



UNIVERSITY OF RIJEKA
FACULTY OF TOURISM AND
HOSPITALITY MANAGEMENT
OPATIJA, CROATIA



Tourism & Hospitality
Industry 2018

24th Biennial International Congress

THI2018

Congress Program

24th Biennial International Congress

TOURISM & HOSPITALITY INDUSTRY 2018

TRENDS AND CHALLENGES

Opatija, April 26 – 27 2018

ABOUT TOURISM & HOSPITALITY INDUSTRY 2018

Faculty of Tourism and Hospitality Management, University of Rijeka is the initiator of many scientific and professional meetings. The first traditional conference "Hotelska kuća", that represented a symbiosis of science and good practice was held back in 1972. Throughout its long tradition, the conference became an international science Congress that has gathered nearly 3 000 researchers so far, allowing them to share their ideas and newest research results with more than 1 000 published scientific papers in the field of tourism and hospitality.

The 24th biennial international congress Tourism and Hospitality Industry 2018, which contributes to the celebration of the 45th anniversary of the University in Rijeka, gives an opportunity to the researchers to respond to the trends and challenges in the contemporary tourism. In addition to the international scientific importance of the congress THI 2018, its professional part plays significant role. Gathering distinguished Croatian hoteliers and tourism professionals, the aim is to contribute to the development of tourism and hospitality in the overall economic development of the Republic of Croatia.



THI 2018 – CONGRESS PROGRAM

DAY 1 – THURSDAY, 26 April, 2018 HOTEL AMBASADOR, OPATIJA

09:00 – 10:00

REGISTRATION

10:00 – 10:45

OPENING CEREMONY
PROMOTION OF UNIRI - FTHM TRAINING CENTERS
CONGRESS ROOM

10:45 – 12:00

PANEL SESSION 1
CONGRESS ROOM

Topic: Identity and traditions in development processes of the Croatian tourism
Keynote speaker and Moderator: Đuro Tomljenović

Panelists:

- **Gari Cappelli**, Ministry of Tourism - Minister
- **Josip Zaher**, Croatian Chamber of Economy - Vice President for Tourism, Trade and Finance
- **Damir Krešić**, Institute for Tourism - Director
- **Nedo Pinezić**, Quanarius - Family Accommodation Specialist
- **Dora Smolčić Jurdana**, Faculty of Tourism and Hospitality Management - Dean

12:00 – 12:30



COFFEE BREAK

12:30 – 13:45

PANEL SESSION 2
CONGRESS ROOM

Topic: How to get to a year-round hotel business?
Keynote speaker and Moderator: Sandra Janković

Panelists:

- **Kristijan Staničić**, Croatian Tourist Board - Director
- **Rikardo Hesky**, Jadranka Hotels - Chief Executive Officer
- **Tomislav Korošec**, Park Plaza Histria – Hotel Manager
- **Mirella Premeru**, Valamar Riviera - Director of the Revenue Management Sector
- **Franco Peruza**, Godiva consulting - Consultant in the Field of Investment in the Hotel Industry

14:00 – 16:00



CONFERENCE LUNCH

ERASMUS/CEEPUS WORKSHOP

**Session Chair: Kristina Črnjar
MAGNOLIJA ROOM**

16:00 – 17:30

- 1. THE IMAGE OF THE CITY IN TERMS OF RELIGIOUS MEGAEVENTS (BY THE EXAMPLE OF WYD 2016)**
Niemczyk, A., Seweryn, R.
- 2. TOURISM AND EMPLOYMENT – A COMPARATIVE ANALYSIS OF POLAND AND CROATIA**
Seweryn, R., Niemczyk, A.
- 3. SENTIMENT ANALYSIS AND ARTIFICIAL NEURAL NETWORKS-BASED ECONOMETRIC MODELS FOR TOURISM DEMAND FORECASTING**
Folgeri, R., Baldigara, T., Mamula, M.
- 4. CROATIA AS A VIRTUAL TOURIST DESTINATION: A LINGUISTIC AND SENTIMENT ANALYSIS**
Bait, M., Jurin, S., Bosnar - Valković, B.
- 5. MODELING THE TOURISM SPECIALIST COMPETENCIES. NEW SKILLS AGENDA FOR EUROPE. CASE STUDY OF LITHUANIAN TOURISM SECTOR**
Katunian, A., Žirnelė, L.
- 6. HUMAN RESOURCES AS A KEY FACTOR OF THE QUALITY OF TOURISM SUPPLY IN MONTENEGRO**
Božović, Ž., Đurašković, J.

