



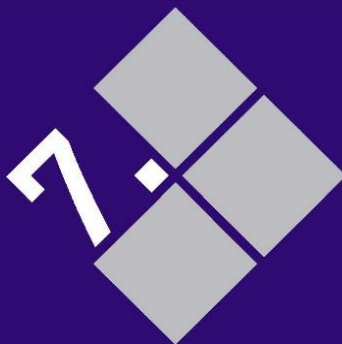
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globalizacije v letu 2017**

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Znanje in poslovni izzivi globalizacije v letu 2017

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Vabljeni predavanja 7. mednarodne
znanstvene konference Znanje in poslovni
izzivi globalizacije v letu 2017

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Varnostno-poslovni izzivi globalizacije: teoretični pristop

Security and business challenges in globalization: theoretical approach

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**Distinctive features of digital technologies and guidelines
for digital transformation**

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Vabljeni predavanja

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Invited lectures

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Varnostno-poslovni izzivi globalizacije: teoretični pristop

Povzetek

Prispevek analizira varnostno-poslovne izzive v sodobnih razmerah globalizacije s poudarkom na varnostno-ekonomskih odnosih. Posebej so razdelani teoretični pristopi k izzivom, tveganjem in grožnjam varnosti, klasifikacija globalnih tveganj glede na stopnjo nevarnosti za varnostne izzive in grožnje, varnostno-poslovni izzivi v zasebnem sektorju za varnost ter dojemanje sodobnih izzivov na področju korporativne varnosti.

Ključne besede: izzivi, tveganja in grožnje varnosti, ekonomska varnost, globalizacija, globalna varnost, globalna tveganja, zasebni sektor za varnost, korporativna varnost

Security and business challenges in globalization: theoretical approach

Abstract

This paper analyzes the security and business challenges in modern conditions of globalization, with the emphasis on security and economic relationship. Particularly it elaborates theoretical approaches to the challenges, risks and threats to security, the classification of global risks in relation to the degree of danger to the security challenges and threats, security and business challenges in the private security sector, as well as the perception of contemporary challenges in corporate security.

Keywords: challenges, risks and threats to security, economic security, globalization, global security, global risks, the private security sector, corporate security



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Distinctive features of digital technologies and guidelines for digital transformation

Abstract

Despite research findings (De Haes and Van Grembergen, 2009; Peppard and Ward, 2004; Prasad et al., 2012; Spremic, 2012; Susa et al., 2017) suggesting that IT initiatives should be strategically focused, in many organizations it is still internally oriented and mainly contribute to operational efficiency. During last decade massive improvements in information reach, computing, communication, and connectivity, have made digital technologies key emerging technologies that can make fundamental impact on external environment, namely processes, business models and whole industries. In very short period of time, term 'digital' becomes very popular changing usual vocabulary from IT to 'digital' technologies, IT strategy to 'digital' strategy, 'digital disruption', 'digital economy' and similar, but also shifting form mainly internally oriented IT governance mode to externally focused use of digital technologies. Digital technologies are subset of information technologies (IT) related to set of digital resources (technologies, tools, applications and algorithms) which enable efficient discovery, analysis, dissemination and usage of digital goods. If used simultaneously and integrated, mobile, social, cloud, big data, sensors – Internet of Things (IoT) and other digital technologies have the ability to extract information from physical goods (data on sensors about condition of physical device), disseminate it quickly (transferring data using mobile technologies), storing it on cloud and analyze it instantly (using big data and advanced analytics), thus integrating products, services and processes and making disrupting impact on established business models. Although digital technologies are pervasive, accessible, even affordable, they have some unique and distinctive characteristics. 'As these technologies are widely available and affordable to all companies, and many smart applications can be easily replicated or imitated, they can't offer sustained competitive advantage. Digitally matured companies are trying to integrate existing business capabilities with new capabilities made possible by digital

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technologies, which is quite hard to replicate' (Ross et al., 2016). After explaining key concepts about digital technologies, in this paper we will analyze the practice of companies who successfully digitalized their business and discuss some distinctive features. Finally, we can conclude we are witnessing inequality in development: while science and technology, including digital technologies is rapidly improving, other fields are stagnating or lagging behind (economic development is not sufficient, there are many rooms for improvement in socio-cultural development, resource, infrastructure etc.). Therefore, discussion and arguments about digital transformation showed in this paper might be a good a guideline for future research.

Keywords: digital technologies, distinctive features, digital transformation, digitalization



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Razvoj inovativnega turističnega proizvod kot poslovni izziv: primer Fontane piv Zeleno zlato

Povzetek

Fontana piv Zeleno zlato je inovativen, atraktiven turistični proizvod, prvi te vrste na svetu. Njegova inovativnost se kaže kot preplet pripovedi hmeljske dediščine, inovativnega koncepta točenja piva, dovršene tehnologije in atraktivne arhitekture v obliki hmeljske kobule. Razvoj Fontane piv Zeleno zlato, inovativnega turističnega proizvoda, je za občino kot investitorja predstavljal velik poslovni izziv. Namen prispevka je predstaviti, kako je potekal razvoj tega inovativnega turističnega proizvoda in kakšne rezultate sedaj žanje občina in njeni občani. Fontana je namreč postala paradni konj turizma občine Žalec in se postavila na globalni turistični zemljevid. To pa daje Žalcu osnovo za nadaljnji razvoj trajnostno naravnane turizma, ki pred občino postavlja nov poslovni izziv.

