



UNIVERSITY OF MONTENEGRO
Faculty of Tourism and Hotel
Management



CONFERENCE PROGRAMME

of 5th International Scientific Conference
TRENDS IN DEVELOPMENT OF TOURISM AND HOSPITALITY
Kotor, October 11-12, 2018.
MONTENEGRO

In association with:



Maritime Faculty - University of Montenegro, Kotor, Montenegro

The International Partners:



*Faculty of Tourism and Hospitality Management – University of Rijeka,
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Day One: Thursday, 11/10/2018.

9.00-10.00	Registration of the participants at the conference desk (Room 101)
10.00-11.00	Opening session (Room 101) Chaired by: prof. dr Tatjana Stanovčić – Dean of Faculty of Tourism and Hotel Management, University of Montenegro <ol style="list-style-type: none">1. Prof. dr Danilo Nikolić, Rector of University of Montenegro^{TBC}2. Prof. dr Špiro Ivošević, Dean of Maritime Faculty, University of Montenegro3. Mubera Kurpejović, Director-General of the Directorate for Higher Education, Ministry of Education4. Željka Radak Kukavičić, Director of National Tourism Organisation5. Luo Chun Xia, Director of Confucius Institute at University of Montenegro
11.00-12.00	Cocktail
12:00-14:00	Round table: “Linking Tourism Theory and Practice in Montenegro: Experiences and Perspectives” (Room 102) Chaired by: prof. dr Andriela Vitić Četković and Jelena Vujošević
12.00-14.00	Session 1: Cultural Tourism (Room 101) Chaired by: prof. dr Edin Jašarović and Jovana Vukčević <ol style="list-style-type: none">1. Identification of “life cycle stage” in Montenegro and Madeira cultural tourism industries António Almeida, Edin Jasarovic, Teresa Nascimento, Janko Ljumovic2. Cultural Heritage, Community Engagement and Tourism Development in the Mediteranean: Insight from Boka Bay Tatjana Stanovčić and Jovana Vukčević3. The role of Melania Trump tourism in preserving heritage in the Slovene town of Sevnica Jasna Potočnik Topler4. Innovative Cultural Tourism Product in Montenegro: The Case of Nobel Laureate Ivo Andrić's House in Herceg Novi Ilija Moric, Vladimir Roganović5. Komparativna analiza arheoloških parkova – Primeri iz Srbije i regiona Tatjana Pivac, Sanja Božić, Ivana Blešić, Milan Ivkov6. Identification of life cycle stage in Montenegro and Madeira Edin Jasarovic, António Almeida7. Kreiranje memorijalne turističke staze na primjeru francusko-crnogorskog savezništva u Prvom svjetskom ratu (1914-1916) Ivona Jovanović8. Spatial-development potentials of the architectural heritage at the

	<p>example of the tourist destination of Lazaret, Herceg Novi Svetlana Perović, Dijana Radević</p> <p>9. Tourism diversification, cultural tourism and policy-making in Montenegro and Madeira: characterisation, best practices and lessons Edin Jasarovic , António Almeida, Janko Ljumovic</p> <p>10. Strengthening Heritage Tourism in Montenegro Jovana Vukcevic, Ilija Moric, Sanja Pekovic</p> <p>11. Kulturni turizam u funkciji razvoja turizma Trebinja Dajana Vukojević, Ivana Grujić, Vesna Vujačić</p> <p>12. Cultural tourism in Montenegro as a branding strategy or a new platform of intersectoral collaboration Edin Jašarović, Janko Ljumović</p> <p>13. Kotoriske palate: Šansa za razvoj novog turističkog proizvoda na području svjetske kulturne baštine Milena Jovović, Jelena Vujošević i Jovana Vukčević</p> <p>14. Nematerijalna kulturna baština Paštrovića u funkciji turističke ponude Nataša Novaković</p>
12.00-14.00	<p>Session 2: Nautical Tourism (Room 301) Chaired by: prof. dr Špiro Ivošević</p> <p>1. Comparative analysis of Croatian sojourn tax in nautical tourism with corresponding tax in Greece Luka Vukić, Pero Vidan, Eli Marušić</p> <p>2. Improving of the quality and safety of touristic vehicles operating in the bay of Vlora Kristofor Lapa, Agron Dukaj, Rezarta Sinanaliaj</p> <p>3. Marine protected areas and maritime tourism management in Albania Shkelqim Sinanaj</p> <p>4. Maritime education challenges and opportunities – Albanian case Osman Metalla, Eli Vyshka</p> <p>5. Mogućnost razvoja nautičkog turizma u Tivatskom zalivu kroz organizaciju nautičkih sidrišta na bove Špiro Ivošević, Dušan Slavnić</p> <p>6. Marketinški okvir za pozicioniranje Jadrana kao pomorsko-turističkog brenda Senka Šekularac-Ivošević</p> <p>7. The concept of the development of port competitiveness for nautical tourism with a view on the port of Herceg Novi – Škver Tamara Jeremić, Senka Šekularac Ivošević</p> <p>8. Crucial aspects and strategies for linking nautical and rural tourism as one of the conditions of sustainable development Marija Bukilica</p>