19:30

INFORMAL DINNER PARTY



DAY 2 – FRIDAY, 27 April, 2018

HOTEL AMBASADOR, OPATIJA

09:00 – 10:30

WORKSHOP – PAPERS PRESENTATION
PARALLEL SESSIONS

SESSION 1 – MAGNOLIJA ROOM

Session Chair: Marinela Krstinić Nižić

1. ENERGY EFFICIENCY AS A BUSINESS POLICY OF ECO-CERTIFIED HOTELS
Krstinić Nižić, M., Matoš, S.
2. THE INFLUENCE OF LOCAL GOVERNMENT UPON THE SUSTAINABLE TOURISM DEVELOPMENT OF A COASTAL DESTINATION
Birkić, D., Primužak, A., Varičak, I.
3. "SPECIAL EXPERIENCE" – INFLUENCE OF PERSONAL ENGAGEMENT AND SUSTAINABILITY IN HOTELS
Floričić, T.
4. THE ROLE OF INSURANCE AND TOURISM INDUSTRIES IN ACHIEVING CLIMATE RESILIENCE
Runko Luttenberger, L., Luttenberger, A.
5. THE IMPACT OF TOURISM ON REGIONAL ECONOMIC DEVELOPMENT – CASE STUDY OF CROATIAN COUNTIES
Trinajstić, M.
6. ANALYSIS OF SICKNESS ABSENCE DATA IN CROATIA: EMPHASIS ON TOURISM
Čikeš, V., Maškarin Ribarić, H., Črnjar, K.
7. HUMAN RESOURCE MANAGEMENT AS RESOURCE FOR ECONOMIC SUSTAINABILITY AND COMPETITIVENESS OF HOTELS
Horváth, A., Jónás-Berki, M., Pálfi, A., Raffay, Z.
8. PILOT RESEARCH OF THE LEVEL INFORMAL ECONOMY IN TOURISM SECTOR OF FEDERATION OF BOSNIA AND HERZEGOVINA
Miličević, M., Galić, M., Vidović, R., Zeljko, Z.
9. HEALTH TOURISM DEVELOPMENT RESEARCH FRAMEWORK AT THE DESTINATION LEVEL
Peršić, M., Peršić Živadinov, I., Vlašić, D.

SESSION 2 – LOVOR ROOM

Session Chair: Daniela Gračan

1. CHALLENGES IN DEVELOPING WELL-BEING TOURISM – LIFECLASS TERME SVETI MARTIN
Stipanović, Ch., Patafta, D.
2. CHANGING TRENDS IN INCENTIVE TRAVEL
Gračan, D., Barkidžija Sotošek, M., Šerić, N.
3. ENTREPRENEURSHIP AND CO-EVOLUTION IN TOURISM
Valeri, M., Fadlon, L.
4. COLLABORATION AS A KEY DRIVING FORCE FOR INNOVATIONS IN TOURISM – MULTIPLE CASE STUDIES ANALYSES OF TOURISM PRODUCTS
Slivar, I., Golja, T., Sinković, D.
5. ACCEPTANCE OF E-BOOK READING APPLICATIONS – SCALE DEVELOPMENT AND VALIDATION
Meštrović, D., Bagarić, L., Jakominić Marot, N.
6. AIRBNB: SHARING ECONOMY OR "INFORMAL" TOURISM ACCOMMODATION BUSINESS?
Zupan Korže, S.
7. THE IMPACT OF ONLINE COMMUNITY MARKETPLACES IN A HIGH-PROFILE HORECA AREA
Wolfram, I.
8. CUSTOMER VALUE ON SAFETY AND SECURITY ISSUES IN ACCOMMODATION SERVICES
Höykinpuro, R.
9. TIPPING HABITS IN HOSPITALITY INDUSTRY IN MONTENEGRO
Raspor, A., Lacmanović, D., Lacmanović, J.