Vabljeni predavanja

Ključne besede: razvoj novih proizvodov, inovativni turistični proizvod, trajnostni turizem

The development of an innovative tourism product as a business challenge: an example of the Beer Fountain Green gold

Abstract

Beer Fountain Green gold is an innovative, attractive tourist product, the first of its kind in the world. Its innovation is seen as a mix of the narrative hob heritage, an innovative concept of beer dispensing, perfection in technology and attractive architecture in the form of umbels. The product development of the Beer Fountain Green gold as an innovative tourist product was a huge business challenge for the municipality as an investor. The purpose of the paper is to present how this innovative tourism product was developed and what results are the municipality and its citizens now gaining. The Fountain became the flagship of the tourism of the municipality and managed to set itself on a global tourist map. This, however, gives Žalec the basis for further development in terms of sustainable tourism, which puts a new business challenge before the municipality.

Keywords: new product development, innovative tourism product, sustainable tourism



Inteligentne rešitve v poslovni informatiki

Intelligent solutions in business IT

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Application of educational data mining

Abstract

Educational Data Mining (EDM) is emerging interdisciplinary research area derived from data mining applied in educational field. It uses techniques and methods from statistics, data analysis, machine learning and data mining to analyze data collected during teaching and learning. Educational Data Mining is the process of converting raw data from educational databases to meaningful and useful information that can be used to better understand students and their learning conditions, as well as improving teaching support. The goal of this paper is to present application and benefits of using data mining methods in educational area.

Keywords: educational data mining, teaching, data, education, students



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The success factors of business intelligence system adoption: a case study of Croatian SME

Abstract

Successfully adopted business intelligence system (BIS) provides companies with timely, accurate and reliable information on the past, present, and future business operations in order to make better decisions that will improve organizational performance. For this reason, it is essential to understand the success factors of business intelligence systems adoption in small and medium enterprises (SMEs), considering that the existing scientific researches about BISs adoption focus only on large companies, while SMEs are underrepresented in the current research. The purpose of this paper is to identify the factors that could impact the success of BISs adoption in SMEs in the Republic of Croatia. Paper consists of two parts. The theoretical part is focused on business intelligence (BI) and BISs adoption. The empirical part of the paper presents the results of a preliminary questionnaire that will be used in further research on BISs adoption in SMEs. A questionnaire of 20 variables within the technology – organizational – environment framework (TOE), including variables of organizational success and use of the BISs, was tested in the form of a personal interview within one medium-sized Croatian company. The resulting success factors of BISs adoption obtained from the preliminary research has been analysed through a case study approach. In addition, the current state of BISs adoption in Croatian SMEs has been examined. The expected contribution of this study is to increase scientific and public awareness of the topic and use the tested research instrument in the future research of BISs adoption in SMEs.

Keywords: business intelligence, business intelligence systems, success factors, adoption, technology- organization – environment framework, small and medium enterprises



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Raziskava možnosti prihrankov v podjetju Mariborski vodovod

Povzetek

Velike količine podatkov, ki se generirajo na vseh področjih znanosti in ki nas spremljajo praktično že na vsakem koraku, vse bolj pridobivajo na veljavi in pomembnosti. Pomembno pa je, da znamo prepoznati pravo vrednost zbranih podatkov in izdelati take analize, na podlagi katerih lahko ugotovljamo dodano vrednost v obliki prihrankov (npr. električne energije) ali izboljšav določenega sistema. Namen raziskave je bil analizirati podatke iz informacijskega sistema podjetja Mariborski vodovod zato, da bi ugotovili podrobnosti o porabi električne energije na vodooskrbnih objektih. Proučevali smo možnost prihranka pri obračunavanju električne energije glede na tarifno (eno ali dvotarifno) merjenje porabe, prav tako pa je bila zastavljena hipoteza, na podlagi katere smo proučevali povezanost med načrpano količino vode in porabo električne energije. Gre za analize podatkov vodovodnega sistema, na podlagi katerih smo ugotavljali parametre v procesu črpanja vode in merjenja porabljene električne energije. V prvem delu analize podatkov so bila podana nekatera teoretična izhodišča, izračunan je bil faktor oziroma odstotek, ki nam pove, kje je meja ekonomske upravičenosti dvotarifnega merjenja porabe električne energije. V drugem delu pa je bila opravljena raziskava o povezanosti med spremenljivkama "načrpane količine vode" in "poraba električne energije". Za namen testiranja hipoteze smo uporabili neparametrični test - Spearmanov koeficient korelacije ranga z uporabo programskega orodja SPSS. Rezultati so pokazali, da je v vseh primerih v vzorcu dvotarifni sistem merjenja porabe električne energije ekonomsko upravičen, prav tako pa je koeficient korelacije kazal na zelo močno in pozitivno povezanost med spremenljivkama.

