

# Dr. Tamara Kliček

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Assistant Professor | Urban Governance & Tourism

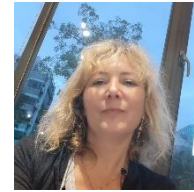
International Program on Urban Governance (IPUG), NTPU, Taiwan

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ORCID: 0000-0003-2811-3456

Research interests: City Attractiveness; Urban Poverty; Place Making; Creative Cities; Urban Acupuncture; Informal settlements; Citizens Network; Natural hazards and resilience;



## EDUCATION

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- 2011–2014**     **PhD in Geography and Urban Tourism**  
University of Novi Sad, Department for Geography, Tourism and Hotel Management, Vojvodina, Serbia;  
PhD thesis: The Creative City Concept in Tourism Development of the City of Novi Sad.
- 2004–2007**     **Master's (Magistrate) in Management**  
University 'Business Academy' (Privredna Akademija), Faculty of Management, Novi Sad, Serbia
- 2000–2001**     **Specialist Academic Studies in Multicultural Studies**  
Center for Integration and Tolerance (HCIT) with the University of Novi Sad, Vojvodina, Serbia
- 1989–1994**     **Bachelor's in Geography**  
University of Novi Sad, Department for Geography, Tourism and Hotel Management, Vojvodina, Serbia

## ACADEMIC WORK EXPERIENCE

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- Aug 2021–present**     **Assistant Professor** — International Program on Urban Governance (IPUG), NTPU, Taiwan
- 2020–Aug 2021**     **Research Fellow at the EU Center in Taiwan, National Taiwan University**, as a PI project financed by the Ministry of Foreign Affairs, MOFA (Taiwan, ROC), *City Diplomacy as an international strategy for global recognition of Taiwan (ROC)*;
- 2019–2020**     **Senior Lecturer** — Faculty for Applied Science for Management and Business Communication, Sremski Karlovci, Vojvodina, Serbia  
*Specialized scientific field: Communications and Humanities;*
- 2017–2019**     **Assistant Professor** — International College, I-Shou University, Kaohsiung, Taiwan
- 2014–2017**     **Senior Lecturer** — Faculty for Applied Science for Management and Business Communication, Sremski Karlovci, Serbia
- 2013–2014**     **Lecturer** — Faculty for Applied Science for Management and Business Communication, Sremski Karlovci, Serbia
- 2007–2013**     **Teaching & Research Assistant** — Faculty of Management, University UNION Nikola Tesla, Belgrade, Serbia

## RESEARCH PROJECTS

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- 2025–2026**     **NSTC General Project (PI)** — 113WFA1310233  
*Enhancing Taiwan's Higher Educational Tourism through Academic Diplomacy as Soft Power*
- 2025–2026**     **NTPU Team Research Project (PI)** — 2025-NTPU-ORD-03  
With Dr. Phoebe Tsai (Language Center) & Dr. Wen-Hao Chen (Economics)  
*The Role of Academic Workers in the Development of Higher Educational Tourism in Taiwan*
- 2022–2024**     **NTPU Featured Project (PI)** — 113-NTPU\_ORD-F-001 & 113-NTPU\_ORD-F-002  
*Policies and Coping Strategies for Sustainable Tourism of Emerging Economies and Place Competitiveness under the Threat of Climate Change and Natural Disasters in Indonesia (Subproject 5, Final Phase)*