10:30 – 11:00

COFFEE BREAK

11:00 – 12:30		WORKSHOP – PAPERS PRESENTATION PARALLEL SESSIONS	
SESSION 3 – MAGNOLIJA ROOM Session Chair: Zrinka Zadel		SESSION 4 – LOVOR ROOM Session Chair: Daniela Soldić Frleta	
1. WINE TOURISM: AN OPPORTUNITY TO INCREASE A TOURIST OFFER IN ISTRIAN COUNTY Manzin, A., Dušević, R.		1. ANALYSIS AND FORECAST OF CROATIAN TOURISM DEMAND SEASONALITY Mihalinčić, K., Mrša Haber, I.	
2. HERITAGE MANAGEMENT IN PROTECTED AREAS – ASSUMPTIONS AND NEW PARADIGMS Zmijanović, Lj.		2. MEASURING TOURISM SEASONALITY: APPLICATION AND COMPARISON OF DIFFERENT METHODS Čorluka, G., Vukušić, A., Kelić, I.	
3. THE ROLE OF INTANGIBLE CULTURAL HERITAGE IN DIFFERENTIATION OF CULTURAL TOURISM PRODUCT – THE CASE OF ZAGREB Kesar, O., Matečić, I., Ferjanić Hodak, D.		3. ANALYSIS AND FORECAST OF TOURIST ARRIVALS IN CROATIA Pupavac, J.	
4. POSSIBILITIES OF ENTREPRENEURIAL DEVELOPMENT IN CULTURAL TOURISM OF CROATIAN CITIES Stipanović, Ch., Rudan, E., Zadel, Z.		4. TOURIST SEGMENTATION IN MEMORABLE TOURISM EXPERIENCE SURVEY Horvat, J., Mijoč J., Matković T., Barač Miftarević S.	
5. EXPLORING THE FACTORS AFFECTING ROMANIAN RELIGIOUS TOURISM - CASE OF ORADEA CITY Botezat, E. A., Tomescu, A. M.		5. ECONOMETRIC ASSESSMENT OF PERSONALITY BIASES AND COMMUNICATION PREFERENCES CORRELATION Kostelić, K., Križman Pavlović, D.	
6. THE ROLE OF FESTIVALS IN THE TOURISM OF HUNGARIAN COUNTRY TOWNS Szabó, G., Závodi, B.		6. THE IMPACT OF INTERNAL MARKETING ON INTERNAL SERVICE QUALITY IN THE HOSPITALITY INDUSTRY Gjurašić, M., Marković, S., Horvat, J.	
7. GERMAN LOCAL MUSEUMS AS CIVIL SOCIETIES' RESURGENT COMMUNITY SPACES IN HUNGARY Szeidl, K., Aubert, A.		7. DETERMINING THE SENTIMENTS OF TOURISTS TOWARDS WEBSITES TEXT CONTENTS OF THE CROATIAN HEALTH TOURIST OFFER Ivanović, S., Milojica, V.	
8. EVENTS IN TOURIST DESTINATION END THEIR IMPACT ON COMPETITIVENESS AND POSITIONING Pavia, N., Mrnjavac, E., Florićić, T.		8. SHIFTS IN TOURISTS' ATTITUDES TOWARD THE DESTINATION OFFERING Soldić Frleta, D.	
9. THE DEVELOPMENT OF THE TOURISTIC INSTITUTIONAL SYSTEM AND SIGNIFICANT CHANGES IN THE DESTINATION DEVELOPMENT Horváth, Z., Aubert, A., Pálfi, A.		9. METHODOLOGY OF PLANNING SUSTAINABLE TOURISM DEVELOPMENT AT THE LOCAL LEVEL: THEORY AND PRACTICE Mičetić Fabić, M., Smolčić Jurdana, D.	
12:30 – 14:00		SESSION 5 – MAGNOLIJA ROOM Session Chair: Daniel Dragičević	
1. TERRORISM AS SECURITY CHALLENGE IN TOURISM DEVELOPMENT Dragičević, D., Nikšić Radić, M., Grbić, L.			
2. QUALITY COSTING IN THE HOSPITALITY INDUSTRY – A LITERATURE REVIEW Ribarić Čučković, E., Janković, S.			
3. ANALYSIS OF ADVENTURE FORMS OF RIVER-BASED TOURISM ON CROATIAN RIVERS Bosnić, I., Tubić, D., Randelj, J.			
4. EMPIRICAL VALIDATION OF DEMOGRAPHIC CHARACTERISTICS ROLE ON VISITORS' EXPERIENCE: THE CASE OF ZAGREB CHRISTMAS MARKET Marković, S., Raspor Janković, S., Racz, A., Mitrović, S.			
5. A REVIEW OF WEBSITES 'SELLING' DENTAL TOURISM Jurišić, E.			
6. THE BOOM OF CHINESE TOURIST AS A CHALLENGE FOR TOURISM GROWTH – CASE OF CROATIA Šintić, N., Rosi, M.			
7. FUNCTION AND IMPORTANCE OF INTERNAL AUDIT IN HOTEL GROUP „BUDVANSKA RIVIJERA“ Simović, O., Perović, D.			
8. EXPLORING MILLENNIALS' MEMORIES: SETTING THE COURSE FOR DESTINATIONS' ATTRACTIVENESS Lončarić, D., Perišić Prodan, M., Dlačić, J.			
14:00		CLOSING REMARKS – MAGNOLIJA ROOM	