Ključne besede: vodovodni sistem, informacijski sistem, podatki, statistična analiza, prihranki

Researching the options for savings in the Mariborski vodovod company

Abstract

Large amounts of data, which are generated in all scientific fields and are ubiquitous, are gaining more and more on validity and importance. It is, however, important to be able to recognize the actual value of the acquired data and produce analyses according to which we can determine the added value in the form of savings (of, for example, electrical energy) or improvements of a certain system. The aim of this research was to analyze data from the information system of the Mariborski vodovod Company, in order to determine the details of the use of electrical energy on water supply objects. We studied the saving options with regard to charging for electrical energy usage according to a tariff (one- or two-part tariff) measurement, and formed a hypothesis, according to which we studied the link between the amount of water pumped and electrical energy used. Based on a data analysis of a water distribution system we determined the parameters in the process of pumping water and measuring the electric energy used. In the first part of the data analysis, some theoretical bases were introduced. We calculated the factor, or percentage, which tells us where the limit of economic justification to two-part tariff measurement of electric energy usage is. In the second part, we conducted a research on the correlation between the variables "amount of pumped water" and "electric energy usage". To test the hypothesis, we used the nonparametric test – Spearman's rank correlation coefficient, using the SPSS software. The results have shown that in all cases in the sample the two-part tariff system of measurement of electrical energy usage is economically justified, and the correlation coefficient showed a very strong and positive correlation between the variables.

Keywords: water distribution system, information system, data, statistical analysis, savings



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Vpliv kibernetских groženj na zaščito kritične infrastrukture

Povzetek

Prispevek Vpliv kibernetских groženj na zaščito kritične infrastrukture predstavlja aktualno tematiko, saj se s hitrim tehnološkim razvojem vse bolj krepi odvisnost družbe od njene kritične infrastrukture, njenega neprekinjenega delovanja in odvisnost od t. i. kibernetiskega prostora, kjer ima ključno vlogo informacijsko – komunikacijska tehnologija. Kritična infrastruktura in kibernetiski prostor z vgrajeno informacijsko komunikacijsko tehnologijo predstavljata odsev varnosti, kar pomembno vpliva na posameznika in družbo ali širše na državo in zaveznikstva. Raziskava v prispevku bo omejena na normativno podlago in njen razvoj, ki je dal podlago za izvajanje organizacijskih ukrepov za zaščito kritične infrastrukture pred grožnjami iz kibernetiskega prostora. Glavni razlog in motiv za obravnavanje kibernetских groženj in njihovega vpliva na zaščito kritične infrastrukture, je hiter razvoj kibernetiskega prostora, ki je vse bolj vpet v življenje posameznika in družbe. Mednarodno varnostno okolje postaja vse bolj nepredvidljivo in zahtevno, kjer predvsem asimetrične grožnje iz kibernetiskega prostora predstavljajo eno glavnih groženj in izziv za svobodo in varnost. Sodobne države se vse bolj naslanjajo na informacijske sisteme, saj se na eni strani z razvojem informacijske družbe v državi povečuje tudi prednost pred ostalimi državami, na drugi strani pa postajajo takšne države tudi veliko bolj ranljive in ogrožene. Zaradi tega je potrebno hitreje razvijati normativno podlago, ki je ključna za doseganje učinkovitih ukrepov zoper novonastale grožnje.

Ključne besede: kritična infrastruktura, kibernetiski prostor, grožnje, normativna podlaga

The impact of cyber threats to critical infrastructure protection

Abstract

This paper is a topical issue and intended to identify threats and vulnerabilities that can threaten the critical infrastructure from the cyberspace and timely response to afore mentioned, which is becoming an increasingly important factor of the safety management. The aim of the research is how to develop a normative basis and comprehensive understanding of cyber threats and defenses against them. The international environment is becoming more unpredictable, challenging are complex, especially the asymmetric threat. We have to be aware of the

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fact, that this area needs normative developments and changes. Threats to the critical infrastructure from cyberspace will not reduce in the future. They will become increasingly complex and connected, thus we need to improve the responsiveness of all parties involved to provide security. The international security environment is becoming increasingly unpredictable, where asymmetric threats from the cyberspace are one of the main threats for freedom and security. The fact is that we are unquestionably dependent on the critical infrastructure and the vulnerability from cyberspace is higher than we are willing to admit. Above all, cyberspace is a weak point in our security because we cannot control it. Because of this reason, it is necessary to develop more rapidly normative basis, which is crucial for achieving effective measures against newly emerging threats.

Keywords: critical infrastructure, cyberspace, threat, normative basis



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Digitalna strategija

Povzetek

Digitalne tehnologije, v enaindvajsetem stoletju, vse hitreje preobražajo vse vidike našega osebnega in poslovnega življenja. Če smo se v prejšnjem stoletju z digitalizacijo srečevali predvsem v okviru delovnih procesov v organizacijah in na področju zabavne elektronike, pa je s pojavom pametnih telefonov, družbenih omrežij in z njimi povezanih tehnologij, digitalizacija prodrla tudi v vsakdanje življenje in povsem spremenila načine komunikacije ter na novo opredelila sistem vzpostavljanja in vzdrževanja medčloveških odnosov. Svet vsekakor nikoli ne bo več tak, kot je bil še desetletje nazaj. Organizacije morajo slediti trendom digitalne preobrazbe, sicer bodo zamudile priložnosti, ki jih omogočajo nove tehnologije in pristopi. V najslabšem primeru se lahko zgodi, da jih bo čas enostavno povozil, kar potrjujejo številni primeri propadlih podjetij v zadnjih letih. Namen prispevka je opredeliti in razločiti osnovne pojme kot so digitalna

preobrazba in digitalna strategija ter podati ključne korake pri izdelavi digitalne strategije, ki predstavlja osnovo za iniciacijo vseh projektov s področja digitalne preobrazbe posamezne organizacije.

