

1st International Conference
Higher Education in Function of Development of Tourism in Serbia and Western Balkans

Plenary Session

Chairman	Milan Antonijević, PhD
Vice-chairmen	Ramona Suharoschi, PhD Nenad Milutinović, MSc

Room 302, 3rd October, 14:00

Welcome statement:

- Miloš Jovanović, PhD, Director in charge of BTC Uzice

№	Author(s)	Title of the paper
1.	Milan D. Antonijević, PhD[*]; Milutin R. Đuričić, PhD^{**} [*] Faculty of Engineering and Science, University of Greenwich, UNITED KINGDOM ^{**} Business and Technical College of Vocational Studies, Užice, Serbia, Uzice, SERBIA	QUALITY ASSURANCE PROCEDURES IN THE FUNCTION OF CONTINUOUS DEVELOPMENT OF TOURISM STUDY PROGRAMMES
2.	Academician Prof. Slobodan Nešković, PhD University Business Academy in Novi Sad, FIMEK, Novi Sad, SERBIA	CURRENT ASPECTS OF THE TOURISM SITUATION IN THE WESTERN BALKAN COUNTRIES
3.	Milan D. Antonijević, PhD[*]; Milutin R. Đuričić, PhD^{**}; Milan M. Đuričić, PhD^{***}; Nenad Milutinović, MSc^{**} [*] Faculty of Engineering and Science, University of Greenwich, UNITED KINGDOM ^{**} Business and Technical College of Vocational Studies, Užice, Serbia, Uzice, SERBIA ^{***} Faculty for Business and Industrial Management, Union University, Belgrade, SERBIA	TEMPUS PROJECT QUALITY PLAN (PQP) - AN IMPORTANT MANAGEMENT TOOL OF PROJECT COORDINATOR
4.	Academician prof. Dr. sci. Mladen Bodiroža International University of Travnik, Travnik, BOSNIA&HERZEGOVINA	CURRENT FEATURES OF TOURISM IN THE GLOBAL WORLD ECONOMY, WITH SPECIAL EMPHASIS ON THE PHENOMENON OF HUMAN TRAFFICKING AND SEXUAL ABUSE OF CHILDREN
5.	Ramona Suharoschi, PhD; Diana Dumitras, PhD; Dan Vodnar, PhD; Laura Stan, PhD; Sevastita Muste, PhD University of Agricultural Sciences and Veterinary Medicine, Cluj-Napoca, ROMANIA	PARTICULARITIES OF ROMANIAN CURRICULUM IN TOURISM – A CASE STUDY
6.	Michael Koniordos, PhD Technological Education Institute of Piraeus, Athens, GREECE	THE IMPORTANCE OF INTEGRATING CROSS-CULTURAL COURSES INTO THE CURRICULUM OF TOURISM EDUCATION

15:45-16:00 Coffee break

16:00 -18:30 Presentation of papers by Sessions

Session 1

Chairman	Michael Koniordos, PhD
Vice-chairmen	Ramona Suharoschi, PhD Nenad Milutinović, MSc

