

Vukonić, Boris - member of IAST, died April 5, 2025.

Graduated in 1962 and defended his doctorate on Marketing of Tourism in Regional Planning (1978) at the Faculty of Economics in Zagreb. From 1982 to 2004, employed at the University of Zagreb. Since 1984 he was Full Professor and between 1996–2000 Dean of the Faculty of Economics. Was one of the founders of "Utilus" - the Business School for Tourism and Hotel Management (2004), where he also lectured. Was the secretary of the Scientific Council for Tourism of Croatian Academy of Sciences, and member of several international tourist organisations, since 1995 he was Fellow of the International Academy for the Study of Tourism (IAST). His area of scientific interest was tourism, especially marketing in tourism, the operation of travel agencies and the policy of tourism development.

Boris Vukonić (1938 - 2025)

From 1982 to 2004, Boris Vukonić was employed at the University of Zagreb. Since 1984 he was Full Professor and between 1996–2000 Dean of the Faculty of Economics. He also taught at the Faculty of Architecture and the Faculty of Physical Education in Zagreb, the Faculty of Tourism and Foreign Trade in Dubrovnik, the Faculty of Economics in Ljubljana and the Sorbonne in Paris. In 2002, Prof. Vukonić retired, but already in 2004, he became active again and founded the private higher business school *Utilus* for tourism and hotel management, where he became the dean. After a few years, he united his school with another private school in Zagreb, *Libertas*.

He was the editor-in-chief of the *Acta Turistica* magazine from its foundation in 1989 to 2002. In addition, he is a member of the editorial boards of the magazine *Turizam* (Zagreb), *Transnational Management Development* (New York), *Journal of Heritage Tourism* (Salisbury, Great Britain) as well as the most prestigious and widespread world tourism magazine *Annals of Tourism Research* (Menomonie, USA).

In 1973, he was elected to become a member of the International Association of Scientists in Tourism (IAEST). Since 1977, he has been on the UN list of world tourism experts. As a UNDP and World Tourism Organization (WTO) expert, he has been on several consulting missions to governments and national tourism organisations in Bangladesh, Guyana, Afghanistan, Tanzania, Zanzibar, India and Egypt. In 1995, he became a member of the most prestigious association of tourism scientists in the world, the World Academy of Tourism (IAST); between 1998 and 2000 he served as a member of the presidency and treasurer of that association. Since 2002, he has been a member of the International Management Association (IMDA), and in the period 2002-2005, its vice president. He has been a member of FIJET – the International Association of Travel Writers and Journalists since 2002.

He is the author of special chapters in several scientific books edited by foreign authors and publishers, among which the following stand out: "Sacred Places and Tourism in the Roman Catholic tradition" in *Tourism, Religion & Spiritual Journeys* by Dallen Timothy and Daniel Olsen (2006), "Tourism Theory in the Former Yugoslavia" in *The Sociology of Tourism* by Graham Danna and Giuli Lieberman Parrinello (2009), "Do we Always Understand Each Other" in *Tourism in the Muslim World* by Noel Scott and Jafar Jafari (2010), and "On the Road to Tourism Economics" in *The Discovery of Tourism Economics* by Larry Dwyer (2011). Among books he had written in the Croatian language the following should be mentioned: *Turističke agencije* (Tourism Agencies, 1973), *Marketing u turizmu* (Marketing in Tourism, 1987), *Turizam i religije* (Tourism and Religions, 1990), *Riječnik hrvatskog turizma* (Dictionary of Tourism, 2001 - w. Nevenka Čavlek), *Turizam u vihoru rata* (Tourism in the Whirlwind of War, 1993), *Povijest hrvatskog turizma* (History of Croatian Tourism, 2005), *Turizam - budućnost mnogih iluzija* (Tourism - the Future of Many Illusions, 2010), *Hrvatski turizam* (Croatian tourism, 2024). Two books "Tourism and Religion" (1996) and "Tourism in the Whirlwind of War" (1997) are available in English as well.

Boris Vukonić was awarded a gold medal for quality research by the *Order of Saint Fortunat* in 1997. In 2002, he received a *special recognition and plaque* from the World Tourism Organization (WTO) for his *Lifelong contribution to education in tourism*. A year later, he received the award from the International Management Development Association (IMDA) in the category of "*Business Dean of the Year*", becoming the first European to receive this award. As a scientist, for his work in

tourism, in 1998, the President of the Republic of Croatia awarded him the *Order of the Croatian Weave*.

I remember Professor Boris Vukonić by his cheerful nature and by his humour. I met him several times at IAST conferences and at two professional meetings in my neighbouring nation-state - in Zagreb and Cavtat (Dubrovnik). He was an outstanding organiser of tourist conferences and a patriot. As a political and human geographer I remember his standpoint at the Dubrovnik meeting where he highlighted the importance of the independent and sovereign Croatian nation-state, regardless of possible financial losses in tourism after the disintegration of Yugoslavia.

April 20, 2025
prof. dr. Anton Gosar