



## CONFERENCE PROGRAM

### Thursday, March 22

18.00 – 19.00	Registration (Conference venue)
19.30	Welcome cocktail (Hotel Zlatnik)

### Friday, March 23

09.00 – 16.00	Registration (Conference venue)
<b>10.00 – 10.30</b>	<b>Opening &amp; Welcome speeches</b>
<b>10.30 – 11.30</b>	<b>Keynote addresses</b>
11.30 – 12.00	Coffee break
<b>12.00 – 13.00</b>	<b>Parallel sessions</b>
13.00 – 14.00	Lunch (Conference venue)
<b>14.00 – 15.00</b>	<b>Parallel sessions</b>
15.00 – 15.30	Coffee Break
<b>15.30 – 16.30</b>	<b>Parallel sessions</b>
19.30	Gala dinner (Hotel Zlatnik)

### Saturday, March 24

09.30 – 12.00	Registration (Conference venue)
<b>10.00 – 10.45</b>	<b>Keynote addresses</b>
10.45 – 11.15	Coffee Break
<b>11.15 – 12.30</b>	<b>Parallel sessions</b>
12.30 – 13.30	Lunch (Conference venue)
<b>13.30 – 14.30</b>	<b>Panel &amp; Closing remarks</b>
16.00 – 18.30	Optional: City tour with visits to St. Sava Church and Belgrade Fortress

Conference venue:  
COLLEGE OF TOURISM  
VISOKA TURISTIČKA ŠKOLA STRUKOVNIH STUDIJA  
Bulevar Zorana Đinđića 152a  
Novi Beograd

Please note that BITCO 2012 reserves the right to change any part of the program without notice.



## SESSIONS & PAPER PRESENTATIONS

**Friday – March 23, 2012**

### OPENING & WELCOME SPEECHES – Amphitheatre III

- 10.00-10.30** **Milan Skakun**, Headmaster of College of Tourism, Belgrade, Serbia  
**Lazar Lazić**, Director of Department of Geography, Tourism and Hotel Management, Faculty of Science, Novi Sad, Serbia  
**Slavoljub Vičić**, Headmaster of College of Hotel Management, Belgrade, Serbia

### KEYNOTE ADDRESSES – Amphitheatre III

- 10.30-11.30** **Russell Arthur Smith**  
Corporate Social Responsibility: Economic influence of Tourism and Sustainable Development  
**Slobodan Čerović**  
Human resources as a competence factor in tourism  
**Tadeja Jere Lazanski**  
Systems Thinking for Co-creative Decision-making in Tourism  
**Graham Busby**  
Television and tourism: the nexus

### SESSION A – Amphitheatre I

- 12.00-13.00** **Mariana Assenova, Maria Vodenska**  
Monitoring the sustainability of tourist destinations  
**Ivan Kožić, Josip Mikulić**  
Using an indicator system for evaluating tourism sustainability  
**Marinela Krstinić Nižić, Maja Mamula**  
Contribution of tourism to the economic development - the implementation of Tourism Satellite Account  
**Seyed Hadi Zarghani, Mohsen Hejazi Joshaghani**  
An Investigation of the Role and Position of International Tourism in Mashhad Metropolis  
**Tea Baldigara**  
Tourism statistics - estimating and evaluating tourism  
**Mirjana Ilić, Andrijana Kolevski**  
Use of the EU funds for tourism development

### SESSION B – Amphitheatre II

- Mohammad Ali Ashrafi Pour**  
Comparison of the effects of good governance on Tourism industry Development in developing countries and OECD group  
**Biljana Petrevska, Sasho Kjosev**  
Planning and estimating tourism demand - the case of Macedonia  
**Snezana Štetić**  
Risk management in tourism  
**Vlastimir Vuković**  
Influence of the prolonged recession on Serbia's tourism and recovery perspective  
**Dragan Bulatović**  
Specific Forms of Tourism – a chance for sustainable development in protected areas of Montenegro

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- 14.00-15.00** **Stephanie Carretero, Jorge Garcés, Mireia Ferri, Estrella Durá**  
Accessible social tourism: a self-evaluation system for tourist suppliers  
**Jana Špec, Tanja Švigelj**  
Social tourism–new opportunities for all  
**Mirjana Kovačić, Srećko Favro**  
Complementary facilities of nautical tourism port - What nautical tourism expects?  
**Lazar Kalmić, Đorđe Čomić**  
Sacral and profane pilgrimages as a specific form of tourism  
**Branislav Rabičić**  
A tomb as the tourist attraction: *The House of Flowers* in Belgrade