Room 302, 3rd October 2014, 16:00

№	Author(s)	Title of the paper
1.	Marián Žabenský, PhD Department of Culture and Tourism Management, Faculty of Arts, Constantine the Philosopher University in Nitra, SLOVAKIA	IMPORTANCE OF GEOGRAPHICAL DISCIPLINES IN THE LEARNING PROCESS WITH THE FOCUS ON THE ISSUE OF TOURISM
2.	Anton Vorina, MSc[*]; Dalibor Miletić, PhD^{**} [*] Faculty of Commercial and Business Sciences, Celje, SLOVENIA ^{**} Faculty of management, Zajecar, SERBIA	LIFETIME LEARNING IN THE FUNCTION OF SUSTAINABLE DEVELOPMENT OF TOURISM IN SERBIA AND SLOVENIA
3.	P. Gunning; C. D. Hills C8 S Ltd, University of Greenwich, UNITED KINGDOM	CARBON NEGATIVE: FIRST COMMERCIAL APPLICATION OF ACCELERATED CARBONATION TECHNOLOGY
4.	Boris Michalík, PhD; Michala Dubská, PhD University in Nitra, SLOVAKIA	EDUCATION IN TOURISM AND CULTURE MANAGEMENT AT FACULTY OF ARTS CONSTANTINE THE PHILOSOPHER UNIVERSITY IN NITRA
5.	Ana Stranjančević, PhD; Iva Bulatović, MSc Montenegro Tourism School, Mediterranean University Podgorica, MONTENEGRO	THE POSSIBILITIES OF THE SPORTS AND RECREATIONAL TOURISM DEVELOPMENT IN SKADAR LAKE SUB REGION
6.	Miroslav Ivanović, PhD; Miroslav Rađen, MSc Tourism Organisation of Western Serbia, Uzice, SERBIA	EDUCATION AS A FACTOR FOR IMPROVING TOURISM INDUSTRY IN THE REPUBLIC OF SERBIA
7.	Natalija Ostojić, MSc[*]; Jovan Plavša, PhD^{**}; Aleksandra Vujko, PhD^{***}; Slavica Tomić, PhD^{****} [*] Primary School „Servo Mihalj“, Zrenjanin, SERBIA ^{**} University of Novi Sad, Faculty of Science, Novi Sad, SERBIA ^{***} Novi Sad Business School, Novi Sad, SERBIA ^{****} University of Novi Sad, Faculty of Economics, Subotica, SERBIA	SPORTS-RECREATIONAL TOURISM AND LEISURE TIME OF YOUNG PEOPLE IN VOJVODINA
8.	P. Gunning, C.D. Hills, P.K. Araizi, A. Maries, D.S. Wray	CARBON CAPTURE USING WASTES: A REVIEW

	University of Greenwich, UNITED KINGDOM	
9.	Academician prof. dr sci Mladen Bodiroža; Stevan Petković, PhD International University of Travnik, Travnik, BOSNIA&HERZEGOVINA	SPA-CLIMATE RESORT, HEALTH AND RECREATION TOURISM IN BOSNIA AND HERZEGOVINA WITH EMPHASIZE ON THE SPA RESORT SLATINA NEARBY BANJA LUKA
10.	Snežana Bjelić, M.Ec. Užice, SERBIA	TOURISM AS A BOOST FOR PRODUCTION, EMPLOYMENT AND SUSTAINABLE ECONOMIC DEVELOPMENT IN ZLATIBOR COUNTY
11.	Nedeljko Stojnić, PhD* ; Duško Kuzović, PhD** * Institute of Water Management Resorces "Jaroslav Cerni", Belgrade, SERBIA ** College of Vocational Studies, Academy of Football, Belgrade, SERBIA	SEISMIC VULNERABILITY OF OBJECTS OF SERBIAN CULTURAL HERITAGE ACCORDING TO SEISMOTECTONICS AND THEIR PROTECTION
12.	Andela Mikić, PhD* ; Dragoslav Jokić, PhD** * Belgrade Business School – Higher Education Institution for Applied Studies, Belgrade, SERBIA ** Business and Technical College of Vocational Studies, Užice, SERBIA	ROLE OF EFFECTIVE COMMUNICATION IN THE TOURISM ORGANIZATIONS
13.	Mr Dalibor Panić ; Nenad Milutinović, MSc** * Ministry of Finance, Tax administration, Užice, SERBIA ** Business and Technical College of Vocational Studies, Užice, SERBIA	SMALL AND MEDIUM ENTERPRISES (SMEs) IN FUNCTION OF RURAL DEVELOPMENT IN SERBIA
14.	Andela Mikić, PhD* ; Dragoslav Jokić, PhD** * Belgrade Business School – Higher Education Institution for Applied Studies, Belgrade, SERBIA ** Business and Technical College of Vocational Studies, Užice, SERBIA	ETHICAL VIRTUES IN THE TOURISM BUSINESS
15.	Irena Manojlović, M.Sc; Marko Bojić, B.Sc Department of Turismology, Faculty of Geography, University of Belgrade, SERBIA	COMPARISON OF SUSTAINABLE TOURISM DEVELOPMENT BETWEEN MOUNTAIN TOURIST DESTINATIONS ZLATIBOR AND TARA
16.	Slavoljub Vujović, PhD* ; Rajko Macura, PhD** * Business and Technical College of Vocational Studies, Užice, SERBIA ** College of Banja Luka, Banja Luka, BOSNIA&HERZEGOVINA	INFRASTRUCTURE-BASIC ELEMENT MATERIAL BASIS OF TOURISM
17.	Ljiljana Berežljević, PhD* ; Dragoslav Jokić, PhD** * High School for project management, Belgrade, SERBIA ** Business and Technical College of Vocational Studies, Užice, SERBIA	DEVELOPMENT OF FEMALE ENTREPRENEURSHIP IN CIVILIZATION OF THE NEW AGE
18.	Dragana Pešić, M.Sc; Aleksandra Radovanović, M.Sc Faculty of Hotel Management and Tourism, University of Kragujevac, Vrnjačka Banja, SERBIA	THE CHANGING FACE OF ESP INSTRUCTION AT THE STUDIES OF TOURISM