- 2022**      **NTPU Seed-Fund Project (PI)** — 2022-NTPU-SeedFund-No.0003  
International cooperation with Lancaster University  
*International Higher Education for Sustainable Futures: Cooperation between NTPU, Taiwan (ROC) & Lancaster University, England (UK)*
- 2020–2021**      **MOFA Taiwan — Ministry of Foreign Affairs (PI)**  
*City Diplomacy as an International Strategy for Global Recognition of Taiwan (ROC)*
- 2010–2017**      ***Digital Media Technologies and Social-Educational Changes in Serbia (researcher)***  
Ministry of Education and Science, Republic of Serbia (III 47020)
- July 2014**      ***Thinking City, Amsterdam, The Netherlands (researcher in an international team)***  
The University of Amsterdam – AHK; improving the sustainability and livability of the creative city of Amsterdam, sub-project: Going Green
- 2011–2014**      ***Danube Stream for Green Dream — Stream4Green (Creator of eco-tourism chapter)***  
Austrian Development Agency (ADA) & EU through IPA program 'Socio-economic development of the Danube region' (6526-00/2011)
- 2007–2008**      ***Innovation Culture as a Factor in the Development of Innovation Systems (researcher)***  
Vojvodina's Provincial Secretariat for Science and Technological Development (114-451-00768/2008-01)
- Dec 2000**      **Gulliver Connecting Cultures Program** by Felix Meritis Foundation, The Netherlands; participation in the contemporary art theater festival EXODUS, Ljubljana, Slovenia

## TEACHING

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- 2021–present**      **Assistant Professor — IPUG, NTPU, Taiwan**  
Courses: Creative Cities; Sustainable Urban Tourism; Introduction to Urban Geography; City Diplomacy; World Cultures and Sustainability; Slavic Culture; European Capitals of Culture;
- 2017–2019**      **Assistant Professor — I-Shou University, Taiwan**  
Courses: Sustainable Development and Tourism, Modern Culture & History, Contemporary Issues, Management Theory & Practice, Cross-cultural Communication, Creative Cities, Tours and Tourism Guiding, Service Marketing, etc.
- 2014–2017**      **Senior Lecturer**  
Courses: Business Ethics, Introduction to Hospitality, Cross-cultural Communication, Introduction to Media;
- 2013–2014**      **Lecturer**  
Courses: Ethics, Public Relations, Cross-cultural Communication;
- 2007–2013**      **Teaching Assistant**  
Courses: Business Ethics, Ecology and Sustainable Development, Communication;
- 2002–2013**      **National Licensed Geography Teacher**  
Secondary Grammar School 'Zivorad Jankovic', Novi Sad — Physical, Human & Regional Geography;

2023/06/16 **Dr. Tamara Klicek, Guest Lecturer at Tamkang University** with Dr. Lin Tsui on *Western Balkan countries: Past and Present*

## ACADEMIC SERVICE

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- May 2026**      **Supervising** 5 MA students for their MA thesis in Informal settlements, Sustainable Tourism, and Migration, Implementation of Smart Cities Technologies, Moving
- May 2026**      **Mentor** of 32 students from 9 countries

May 2026	<b>Reviewer of Journals:</b> Journal of Sustainable Tourism Q1, Academic Turistica Q2, Current Issues of Tourism Q1
2026/6/10-11	Participant <b>NSTC project:</b> International Academic Exchange and Disaster Resilience Workshop, NTPU, Taiwan (June 10-11);114-2621-M-305-003
2026/04/15	<b>Keynote speaker at Al Azhar University, Jakarta</b> - International conference, Master of Communication Studies, Faculty of Social and Political Science; Navigating Digital Inclusivity as a Catalyst for Economic Resilience, urban poverty & digitalization;
2025/11/6	<b>Editorial Board</b> ITEMA conference - 9th International Scientific Conference on IT, Tourism, Economics, Management, and Agriculture; Milano, Italy;
2025/06/25	<b>Editorial board</b> ERAZ conference - 11th International Scientific Conference, Knowledge-based sustainable development, University of Barcelona, Spain;
2025/04	<b>MOU Signing</b> with UNESA, Surabaya National University, Indonesia
2023/06/16	<b>Guest Lecturer at Tamkang University</b> with Dr. Lin Tsui on <i>Western Balkan countries: Past and Present</i>
2023/05/24	<b>Guest Lecturer at Tamkang University</b> with Dr. Lin Tsui on <i>Western Balkan countries: Past and Present.</i>
2022/05/26	<b>Keynote speaker:</b> Asian Business Practices and Strategies: Case Study of Taiwan, Prague, Czech Republic
2021	<b>International Editorial Board</b> — International Journal of Economics, Management and Tourism, Macedonia
2019–2021	<b>Scientific Board</b> — STRAND Challenges in Architecture, Urban Design, and Art; Sustainable Urban Society Association
2019–2020	<b>Scientific Committee</b> — INVTUR 2020, Aveiro, Portugal
May 2016	<b>Keynote Speaker</b> — Conference for City of Novi Sad's Candidature for Capital of Culture 2021, Cultural Center of Novi Sad
2016–present	<b>Lecturer</b> — International Summer School, EDUCONS University, Novi Sad, Serbia
2015–present	<b>Scientific Reviewer</b> — Journal of Business Economy (Poslovna ekonomija), EDUCONS University, Sremska Kamenica
April 2015	<b>Lecturer</b> — non-formal education course for tourist guides, NGO Vojvodina's Environmental Movement
March 2009	<b>Guest Expert</b> — Documentary on Business Ethics in Serbia, National Television of Vojvodina (RTV)