Ključne besede: digitalna preobrazba, digitalna strategija, digitalna zrelost, digitalizacija, informacijska tehnologija

Digital strategy

Abstract

Digital technologies in the twenty-first century are increasingly transforming all aspects of our personal and business life. In the past century, we met digitalization mainly in the context of work processes in organizations and in the field of consumer electronics. With the emergence of smartphones, social networks and related technologies, digitalization has also penetrated into everyday life and completely changed the ways of communication and a new system of establishing and maintaining human relationships was defined. The world will definitely never be as it was a decade ago. Organizations must follow the trends of digital transformation, otherwise the opportunities offered by new technologies and approaches will be missed. In the worst case, the time will run down such organisations, which could be confirmed by numerous examples of failed companies in recent years. The purpose of the paper is to define and distinguish basic concepts such as digital transformation and digital strategy and to provide the key steps in the development of a digital strategy that forms the basis for the initiation of all projects in the field of digital transformation of an organization.

Keywords: digital transformation, digital strategy, digital maturity, digitalisation, information technology



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Varnostni vidik prehoda na računalništvo v oblaku

Povzetek

Računalništvo v oblaku je v svetu že uveljavljena paradigma, ki nezadržno prodira tudi v naše okolje. Tehnološka novost prinaša določene nove zakonitosti, ki bodo veljale v prihodnosti informacijskih tehnologij. Nova organizacija informacijskih zmogljivosti prinaša, poleg očitnih prednosti, tudi povsem specifična tveganja, s katerimi se bodo morali soočiti vsi poslovni in zasebni uporabniki računalništva v oblaku. Kljub nesporni uporabnosti novih tehnologij, sta za večino organizacij varnost in zasebnost podatkov najpomembnejša parametra pri sprejemanju ključnih odločitev. Področje računalništva v oblaku se pospešeno razvija šele nekaj let in vendar so že standardizirane osnovne oblike storitev, kot tudi modeli uporabe v različnih kombinacijah. V članku so predstavljeni trije osnovni storitveni modeli in štirje osnovni modeli uporabe. Pri prehodu iz klasičnega informacijskega okolja v katerokoli obliko računalništva v oblaku, je ključno vrednotenje specifičnih varnostnih tveganj. Organizacije, ki bodo v svojo informacijsko infrastrukturo uvajala računalništvo v oblaku, bodo namreč ogrožala povsem nova varnostna tveganja. Stopnja tveganja je pogojena tudi z izbiro storitvenega modela in modela uporabe. Analiza in izbira obeh je izredno pomemben za vsako organizacijo, ki svoje zmogljivosti seli v oblak. V članku so identificirana in opisana najpomembnejša varnostna tveganja povezana z uvedbo računalništva v oblaku. Varnostna tveganja določajo prehod na ustrezen storitveni model in na model uporabe. Rezultat analize je postopek delnega ali popolnega prehoda na računalništvo v oblaku, ki bo v pomoč pri odločitvah za selitev, izbiri storitvenega modela, modela uporabe in pri najemu informacijskih storitev pri ponudniku oblačnih storitev.

Ključne besede: računalništvo v oblaku, storitveni model, model uporabe, ponudnik računalništva v oblaku, nivo storitve

Security aspect of the transition to cloud computing

Abstract

Cloud computing is well known and established paradigm in world of computing. In recent years it has been spread in Slovenia also and due to the fact, that we are talking about new technology, it also brings entirely new challenges and IT (Information Technology) environment of the future. New IT environment and organization of IT resources are bringing some

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meaningful advantages, but also some specific risks, which will have to confront future cloud computer users. Data security is for majority of different organizations still paramount. During last few years cloud computing advanced progressively and some of typical services and cloud deployment models were standardized as well as different combinations of them. Paper deals with three basic service models and four basic cloud deployment models. Migration from classical to cloud environment will arise entirely new security challenges. Risks and treats in cloud computing environment will be entirely different from those in classical IT environment. Level of security depends on chosen service and cloud deployment model as well as on other factors. Careful analysis and planning both is crucial for every cloud migrating organization. Paper identifies and evaluate the most important security risks related to cloud migration. Security risks determine service and cloud deployment model selection and result of the analysis is step by step procedure, which every organization should follow, when migrate all or only part of their resources in cloud environment. It includes also path to decision about service model, cloud deployment model and decision about cloud service provider.

Keywords: cloud computing, service model, deployment model, cloud service provider, service level agreement



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Hospital websites as a road to transparency: case study of transition countries

Abstract

The main goal of the paper is to detect to what extent hospitals in selected transition countries currently use Web pages in order to increase its transparency and communications with the public. Three countries were selected for investigation: Bosnia and Herzegovina, Croatia, and Slovenia. Therefore, the aim of the paper is to examine to what extent specific country factors influence the usage of Web pages among hospitals, since we explore candidate EU member (Bosnia and Herzegovina), recent EU member country (Croatia) and established EU member country (Slovenia). In order to take into account the specific information that hospitals communicate with the public, research instrument already developed for the similar research was used.

Keywords: public communication, hospital web page, member of EU



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Catching trends in relevant business informatics skills: an outlook to advertisements for IT jobs

Abstract

In the modern labor and employment market, employers seek for employees having developed interdisciplinary knowledge and "soft skills". Business Informatics is an interdisciplinary field which applies informatics in business systems supported by information and communication technology. Given the interdisciplinary knowledge, including "soft skills" business informatics students attain, it is to be presumed they would make prospective employees in the labor market. Research has been carried out to determine whether knowledge attained through education in the field of business informatics meets the knowledge requirements set by the labor market and employment. For this purpose, we analyzed job advertisements for IT specialist published at the web site www.moj-posao.net during the May 1st till May 31st, May 2015. Following characteristics are observed: the employers' economic activity and type of organization, job type, job categories, place of employment, as well as the employees' education, work experience, certification and additional skills. The aim of this paper is to define the most sought after profile of IT specialists at the Croatian labor and employment market and to evaluate the competitiveness of Managerial Informatics graduates at the Faculty of Economics and Business in Zagreb, Croatia.