12.00-14.00	<p>Session 3: Tourism Trends & Innovations (Room 103) Chaired by: dr Jelena Filipović and dr Ilija Moric</p> <ol style="list-style-type: none"> 1. Applying the concept of destination management organization in Croatia Goran Ćorluka, Andrea Russo, Ana Vukušić 2. The importance of Corporate Social Responsibility for Tourism Sector: Literature Review Sanja Pekovic, Đurđica Perović, Jovana Vukcevic, Maja Mesko, Andrej Bertoncelj, Tatjana Stanovcic 3. Understanding of consumer behaviour in touristic sector – Albania as a case study Elenica Pjero 4. Importance of non-technological innovations in improving Montenegro's sport tourism offer Sunčica Rogić, Danijela Jaćimović, Miloš Rajković 5. Innovative services as drivers of new business model Sanja Pekovic 6. Natural heritage and sustainable development in the Durres district Mirela Tase, Eli Vyshka, Arjeta Hallunovi 7. Značaj eWOM komunikacije pri odabiru hotelskog smeštaja Milan Ivkov, Sanja Božić, Ivana Blešić, Tatjana Pivac 8. Challenges of the application of the food safety standard in food production technology and catering Vesna Vujačić, Jelena Filipović, Marija Bodroža Solarov, Greta Krešić, Saša Šušnić, Dajana Vukojević 9. Istraživanje kvaliteta hotelske usluge analizom recenzija korisnika portala Booking.com Ivana Blešić, Milena Mitrović, Milan Ivkov, Sanja Božić, Sava Janičević 10. Novi ekstrudirani funkcionalni proizvod u hotelskom meniju Jelena Filipović, Marija Bodroža Solarov, Vesna Vujačić, Nebojša Novković, Tihomir Novaković, Vladimir Filipović 11. Perspektive razvoja sportskog turizma u mikroregiji Lovćen Veselin Drljević, Ranko Marijanović i Olivera Simović 12. Leadership Styles and Organisational Culture: Case of Tourism Entreprises in Montenegro Olivera Simović, Milica Raičević i Đurđica Perović 13. Stanje i mogućnosti unaprijeđenja organizovanosti turističke destinacije u Crnoj Gori Ljiljana Pjerotić 14. Structural Characteristics and Potentials of Human Resources in Hotel Industry of Montenegro Miško Rađenović i Ana Tripković Marković 15. Manipulativni marketing kao savremeni trend plasiranja proizvoda Željko Pekić i Nađa Pekić
18.00	Boat Excursion: Boka Bay

Day Two: Friday, 12/10/2018.

9.00-10.00	Registration of the participants at the conference desk (Room 101)
10:00-10.45	Closing session (Room 101) Chaired by: prof. dr Tatjana Stanovčić and prof. dr Špiro Ivošević
10:45-11:15	Coffee break
11:30-12:30	Guided Tour: Old Town Kotor

Important information

- Presentations should last up to 10 min max.
- A PowerPoint presentation (PC-compatible) or its pdf-format is recommended to avoid incompatibility problems.
- Please, check the session and time of your presentation in the final program.
- All presentations should be provided by the authors on a USB stick, and should be uploaded to the computers in presentation rooms. Please do not submit your presentation in advance via e-mail.
- Each room is equipped with the LCD projector and a laptop/computer.
- Presentation rooms are set up in a classroom style.

Additional information

For additional information please visit website: www.ucg.ac.me/fth

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