ABOUT FACULTY OF TOURISM AND HOSPITALITY MANAGEMENT

Faculty of Tourism and Hospitality Management (FTHM) with its seat in Opatija was established in 1960. As a constituent of the University of Rijeka the Faculty is nowadays the only institution of higher education in the Republic of Croatia that performs the programs in the field of tourism, hospitality industry and sustainable development on the undergraduate, graduate and postgraduate level, as well as a wide range of lifelong learning programs.



MISSION

Faculty of Tourism and Hospitality Management, University of Rijeka, as a scientific, research and educational institution creates the knowledge of tourism, hospitality industry and sustainable development. Students are provided with a quality education aimed at leadership positions in a tough global competition whereby a crucial role is taken by employees. In a stimulating work environment innovation, scientific research and educational excellence, loyalty and commitment are initiated. A response to the economic and social challenges is offered through scientifically based creative partnerships with business, public and civil sector. Excellence is encouraged and all the activities are carried out by obeying the principles of ethics and social responsibility.

VISION

The vision of the Faculty is to be a leader in higher education, scientific and professional research in the field of tourism, hospitality industry and sustainable development in Croatia and wider region.

EDUCATION AND STUDY PROGRAMS

The purpose of the Faculty is to provide top-quality higher education based on scientific knowledge in the field of tourism, hospitality industry and sustainable development. The Faculty offers various types of educational programmes within the framework of undergraduate, graduate, doctoral and specialist studies.

Postgraduate Specialist Studies

Postgraduate specialist programs represent a platform for recruiting highly specialised experts in the field of tourism and hospitality aiming to enhance the competitiveness of human resources.

- **Management in Tourism and Hospitality (1,5 years - 90 ECTS)**
- **Health Tourism (2 years - 120 ECTS)**

Doctoral Studies

PhD students of Faculty of Tourism and Hospitality Management, Opatija gain the highest level of competences through a systematically organized scientific research and high-quality mentoring.

- **Business Administration in Tourism and Hospitality (3 years -180 ECTS)**
- **Management of Sustainable Development (3 years -180 ECTS)**

Lifelong Learning Programs

Striving for the business excellence and the competitiveness of Croatian tourism, the Faculty recognized the need of cooperation between the education system and practice. For that purpose, it offers various lifelong learning programs such as:

- **SHIP: Food and Beverage Specialist**
- **USALI & BENCHMARKING**
- **Health Tourism in Small Businesses**
- **Hotel housekeepers**
- **Management of Campsite Resorts**
- **Foreign languages in tourism for beginners, for tourist guides etc.**
- **Business Communication in Tourism**
- **Chinese for beginners**
- **Business communication in Chinese for beginners**
- **Tourist agencies managers - certification**
- **Tourist guides - certification**

SCIENCE AND RESEARCH

Highly valuing the principles of public welfare and responsibility, academic integrity and transparency, as an important constituent of the University of Rijeka, the Faculty of Management in Tourism and Hospitality is recognized as the leading research and educational institution in Croatia and the wider region, with scientific focus on **tourism, hospitality and sustainable development**.

By actively supporting development of competencies of researchers, participation in scientific-research projects and publishing in the areas of identified competencies in which it has internationally recognized references, FTHM promotes scientific progress and readily responds to the needs of economy, business and local community.

The elementary architecture of fundamental research activities at FTHM encompasses:

- (I) **research** of current theoretical and practical economic problems, development of scientific and professional studies, projects, expertises, studies, analyses, expert analyses;
- (II) **consulting**, providing research and development services and consultancy services for the needs of the economy, reviews and audits of the projects;
- (III) **research scientific projects** realized in partnership with domestic and foreign institutions, financially supported by Croatian Science Foundation, Ministry of Science and Education, as well as University of Rijeka;
- (IV) supporting local, regional and national development through **the implementation of EU funded projects** where FTHM has accumulated substantial body of knowledge and experience;
- (V) organization of national and **international scientific and professional conferences**, seminars, congresses, symposia and other scientific and professional meetings;
- (VI) organization and performance of the programs of professional **lifelong learning**, organization of courses and other forms of supplementary education and promotion of a scientifically active young generation.

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**Tourism & Hospitality
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24th Biennial International Congress

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THI 2018

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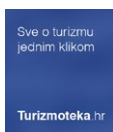
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