Keywords: business informatics, employment in informatics, labor market, IT specialist's profile, student competitiveness



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Building the smart and intelligent destination: the role of big data

Abstract

Intensive technological, economic and social development, development is changing our everyday life and encourages accelerated computerization and digital transformation of business, leaving no business activity or business sector spared from changes. The emergence of the Internet and electronic business, opening up new possibilities for communication between the client and the tenderer has strongly and profoundly influenced the changes of the existing ones and the creation of radically new business models in all branches of business, and so in tourism. Internet of the things (IOT), mobile and portable devices, smartphones create huge amounts of "big data" (Big Data). The notion of smart technology also applies to technologies that use these enormous amounts of real data that are recorded, monitored and analyzed at the time of creation in the real physical world. Data collected from different systems, interconnected are the basis for connection, data sharing, modelling, optimization, visualization, decision-making and operational management. Instead of making decisions and implementing based on estimates and forecasts from isolated and unrelated systems, there is the possibility of deciding and implementing coordinated activities in real time. The big data becomes of key importance in sustainable tourism development, and becomes an infrastructure base for smart city and smart destination development. In this paper, we compare four smart city and destination projects with focus on the big data issues.

Keywords: tourism, smart city, big data, intelligent destination



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Dimensions of information technology capability and product innovation

Abstract

Information technology (IT) and innovation have been subject to many studies in the literature. IT capability and product innovation are two interrelated concept and key determinates of companies' success in the New economy. This study focuses on the individual dimensions of IT capability: IT knowledge, IT operations, and IT infrastructure and its impact on product innovation capability. The research model along with hypotheses are developed relying on the literature, and the analysis is based on the data collected through a survey on SMEs in Bosnia and Herzegovina. The results from the study confirm the hypothesized influence of IT operations and IT infrastructure on product innovation. However, the hypothesized impact of IT knowledge on product innovation didn't appear significant. The reason for that is supposed to be in the assumption that knowledge should be shared and applied in order to be useful. The results provide additional insight into the value of IT for innovation and ultimately for business performance in general.

Keywords: IT capability, IT knowledge, IT operations, IT infrastructure, product innovation, SEM



Izzivi sodobnega poslovanja

Modern business challenges

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Fair value of assets and possible risks

Abstract

Fair value is a modern concept used for determination of assets value. Application of fair value includes usage of different methods for determination of asset value, from static methods which are based on prices that exist on the active market up to dynamic methods which include discounting during values determination of financial reports elements. Within this article are explained three basic methods of fair value - cost, market and income method. Main backbone of this article is identification and determination of possible internal and external risks of application of fair value during determination of assets value depending on manifesting forms of assets which can tempt reliability of determined fair value of assets, and by that objectivity and reality of company's financial position. The research on the subject brings out the conclusion that there are numerous risks involved in determination of fair value. Intensity of risk effect increases with abatement of visible inputs that are used for determination of asset's fair value.

Keywords: fair value, assets, IFRS 13, risks, cost method, market method, income method



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Measuring the inequality: recent situation in Bosnia and Herzegovina

Abstract

This paper provides an analysis of inequality in both, consumption and income distribution in Bosnia and Herzegovina and its regions. First, the inequality in consumption distribution in Bosnia and Herzegovina and its regions for three waves of Household Budget Survey (2004, 2007 and 2011) was analysed. Second, it is compared the inequality in the country and its regions based on equalised household consumption and equalised income approach. The following inequality measures were considered: the Gini coefficient, the Palma index and the Theil index. According to the research, all calculated indices bringing forward the trend of declining inequalities in consumption distribution in Bosnia and Herzegovina in the observed period. The similar situation appears in all regions with the exception of the Brcko District. The inequality in consumption distribution in the Federation of Bosnia and Herzegovina and Republika Srpska was also declining from 2004 to 2011, while in Brcko District all measures of inequality indicate a greater inequality in 2007. Inequality in consumption distribution was the highest in the Federation of Bosnia and Herzegovina and the lowest in the Brcko District. When compared consumption and income inequality, the Gini coefficient, Theil index and the Palma index show greater income inequality in all areas. The inequality in income distribution was the highest in the Republic of Srpska and the lowest in the Brcko District.

Keywords: consumption inequality, income inequality, the Gini coefficient, the Theil index, the Palma index



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Nakupni dejavniki pohištvene opreme

Povzetek

V procesu tržne globalizacije je prav pohištvena industrija tista, ki s personalizacijo in individualizacijo pohištvene opreme ohranja svojo konkurenčno prednost. Številni kupci imajo namreč posebne zahteve, želje in preference, ki jih ne morejo zadovoljiti zgolj s standardnimi pohištvenimi izdelki. Prav zato je izdelava pohištva po meri dodatna dejavnost številnih slovenskih podjetji s področja lesne in pohištvene industrije. Ker je nakupna odločitev takšne opreme proces, ki traja nekoliko dlje časa in ni tako pogosta kot pri izdelkih vsakodneвне potrošnje, smo v tem članku preučili dejavnike, ki vplivajo na nakup pohištva izdelanega po meri. Raziskavo smo naredili na dveh vzorcih: pri vzorec so predstavljali obstoječi potrošniki podjetja Akron, d.o.o., drugi vzorec pa potencialni potrošniki. Ugotovili smo, da je so tako obstoječi kot potencialni potrošniki najvišje ocenili dejavnike, ki se nanašajo na kakovost izdelkov, razlike v njihovih stališčih pa so se izkazale samo pri ceni. Potencialni potrošniki so pomen cene kot nakupnega dejavnika ocenili višje kot obstoječi potrošniki.