19.	Ivana Marinković Business and Technical College of Vocational Studies, Užice, SERBIA	FOREIGN LANGUAGE ANXIETY
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Session 2

Chairman	Marija Mandarić, PhD
Vice-chairmen	Tamara Gajić, PhD Dragan Stojanović, MSc

Room 317, 3rd October, 16:00

№	Author(s)	Title of the paper
1.	Tamara Gajić, PhD; Aleksandra Vujko, PhD; Nataša Papić Blagojević, MSc Novi Sad Bussines School, Novi Sad, SERBIA	IMPORTANCE AND IMPLEMENTATION POSSIBILITIES OF PRACTICAL TRAINING MODEL IN EDUCATION SYSTEM OF THE TOURISM CURRICULUM
2.	Marija Mandarić, PhD; Dejan Sekulić, MSc Faculty of Hotel Management and Tourism, University of Kragujevac, Vrnjačka Banja, SERBIA	BRAND MANAGEMENT IN TOURISM EDUCATION: ROLE OF DEVELOPMENT AND BUILDING OF STRONG BRAND FOR A HIGHER EDUCATION INSTITUTION IN TOURISM
3.	Srećko Simović* ; Milan M. Đuričić, PhD** ; Branislav Gavrilović, PhD*** * The Kranj Educational Center – Vocational School in Kranj, SLOVENIA ** UNION University, Belgrade, Faculty for business and industrial management, SERBIA *** High railroad School of Professional Studies, Belgrade, SERBIA	E-LEARNING MATERIALS IN THE CONTEMPORARY EDUCATIONAL PROCESS
4.	Snežana Milićević, PhD; Vesna Milovanović MSc Faculty of Hotel Management and Tourism, University of Kragujevac, Vrnjačka Banja, SERBIA	THE IMPORTANCE OF HIGH EDUCATION INTERNSHIP PROGRAMS FOR TOURISM DEVELOPMENT
5.	Zorica Sagić, PhD Business and Technical College of Vocational Studies, Užice, SERBIA	TOURISM AS A GLOBAL PHENOMENON