## WORK EXPERIENCE OUTSIDE ACADEMIA

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2002–2013	<b>Licensed Geography Teacher</b> — Secondary Grammar School 'Zivorad Jankovic', Novi Sad, Serbia, 30% of working time;
2001–2002	<b>Project Coordinator &amp; English Translator</b> — ADRA Germany and ADRA Canada (humanitarian & aid organization, Novi Sad, Serbia)
2000–2001	<b>Representative of the Slovenian Economy Chamber at Novi Sad agricultural fairs &amp; Volunteer</b> — Slovenian Society 'Kredarica', Novi Sad, Serbia
1995–1999	<b>Executive Assistant &amp; Project Coordinator</b> — Management Training Center (Management and Marketing Consultancy), Novi Sad until NATO bombing;

## MEMBERSHIPS

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2018–present	<b>RSA</b> — Regional Studies Association
2016–present	<b>Association of Economists and Managers of the Balkans (UdEkoM)</b> , Belgrade, Serbia
2010–2017	<b>NGO Volunteer</b> — The Environmental Movement of Vojvodina, Sremski Karlovci, Serbia
2004–2017	<b>Theatre Research Center</b> — Novi Sad, Serbia

1999–present **Slovenian Minority Association 'Kredarica'** — Novi Sad, Serbia

## CONTINUING PROFESSIONAL DEVELOPMENT

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- 2023–2025** **EMI (English Medium Instruction) Certificates** — Multiple certificates:  
2025/10/25: The Impact of Generative AI on Educators and Students by Dr. Melissa Ann Thomas  
2025/09/30: Intercultural communication competence by Dr. Sarah Lin  
2025: **EMI certificates for completed junior and senior-level** EMI by American Institute in Taiwan (AIT), March & May 2025;  
2025/06/12: Trans-speakerism: Voices of Japanese university professors by Dr. Takaaki Hiratsuka  
2025: EMI Conference as invited speaker & workshop, Chung Hua University (Feb 2025);  
2024: EMI 2h (Apr 2024) | Trinity College London, 3rd EMI 35h workshop at Chung Hua University (Jun 2024) | EMI 4h by NTPU (Dec 2024);  
2023: **EMI certificates for completed entry-level** EMI by American Institute in Taiwan (AIT), 19 Jul–4 Aug 2023;
- 2016** **Academic Research Skills & SCI Publishing** — UdEkoM with Prof. Dr. Steve Quarrie, Newcastle University Business School
- 2013** **EU Projects Application Training** — Center for Entrepreneurship, Osijek, Croatia
- 2013** **Qualitative Research Methodology Workshop** — with Prof. Dr. Eugenia Wickens & Prof. Dr. Ali Bakir (UK), University of Novi Sad
- 2008** **Storytelling Summer Intensive Course** — Marilyn Peringer, The Storytelling School of Toronto, Canada
- 2005–2006** **Playback Theatre Training** — The Center for Playback Theatre, New York, USA
- 1995–1996** **Advanced & Basic Management Training** — Management Training Center (MTC), Novi Sad, Serbia