- Dario Šimičević, Sara Stanić**  
Possibilities of heritage tourism development on Rudnik mountain  
**Szabó Orsolya**  
The Effects of Rural Tourism on Quality of Life  
**Jack Carlsen**  
Food and Wine Tourism Development: A strategic approach  
**Bojana Kalenjuk, Dragan Tešanović, Marija Škrinjar, Lukrecija Đeri**  
The importance of authentic food in the development of the culinary tourism in Vojvodina  
**Zoran Dražić**  
Natural tourist values of Ada Ciganlija  
**Milorad Kličković**  
The analysis of Serbian show caves tourist characteristics
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**15.30-16.30** **Domenico Consoli**  
The use of Internet as platform to implement a model of Tourism 2.0

**Konstantin Petkovski, Rozita Talevska Hristovska**  
Necessary skills and attributes of managers in small and medium sized businesses

**Luis Miguel Lourenço Mendes de Brito**  
Guiding cultural tourists: thirteen testimonies

**Romana Franjić, Medet Yolal**  
Personal traits of animators in creating experiences in cultural tourism

**Oliver Vujović**  
SECEPRO management and PR education in tourism

**Sylvia Kucharska**  
European Union's funds as an opportunity to promote film tourism: the Polish case

**José G. Vargas-Hernández, Mohammad Reza Noruzi**  
Administration of regional development and sustainability cultural tourism in the Southern Region of Jalisco

**Dragan Barjaktarović, Lidija Barjaktarović**  
Contemporary tourism - basis for the change of hospitality management

**Novak Svorcan, Ilija Smiljanić, Sandra Stojanović**  
Global hotel brand

**Silvija Vitner Marković, Ivana Varičak**  
Hotel companies as the main stakeholders of sustainable tourism development

## Saturday – March 24, 2012

### KEYNOTE ADDRESSES – Amphitheatre III

**10.00 – 10.45** **Christian Maurer**  
E-Commerce 2.0 - Emerging Technologies and Effective Online Distribution in Tourism

**Amelia Tomašević**  
New challenges for hotel industry

**José Fillipe Torres**  
Country Branding Current Challenges

**Terence Clifford-Amos**  
An Englishman abroad: resonating peoples in many nations

### SESSION A – Amphitheatre I

**11.15-12.30** **Pero Petrović, Milenko D. Đurić**  
The influence of the elements of innovation strategies in the hotel industry

**Maja Ćosić, Georgi Genov**  
Improving quality of service through the hotel management processes

**Jelena Sedlarević, Ilija Smiljanić, Novak Svorcan**  
Specifics of accommodation management in hotel industry

**Ljiljana Kosar**  
Customer loyalty as a key competitive factor of hotel industry

**Nikolina Kosar**  
Specifics of human resource management in hospitality

**Jasna Kržin Stepišnik, Tjaša Vidrih, Tanja Gregorec**  
The quality of practical training undertaken by students of Educational Centre of Biotechnology, Ljubljana, Vocational College - Student mobility

**Violeta Tošić, Jelisaveta Vučković**  
Management of complaints in hospitality industry aimed at service quality improvement

### SESSION B – Amphitheatre II

**Saša Mašić**  
International hotel corporations in the Southeastern Europe market

**Gordana Vulić**  
*Slovenia INN* - a trademark to aid in making Slovenian gastronomy more recognizable

**Dario Šimičević, Snežana Štetić**  
Changes in hotel offer of Belgrade driven by tourism demand

**Snježana Gagić, Ana Jovičić, Dragan Tešanović, Jovanka Popov-Raljić**  
The structure and development of the offer of fast food restaurant chains in Serbia

**Vesna Bilbija**  
The application and significance of the voluntary work in tourism

**Momčilo Vasiljević, Nenad Mihailović, Sanja Radovanović, Željko Radovanović**  
The influence of complexity of tourist services on the organization of a tourist company accounting department

**Ivana Stojanović**  
German language teaching at the College of Tourism

### INDUSTRY PANNEL & CLOSING REMARKS – Amphitheatre III

**13.30-14.30** Moderators  
**Tadeja Jere Lazanski**  
**Milenko D. Đurić**

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