6.	<p>Miloš D. Tucović, PhD[*] ; Dimitrije M. Tucović^{**}</p> <p>[*] Hospitality School Belgrade, Belgrade, SERBIA ^{**} High school of hotel management of professional studies, Belgrade, Belgrade, SERBIA</p>	<p>HUMAN RESOURCES IN THE HOTEL SERBIAN ECONOMY AS A CAPITAL TO IMPROVE REGIONAL COMPETITION</p>
7.	<p>Zorica Sagić, PhD</p> <p>Business and Technical College of Vocational Studies, Užice, SERBIA</p>	<p>THE FUTURE OF TOURISM: POST TOURISM</p>
8.	<p>Darko Dimitrovski, Sonja Milutinović, Đorđe Đukić</p> <p>Faculty of Hotel Management and Tourism, University of Kragujevac, Vrnjačka Banja, SERBIA</p>	<p>DARK TOURISM AS EDUCATIONAL TOOL, THE "KRAGUJEVAC OCTOBER" MEMORIAL PARK</p>
9.	<p>Nataša Jovanović, PhD[*] ; Miloš Jovanović, PhD^{**} ; Zorica Sagić, PhD^{**}</p> <p>[*] Ministry of Finance, Tax Management, Uzice Branch, SERBIA ^{**} Business and Technical College of Vocational Studies, Užice, SERBIA</p>	<p>ASSESSMENT OF FINANCIAL CONDITION OF HOTEL ENTERPRISES TENDING TOWARDS SPA TOURISTIC CENTRES IN THE REPUBLIC OF SERBIA</p>
10.	<p>Mitar Lutovac, PhD[*] ; Milan M. Đuričić, PhD^{**}</p> <p>[*] Faculty of Management, Herceg Novi, MONTENEGRO ^{**} UNION University, Belgrade, Faculty for business and industrial management, SERBIA</p>	<p>ECOTOURISM- AN IMPORTANT DEVELOPMENT OPPORTUNITY FOR THE WESTERN BALCANS AND SERBIA</p>
11.	<p>Irina Kovačević[*] ; Milan M. Djuričić, PhD^{**} ; Zorana Z. Nikitović, PhD^{***}</p> <p>[*] University of Banja Luka, BOSNIA&HERZEGOVINA ^{**} UNION University, Belgrade, Faculty for business and industrial management, SERBIA ^{***} Faculty of business economics and entrepreneurship, Belgrade, SERBIA</p>	<p>PROTECTING GEOGRAFICAL INDICATIONS AND BRANDING OF AGRICULTURAL PRODUCTS IN THE FUNCTION OF DEVELOPING TOURISM</p>
12.	<p>Tamara Gajić, PhD; Aleksandra Vujko, PhD; Mr Jovan Njegić</p> <p>Novi Sad Bussines School, Novi Sad, SERBIA</p>	<p>INTERREGIONAL DISPARITIES IN THE TOURISM OF SERBIA</p>
13.	<p>Snežana Aksentijević, PhD[*] ; Danka Spasenić^{**} ; Tadija Đurović[*]</p> <p>[*] Business and Technical College of Vocational Studies, Užice, SERBIA ^{**} Independent administrative and supervisory associate in the field of public utilities, Čajetina Municipality, SERBIA</p>	<p>POLLEN MONITORING ON THE TERRITORY OF ČAJETINA MUNICIPALITY</p>
14.	<p>Ljiljana Trumbulović</p> <p>Business and Technical College of Vocational Studies, Užice, SERBIA</p>	<p>POSITIVE AND NEGATIVE EFFECTS TOURISM ON THE ENVIRONMENT</p>
15.	<p>Mira Avramović, PhD</p> <p>High Business School, Leskovac, SERBIA</p>	<p>CUSTOMERS' SATISFACTION AS AN FACTOR OF TOURIST DESTINATION REPEAT VISITATION</p>

16.	Kristina Ratković, PhD; Dragana Radović; Radenko Marković Secondary School of Economics, Užice, SERBIA	FUTURE STUDENT MOTIVATION – TO ENTERING A DEPARTMENT OF TOURISM AT VPTŠ-UŽICE
17.	Dragica Kojadinović* ; Marija Jezdović** * Wiener Städtische insurance Uzice, Serbia ** Business and Technical College of Vocational Studies, Užice, SERBIA	THE NEED OF INSURANCE IN ORGANIZATION OF TOURIST TRAVELING

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Session 3 – Students’ Papers

Chairman	Ljiljana Trumbulović Bujić, PhD
Vice-chairmen	Snežana Aksentijević, PhD Marija Stanić, student

Room 318, 3rd October, 16:00

№	Author(s)	Title of the paper
1.	Tijana Lazarević; Dragana Buršić Novi Sad Business School, Novi Sad, Serbia	THE EFFECTS OF THE EXIT FESTIVAL ON TRAFFIC OF TOURISTS IN NOVI SAD
2.	Danijela Jokić; Zoran Čeganjac, PhD Business and Technical College of Vocational Studies, Užice, Serbia	ELEMENTS OF CONGRESS TOURISM AND THEIR IMPLEMENTATION IN THE TOURISM OFFER OF SERBIA
3.	Dragana Radović; Milutin R. Đuričić, PhD; Mr Slobodan Petrović Business and Technical College of Vocational Studies, Užice, Serbia	COMPARATIVE ANALYSIS OF ETHNO VILLAGES OF ZLATIBOR REGION
4.	Đorđije Šipčić; Mr Slobodan Petrović Business and Technical College of Vocational Studies, Užice, Serbia	MANAGEMENT OF TOURISM DEVELOPMENT IN THE MUNICIPALITY OF VISEGRAD
5.	Marija Stanić; Milutin R. Đuričić, PhD; Zoran Čeganjac, PhD Business and Technical College of Vocational Studies, Užice, Serbia	SPECIFICS OF CURRENT PROGRAM OF SPECIAL HOSPITAL CIGOTA IN CLIMATE AND TOURISTIC CENTER ZLATIBOR
6.	Aleksandar Luković; Mr Slobodan Petrović Business and Technical College of Vocational Studies, Užice, Serbia	CHARACTERISTICS OF DIFFERENT TYPES OF ADVENTURE TOURISM AND GUIDELINES FOR ITS DEVELOPMENT
7.	Sanja Papić* ; Zorana Nikitović, PhD** ; Zoran Čeganjac, PhD* * Business and Technical College of Vocational	NATURAL AND ANTHROPOGENIC CONTENTS WITH DEVELOPMENT STRATEGY OF TOURISM OFFER OF ZLATAR MOUNTAIN