## LANGUAGES

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<b>Serbian / Croatian / Bosnian / Montenegrin</b>	Excellent — native-level understanding, fluency in speaking and writing
<b>English</b>	Proficient — understanding, writing, speaking, teaching
<b>Slovenian</b>	Intermediate — good writing and speaking (rarely used)
<b>Russian</b>	Passive knowledge — able to write and read
<b>Spanish</b>	Beginner — basic reading, writing, and speaking
<b>Chinese (Mandarin)</b>	Beginner

## PUBLICATIONS

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### Peer-Reviewed Publications:

- Sunuantari M, **Klicek T**, (2024). Tourism Communication Policy in Sustainable Tourism and Climate Change in Garut Regency. *Jurnal Komunikasi Ikatan Sarjana Komunikasi Indonesia*, 9(1), 55–63.
- **Miljkovic J et al.; Klicek T** (2024). Guiding the future: What Generation Z expect from tourist guides. *J. Geog. Inst Cvijic*, Novi Sad, Serbia. (Scopus Q3)
- **Klicek T** (2021). Rethinking City Diplomacy via New Silk Road Towards European Continent. *Tamkang Journal of International Affairs*, special issue 'The EU Strategy on China and Its Interaction with Indo-Pacific Countries', pp. 163–190. (SSCI Q4)
- **Smith M, Klicek T** (2020). Tourism Cities in Post-Communist Countries. Book chapter in *Tourism Cities*, ed. Morrison AM, Coca-Stefaniak J. Routledge, London. ISBN: 978-0-367-19999-9, pp. 493–508.
- **Breda Z, Santos A, Klicek T, Dinis G** (2020). Solo female travel. Book chapter in *Contemporary Management Approaches to the Global Hospitality and Tourism Industry*, IGI Global, pp. 131–150.
- **Klicek T** (2019). Urban Quality of Life — the key for sustainable future. In *Sustainable Business and Ecological Integration and Collaboration*, pp. 46–58. ISBN 978-86-6022-137-9.

- **Boshkov T, Kovacevski D, Klicek T, Dmitrov VN** (2018). The Impact of Culture and Urban Life-Cycle on the Economic Development of the City. *International Journal of Information, Business and Management*, 10(1), pp. 284–295. ISSN 2076-9202.
- **Chen YL, Klicek T, Tsai CC** (2018). Exploring M2O Service System and Its Impact on Continuous Use Intention. *International Journal of Advanced Studies in Computers, Science and Engineering*, 7(5), pp. 11–16.
- **Pivac T, Blesic I, Klicek T** (2017). Impact on Tourism Development — The Case Study of Creative Industries Cluster of Vojvodina. *ToSEE — Tourism in Southern and Eastern Europe*, 4, pp. 469–479. ISSN 1848-4050.
- **Klicek T** (2015). Ecological Sustainability in Contemporary Urban Environment. In *Eco-school as a Model and Tool for Sustainable Development Education*. ISBN 978-86-86905-04-8, pp. 98–114.
- **Cabrilo S, Savic-Sikoparija T, Klicek T** (2013). Research of Conflicts in Change Management of Public Companies in Serbia. *Journal of Business Economy, Educons*. ISSN 1820-6859.
- **Cabrilo S, Klicek T** (2010). Change Management in the Public Sector in Autonomous Province of Vojvodina. *Journal of Business Economy, Educons*. ISSN 1820-6859.
- **Klicek T, Vuckovic Z, Cabrilo S** (2012). Economic sustainability of creative city. *Nauka + Praksa*, University of Nis, No. 15. ISSN 1451-8341.
- **Klicek T, Breda Z** (2010). The Role of Volunteer Tourism: The Case of International Work Camps in Vojvodina. *Revista Turismo & Desenvolvimento*, Universidade de Aveiro, Portugal, No. 13/14, Vol. 2.
- **Gagic S, Klicek T** (2011). Principles of Healthy Menu in Modern Foodservice Offer. *Journal of Tourism Business and Management*, College for Tourism, Belgrade. ISSN 0354-3099.
- **Kobiljski MA, Klicek T, Pakaski A** (2010). Visual Education in Serbia. *Bijutsu Forum 21*, Vol. 21. Kyoto, Japan. ISBN 978-4-925185-38-721.
- **Klicek T, Breda Z** (2008). Restoring Tourism in Serbia: The role played by volunteering in Vojvodina. *TURYZM Journal*, University of Lodz, Poland. ISSN 0867-5856.
- **Andevski M, Klicek T** (2009). Reflection on the globalization of lifestyles. *Journal Ecologica*, Belgrade. ISSN 0354-3285.
- **Andevski M, Klicek T** (2008). Sustainable Education — time in the Knowledge Society. *Journal Ecologica*, Belgrade. ISSN 0354-3285.
- **Hrabovski-Tomic E, Klicek T** (2006). The Possible Impact of Volunteer Camps on Development of Tourism Destination. 18th Biennial Congress 'New Trends in Tourism and Hospitality Management', Opatija. ISBN 953-6198-88-6.