Ključne besede: nakupni dejavniki, pohištvena industrija, Akron, vedenje potrošnikov

Factors affecting the purchasing of furniture equipment

Modern business challenges

Abstract

In the process of market globalization, the furniture industry with its personalization and individualisation of products maintains its competitive advantage. Many customers have specific requirements and preferences that can not be met with standard furniture products. For this reason, the production of furniture is an additional activity of many Slovenian companies in the field of wood and furniture industry, which are engaged in the production of furniture equipment. Since the purchasing decision of such equipment is a process that takes a little longer and is not as common as for everyday consumer products, this article examines the factors that influence the purchase of custom made furniture. The research was done on two samples: the first sample was represented by existing consumers of Akron, and the second sample by potential consumers. We have found that the highest estimates of the factors related to the quality of products, the differences have been shown only at the price. Potential consumers consider the importance of the price as a buying factor higher than existing consumers.

Keywords: purchasing factors, furniture industry, Akron, consumer behavior



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Regression analysis of e-commerce: focusing the selected EU candidates and the EU countries

Abstract

Development level of a country may be measured not only in a traditional way by using the Gross Domestic Product (GDP) per capita, but by introducing some modern measures. One of such measures is the percentage of individuals who had the last online purchase recently, i.e. the e-commerce adoption level, which shows what share of the people in a country use an option to do a transaction of buying or selling online during a particular time interval. The aim of the paper is to investigate the impact of several variables on the e-commerce adoption level in selected European Union (EU) candidates (the Former Yugoslav Republic of Macedonia, Serbia and Turkey) and the EU-28 member states, as well. In the paper the e-commerce adoption level, as given in the Eurostat methodology, is estimated by the variable Internet purchases by individuals, aged 16 to 74, who had last online purchase in previous 12 months. The impact is observed by using regression modelling where the All Possible Regression approach was applied. As explanatory variables in the regression modelling, the four variables have been used: GDP per capita in Purchasing Power Standards (PPS), government expenditure on education, Internet penetration rate and Internet skills level of individuals. Initially, 15 Ordinary Least Squares linear regression models were developed. However, only three regression models were focused and built in details. In the process of model selection, three regression models satisfied two conditions, which were pre-set by the researchers, and these were as follows: all explanatory variables are found to be statistically significant at the 5% significance level, and they have the lowest Mallows C_p indicator value among the regression models with the same number of explanatory variables. The regression assumptions were satisfied by all three selected linear regression models. All four explanatory variables appeared at least at one of selected models. Furthermore, in all three observed regression models the signs of the parameter estimates at explanatory variables have been positive. On that way, it can be concluded that the increase in the explanatory variable should also have a positive effect on the e-commerce level or on the development level of a country, respectively. In the future research the development of the e-commerce levels in the EU member states and the EU candidates should be observed in different time points. Unfortunately, some data were not available and, because of that, some estimates have been produced, which limits the possible conclusions.

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Keywords: all possible regression approach, linear regression model, Mallow's C_p , Ordinary Least Squares estimation, regression diagnostics, regression predicting



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Inovativni poslovni modeli usmerjeni v vrednost

Povzetek

Prispevek predstavlja inovativni strateški pristop k modeliranju poslovnih modelov, ki ga uporabniki lahko uporabijo v praksi načrtovanja prenove obstoječih ali postavitev povsem novih poslovnih modelov. Cilj članka je predstaviti pomen inoviranja poslovnih modelov, kot ene od najpomembnejših nalog strateškega menedžmenta. Pri tem pa je članek predvsem usmerjen v razumevanje novega pomena cene in vrednosti pri konstruiranju poslovnih modelov. Star »obrabljen« način oblikovanja poslovnih modelov je še vedno usmerjen v cene in stroške. Nasprotno, pa so najnovejši inovativni poslovni modeli usmerjeni v vrednost oz. točneje v dodano vrednost in še točneje v tisto vrednost, ki jo priznava po svojih kriterijih ekskluzivno kupec. Tako marketing dobiva novo ključno nalogo, da kupce usmerja v to, da bodo v našem izdelku oz. storitvi spoznali čim večjo vrednost, ki bo pozneje v pogajanjih omogočala prodajni službi doseganje čim večjih cen. Cena ni več glavno zanimanje prodajalca, saj le ta samo deli vrednost na tisti del vrednosti, ki pripada prodajalcu in na tisti, ki pripada kupcu. Tako postaja prodajalcev ključni cilj vrednost in vse večji dvig le te v kupčevih očeh. V prispevku je prikazan in analiziran mehanizem delovanja v vrednost usmerjenega poslovnega modela. Model predpostavlja, da se celotna vrednost izdelka oz. storitve deli na dva sestavna dela in sicer na stroške za izdelavo izdelka ter na razpoložljivi potencial vrednosti, ki je namenjen razdelitvi med kupca in proizvajalca. Večji kot je ta potencial vrednosti, večja je za prodajalca možnost za postavljanje višjih cen. Članek je še posebno pomemben v sedanjem nestabilnem in kompleksnem, s konkurenco napolnjenim, globalnem gospodarstvu, saj želi doprinesiti k izboljšanju sicer skromne prakse uvajanja inovativnih poslovnih modelov v slovensko gospodarsko okolje.