	Studies, Užice, Serbia ** Faculty of Business Economics and Entrepreneurship, Belgrade, Serbia	
8.	Milja Penić Faculty of Civil Engineering and Architecture, University of Niš, Niš, Serbia	USE OF RECYCLED GLASS IN THE CONSTRUCTION INDUSTRY AS A METHOD OF PRESERVING THE ENVIRONMENT
9.	Vesna Milutinović; Ljiljana Trumbulović, PhD Business and Technical College of Vocational Studies, Užice, Serbia	PHARMACEUTICAL WASTE MANAGEMENT
10.	Lazar Đurđević Faculty of Economics, University of Belgrade, Belgrade, Serbia	LEASING AND THE FINANCIAL LEASING MARKET IN SERBIA
11.	Ana Bekčić; Ljiljana Trumbulović, PhD Business and Technical College of Vocational Studies, Užice, Serbia	ECOTOURISM OF GREEN MOUNTAINS
12.	Ivana Sekulić Business and Technical College of Vocational Studies, Užice, Serbia	TOURISM OF HASHEMITE KINGDOM OF JORDAN
13.	Nenad Cvijović* ; Marijana Bojović** ; Milan M. Đuričić, PhD*** * Business and Technical College of Vocational Studies, Užice, Serbia ** Faculty of Business Economics, Megatrend University, Belgrade, Serbia *** Union University, Faculty of Business and Industrial Management, Belgrade, Serbia	WELL ORGANIZED SAFETY AND HEALTH AT WORK – PREREQUISITE FOR QUALITY OF LIFE OF EMPLOYEES
14.	Olivera Vasiljević; Vesna Marjanović, PhD Business and Technical College of Vocational Studies, Užice, Serbia	APPLICATION OF THE IMPROVED COAGULATION PROCESS IN THE DRINKING WATER TREATMENT
15.	Ana Todorović, MSc Faculty of Economics University of Belgrade, Uzice, Serbia	ELECTRONIC RETAILING
16.	Dženita Kitivojević* ; Milan Martinović, PhD** ; Mr Zorica Tanasković** * Intesa Banca Prijepolje, Srbija, ** Business and Technical College of Vocational Studies, Užice, Serbia	STUDY – LOANS SALE “INTESA BANCA” THROUGH PARETO ANALYSIS
17.	Marijana Adžić; Stjepan Panić, PhD Business and Technical College of Vocational Studies, Užice, Serbia	INVESTIGATION OF FACTORS INFLUENCING THE OCCUPATIONAL SAFETY AND HEALTH IN ROAD TRAFFIC
18.	Grozdana Perišić; Stjepan Panić, PhD Business and Technical College of Vocational Studies, Užice, Serbia	INVESTIGATION OF FACTORS AFFECTING THE OCCUPATIONAL SAFETY AND HEALTH IN THE FOOD INDUSTRY
19.	Ivana Popović* ; Milan Martinović, PhD** ; Mr Zorica Tanasković** * MUP, Kragujevac, Serbia, ** Business and Technical College of Vocational	RESEARCH EMPLOYEE MOTIVATION IN ORDER TO IMPROVE BUSINESS PERFORMANCE IN COMPANY "PRISM" KRAGUJEVAC

	Studies, Užice, Serbia	
20.	Filip Drndarević* ; Mr Dejan Milivojević** * Fakultät für Architektur, Graz, Österreich; ** Hoche technische Schule, Uzice, Serbien	DAS PROBLEM DAS ARCHITEKTONISCHE DESIGN EINES STUDENTENWOHNHEIMS IM ÖFFENTLICHEM STADTPARK IN DER WOHSIEDLUNG