



**INTERNATIONAL BALKAN UNIVERSITY
5th INTERNATIONAL STUDENT CONGRESS 2018**

“Investing in Youth for a Sustainable Future”

“Leaders of Tomorrow at IBU Congress”

4-5 October 2018,
IBU Campus, Skopje, Macedonia



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5th INTERNATIONAL STUDENT CONGRESS 2018
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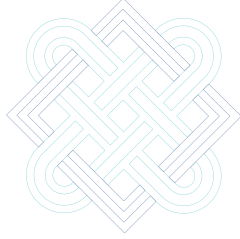
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We convey our deepest gratitude to **Atatürk Culture Center (AKM)** and highly appreciate their continuous support towards the IBU International Student Congress and their significant contribution in the further development of this project

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FOREWORD

On behalf of the International Balkan University, allow me to give you brief introduction to our University. The International Balkan University is founded in 2006 by the Foundation for Education and Culture "ÜSKÜP". It is a foundation, non-profitable university, one of a kind in the Republic of Macedonia. Located in the heart of the Balkans, IBU is a gathering point for students from all over the region, including Turkey.

This makes IBU a multinational, multi-religious and multicultural institution. If we add the fact that IBU is an English speaking university, teaching and learning medium, then we can conclude that the epithet "international" fits our University the best. The track record of success saw IBU ranked as the best university in Macedonia in the field of Teaching and Learning in 2016 by the world-known Shanghai University Ranking, according to criteria specifically designed for ranking world academic institutions.

As the beacon of the importance we attach to the quality of education for the leaders of the future and carrying the banner of internationalism by functioning under Erasmus and Mevlana Exchange Programs, we here welcome the students from various countries in connection with numerous symposiums and congresses. We, thus, believe that such academic and friendly interactions will further encourage the learning quality. We have so far welcomed and educated considerable number of foreign students through Erasmus and Mevlana Programs, believing that such events surely serve equal benefits for all those involved.

To give a striking example, International Balkan University has continuously organized the spectacular International Student Congress since 2014, which became one of its most valued traditions so far. Not to mention that these four congresses that have been organized in the previous years are solemnly the result of the limitless effort and enthusiasm of IBU's own students, encouraged and supported by IBU's academic and administrative staff. Bearing in mind that in the previous year we hosted 80 participants from 35 countries around the world, we are now more than honored to host 120 participants from 42 countries to share their knowledge and broaden their prospects at no other place, but the IBU Campus itself.

Taking this opportunity, I should underline that we are pleased to welcome you all as our students who are tomorrow's leaders from different countries and universities to participate in the Congress. I sincerely thank you for your incessant effort to pass your knowledge to our students and I wish you success and fun at the same time.

Best Regards,

Prof. Dr. İsmail Kocayusufođlu
Rector of International Balkan University



INTERNATIONAL BALKAN UNIVERSITY

5th INTERNATIONAL STUDENT CONGRESS 2018

4-5 October 2018, Skopje Macedonia

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Rethinking Education: Shaping the Youth's as the Leaders of the Future in the Hospitality Business Sector

The hotel industry is one of the oldest industries in the world. It is said that no hotel can survive in this competitive environment, unless it satisfies its customers with good quality service, but for that good quality service to be provided, is obvious that it depends from the role of the employees. Today, this industry is faced with the lack of qualified employees. One of the reasons is the low income, and an additional problem in Macedonian's tourism is also the outflow of educated employees. Hospitality, being the second fastest growing economic sector after healthcare, has been the industry with the highest job opening rate in the last few years. The heart of the hospitality industry is exactly human interaction so it is necessary to invest in the education of the youth, which will benefit from employment's rate of the country and well as the economy and GDP. The main goal of this paper is the analysis of the imbalance between formal education; shaping the future youth in the hospitality industry as employees and actual needs of the employment market, required job requirements from them in this industry. This paper focuses on promoting awareness of overlooking perspectives and critical issues in hospitality education by examining two possible approaches to educating future youth in the hospitality industry. It discusses education in hospitality from the perspective of employability as the primary goal and the chance of youth leaders to improve the business climate in the hospitality industry.

Keywords: Youth, Employment, Education, Hospitality, Business, Economy