#### Other Publications & Conference Papers:

- Sitohang L, **Klicek T** (2026) Understanding the Decision to Remain in Earthquake-Prone Areas in in Bawean, Gresik Regency, Province of East Java, ICSSF (International Conference on SDGs for Sustainable Future), State University Of Surabaya (January 2026)
- **Klicek T, Mahroini Z.** (2025), Sustaining Gotong Royong in the Digital Age: The 2025 Role of Social Networks in Sustainable Tourism and Climate Adaptation, Taiwan-Indonesia International Conference on Enhancing Urban Resilience: Natural Hazard Risk Analysis, Monitoring, and Spatial Planning Strategies, **NTPU, Taiwan** (27<sup>th</sup> April to 2<sup>nd</sup> May 2025).
- **Klicek T, Sunuantari M.** (2024), Exploring the Role of KIM (Community Information Group) in the Partnership with Local Government for Sustainable Tourism Development in Indonesia, 2024 Annual Conference of the IGU Commission on Geography of Governance in **Maynooth, Ireland** (22---24<sup>th</sup> August 2024) & also discussant at the conference
- **Klicek T, Sunuantari M.** (2024), The Role of KIM in fostering sustainable tourism and community empowerment in Indonesia, 35th International Geographical Congress (every 4 years), **Dublin, Ireland** (24-30<sup>th</sup> August 2024)
- **Klicek T (2025)**, Academic Diplomacy and Higher Educational Tourism: Exploring Taiwan’s Soft Power through Student Narratives, 29th International Geographical Conference of Taiwan and the 2025 Annual Conference of the Geography Society of China, Located in Taipei, **NTNU, Taiwan**, Taipei, Taiwan (26-27 April 2025)
- **Klicek T, Sunuantari M** (2024). The Impact of Mega-Projects on Land Use and Sustainability in Vulnerable Areas in Indonesia Kalimantan. *22nd Land Use Conference, NTPU, Taiwan* (May 2024).
- **Klicek T, Sunuantari M** (2024). Exploring the Role of KIM in the Partnership with Local Government for Sustainable Tourism Development in Indonesia. *IGU Commission on Geography of Governance Annual Conference, Maynooth, Ireland* (August 2024).
- **Klicek T** (2023). City Diplomacy as an international strategy for global recognition of small countries. *IGU Commission on Geography of Governance, Budapest, Hungary* (Sep 2023).
- **Klicek T** (2023). City branding and deep ecology: A case study of wild birds in Taipei. *EVAT Conference, App State, North Carolina, USA* (March 2023).
- **Klicek T** (2022). Urban acupuncture as a place-making solution at the time of austerity. *STRAND 10th International Conference — Philosophy of Architecture, Belgrade* (December 2022).

- **Klicek T**, Kalinic M (2018). Preservation and Improvement of Historic Towns. 4th International Conference, Provincial Institute for the Protection of Cultural Monuments, Petrovaradin, Serbia.
- **Klicek T**, Kalinic M, Kalinic C (2016). Tourism Innovation — Glocalisation. 2nd International Conference, UdEkoM, Belgrade. ISBN 978-86-80194-05-9.
- **Klicek T**, Vanic T (2015). The Creative City Concept in function of Hotel Industry Development in Novi Sad. *SITCON 2015*, Singidunum University, ISBN 978-86-7912-615-3.