



## This raises key questions:

What has changed in the past year? What has remained the same?

What positives have we learned from the pandemic and can we apply in the future?

What new practices have we introduced and which ones have we returned to?

How much have occupations, economic activities and the way they function changed during the pandemic?

The answers to the previously asked questions are found in an interdisciplinary approach that, as a scientific basis and explanation, offers a symbiosis of sociology, psychology, communication, political and education sciences, economics and marketing. Combining knowledge from all of these disciplines leads to a qualitative shift that results in the creation of a broader understanding of the changes caused by the coronavirus pandemic, as well as how the overall situation will affect all spheres of human life with emphasis on interpersonal relationships, education, communication, as well as tourism as an important branch of the economy.

Given the interdisciplinary nature of the conference topic, provided is an overview of related topics on which a quality academic discussion can be conducted:

- Impact of the pandemic on society and interpersonal relationships
- Impact of the pandemic on business and the employer-employee relationship
- Impact of the pandemic on the business productivity of the working age population
- Impact of the pandemic on business and private life
- Family and social entrepreneurship in the

function of sustainable tourism development

- Consequences and results of socially responsible behavior of companies in the pandemic
- New forms and ways of business communication in the business world
- Crisis communication in response to the pandemic
- Public appearances of creators of public opinion (organizations, doctors, scientists, companies, politicians)
- The role of the media in education
- Online teaching - a necessary evil or a good solution
- Pandemic media coverage and the spread of mass panic
- Disinformation and critical evaluation of information
- The role of media and new technologies in tourism - a shift from manipulation to co-creation
- Metamorphosis of tourism through rural development
- New tourism products for tourism of the new age
- A new paradigm of tourism
- Networking by connecting special forms of tourism
- Emotional communication through experience and interpretation in a tourist destination
- Tourist destination as a place for personal development
- Creative industry in creating experiences in tourism
- Models of education of local community, employees and stakeholders in destinations

We invite scientists, researchers and doctoral students to submit presentations on these topics.

## Programme Committee - Co-Chairs

Damir Jugo, PhD, Assistant Professor, Edward Bernays University College

Damir Krešić, PhD, Assistant Professor, Institute for Tourism

Branko Ančić, PhD, Assistant Professor, Institute for Social Research

## Organizing Committee - Co-Chairs

Lana Ciboci, PhD, Assistant Professor, Edward Bernays University College

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