Ključne besede: poslovni model, vrednost, cene

Innovative business models centered on value

Abstract

This piece represents an innovative strategic approach to modelling of business models which users can use hands-on, when they plan an upgrade of existing business models or establish completely new ones. This article aims to propose the meaning of innovating business models as one of the most important tasks of strategic management. Taking this into account, the article mainly focuses on understanding a new meaning of the price and the value during business model construction. An old, »outdated« way of creating business models is still centered on prices and costs. On the contrary, the most recent innovative business models are centered on value, or, more precisely, on added value, or, even more precisely, the value that is recognized solely by the buyer using his own criteria. Thus marketing is acquiring a new, key role: buyers are led towards finding maximum value in a product or service which will later on enable the sales department to negotiate the maximum price. A seller no longer focuses mainly on price which only divides the value to that part of the value pertaining to seller, and the part pertaining to buyer. Consequently, the seller's key goals are the value and raising of value in the buyer's mind. This piece shows and analyzes functioning of the mechanism of the business model centered on value. The model presumes that the entire value of a product or service is divided into two component parts: manufacturing costs of a product and available potential for value, the aim of which is a division between buyer and seller. The greater the potential for value, the better chances for seller to set higher prices. This article is particularly important in the current unstable and complex global economy, permeated with competition. The article aims to contribute to improving the otherwise limited practice of introducing innovative business models into Slovenian economic environment.

Keywords: business model, value, prices



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Kriptovaluta kot priložnost slovenskih investitorjev

Povzetek

Kriptovalute si vztrajno utirajo pot na svetovne finančne trge in predstavljajo vzporednico obstoječim bančnim sistemom. Virtualne valute nimajo materializirane oblike, so anonimne, elektronske in jih ne regulirajo finančne inštitucije. Prva kriptovaluta bitcoin (BTC) je nastala leta 2009, danes pa jih coinmarketcap.com objavlja že preko 1100. Bitcoin ostaja vodilna kriptovaluta, ki je iz vrednosti manj kot dolar od leta 2009 do danes na nekaterih borzah virtualnih valut že preseгла magično mejo 4.000 dolarjev, sledijo ethereum in ripple. Kljub visoki rasti uporabe kriptovalut strokovnjaki svarijo, da so odprte sheme virtualnih valut nestabilne, nimajo trdne podlage, njihova vrednost je odvisna od prepričanja ljudi, prav tako v večini držav ni pravno regulirana in nadzorovana. V članku sem raziskala poznavanje in uporabo virtualnih valut v Sloveniji. Ugotovila sem, da poznavanje in uporaba virtualnih valut tudi v Sloveniji strmo narašča. Anketiranci virtualne valute uporabljajo za investiranje, z njimi trgujejo, nekateri se ukvarjajo tudi z rudarjenjem. Podjetniki pa so našli priložnost v ustanavljanju podjetij, ki se ukvarjajo z menjavo kriptovalut, razvijajo aplikacije za njihovo hranjenje in ustvarjajo platforme za investiranje. Svetovni analitiki ugotavljajo, da ima 96 % obstoječih BTC v lasti le peščica investitorjev (0,4 % vseh naslovov, oziroma dobrih sto tisoč). Zanimivo je tudi dejstvo, da sta Japonska in Kitajska sprejeli bitcoin kot veljavno plačilno sredstvo. Japonski jen je tako za ameriškim dolarjem druga najpogostejša valuta, s katero se trguje z bitcoini. Glede na hiter tehnološki razvoj in eksplozivno rast uporabe virtualnih valut, se postavlja vprašanje, ali bodo le te zamenjale obstoječa plačilna sredstva in kdaj.

Ključne besede: kriptovalute, bitcoin, rudarjenje, veriga blokov, obdavčitev, premoženje, tveganje

Cryptocurrency as an opportunity for Slovenian investors

Abstract

Cryptocurrencies are persistently gaining ground in global financial markets and are representing a parallel with the existing banking system. Virtual currencies have no physical form, are anonymous, electronic and are not regulated by financial institutions. Bitcoin (BTC), the first cryptocurrency, was released in 2009, while today more than 1.100 are available at coinmarketcap.com. Bitcoin remains the leading cryptocurrency, which has increased its value of less than a dollar in 2009 to the magical limit of 4,000 dollars in some virtual currency markets today. It is followed by ethereum and ripple. Despite rapid growth in cryptocurrency use, experts warn about instability of open schemes of virtual currencies and lack of solid ground as their value depends on people's beliefs and, moreover, they are not regulated and controlled by law. The article examines the familiarity with virtual currencies in Slovenia and their use. I found out that the familiarity with virtual currencies and their use is greatly increasing also in Slovenia. Respondents use virtual currencies for investing, trading and some of them also do mining. Entrepreneurs also found opportunities to set up businesses which deal with cryptocurrency exchange, develop applications for currency storage and create platforms for investment. Global analysts state that 96 % of existing BTCs is owned by only a handful of investors (0.4 % of addresses or a good one hundred thousand). An interesting fact is that Japan and China have accepted bitcoin as a valid means of payment. The Japanese yen is thus the second most common currency after the U.S. dollar, which is traded in bitcoins. Given a rapid technological development and explosive growth of virtual currencies, the question arises whether they will replace the existing means of payment and when.

Keywords: cryptocurrencies, bitcoin, mining, blockchain, taxation, assets, risk



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Vpliv časa in prostega časa na aktivnosti študentov

Povzetek

V prispevku predstavljamo vpliv dela, časa in prostega časa na posameznika v zasebnem in v delovnem okolju. Vplive je treba obravnavati posamezno in kot celoto, saj se med seboj dopolnjujejo in nadgrajujejo. Pomembno je razumevanje procesa dela, zakaj delamo in predvsem to, kako ga umeščamo v prosti čas. Glede na to, da posameznik več kot tretjino časa preživi na delovnem mestu, je prav, da zna izkoristiti čas, ko ne dela – prosti čas, in prostočasne aktivnosti. Prosti čas se v sodobni globalni družbi »zliva v eno« z delom. V okviru delovnega časa pa se postavlja vprašanje razumevanja učinkovitega delovnega časa v odnosu do celotnega delovnega časa. V empiričnem delu prikazujemo vpliv dela in delovnega časa na prostočasne aktivnosti rednih ter izrednih študentov v raziskavi, ki je bila opravljena med 103 rednimi in izrednimi študenti s pomočjo spletne ankete, katera je vsebovala sedem vprašanj. Rezultati raziskave so pokazali, da študenti vedo, kako pomemben je čas in kako je vredno izrabiti prosti čas. Razmerje med dejstvom, da imajo dovolj oz. premalo prostega časa, je skoraj identično (47,6 % premalo in 48,5 % dovolj prostega časa). Še pomembnejša je ugotovitev, da jih kar 85,4 % dela ali občasno dela.

Ključne besede: družba, posameznik, delo, čas, prosti čas, mladi

Influence of time and free time on the activity of students

Abstract

This contribution presents the impact of work, time and free time on an individual in their private as well as working environment. The impacts have to be considered individually and as a whole as well, since they

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complement and upgrade each other. It is of great importance to understand the working process, namely why we work and, primarily, how it is embedded into our free time. Considering the fact that an individual spends more than a third of their lives at a workplace, they should be able to know how to take advantage of the time when they are not working – free time and free time activities. In the contemporary global society free time blends in with work. In the context of free time, the question is put forward of the understanding of an effective working time in the relationship to the entire duration of working time. In the empirical part is presented impact of work and working time on hobbies of regular and non-regular students. Results of the research are based on the online questionnaire with seven questions, answered by 103 regular and non-regular students. The results showed that students are aware of importance of time. They also know that it is worthy to enjoy a leisure time. The percentage of students with enough leisure time (48,5%) is almost identical to the percentage of those who lack leisure time (47,6%). Even more important is a finding, that no less than 85,4% of all participating students perform work regularly or occasionally.

Keywords: society, individual, work, time, free time, youth



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Zavarovalne storitve v digitalni dobi

Povzetek

Razvoj zavarovalnih storitev je v 21. stoletju intenzivno usmerjen v tehnološke inovacije, ki jih spodbuja digitalizacija. Potrošniki pričakujejo preproste in hitre spletne procese, ki jim omogočajo enostaven nakup zavarovalnih produktov in sklenitev zavarovalnih pogodb kar z domačega fotelja ali mobilnega telefona. V prispevku izpostavljamo smer tehnološkega razvoja v zavarovalništvu in opozarjamo na nevarnosti za potrošnike, ki jih prinaša uporaba digitalizacije in sodobnejši dostop do zavarovalnih produktov. Zato je potrebna ustrezna vzpostavitev varstva potrošnikov. Predstavljamo tudi ponudbo zavarovalnih produktov na slovenskem trgu, ki so zavarovancem na voljo za sklenitev zavarovanj in prijavo škod s pomočjo sodobne tehnologije. Zavarovalnice nudijo širok

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nabor storitev, ki jih končni potrošniki - fizične osebe potrebujejo tako pri sklenitvi zavarovanja kot likvidaciji škod, medtem ko je za pravne osebe oz. poslovne subjekte tovrstna ponudba precej bolj skopa. Kljub temu pa zavarovalnice v Sloveniji še vedno večinoma tržijo svoje produkte po tradicionalni poti, tj. preko lastne mreže zavarovalnih zastopnikov.

Ključne besede: zavarovalne storitve, zavarovalni trg, digitalizacija, inovacije, varstvo potrošnikov

Insurance products in digital age

Abstract

The development of insurance products is intensely focused on technological innovations promoted by digitalisation in the 21st century. Consumers expect simple and fast online processes that allow them easily to purchase insurance products and conclude insurance contracts from a home armchair or with a mobile phone. In the paper the direction of technological development in the insurance industry is highlighted, and the attention to the dangers for consumers caused by the use of digitalisation and modern access to insurance products is drawn. Therefore, the appropriate establishment of consumer protection is necessary. The offer of insurance products on the Slovenian market to conclude a contract or report a claim through the use of modern technology is also presented. Insurance companies offer a wide range of products for physical consumers, but the assortment for companies is not so varied. Nevertheless, insurance companies in Slovenia still mostly sell their products along the traditional market channels, ie, with their own network of insurance agents.

Keywords: insurance products, insurance market, digitalisation, innovation, consumer protection



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Gospodarski izzivi in ekološka varnost pri izgradnji hidroelektrarn

Povzetek

Z gradnjo malih in velikih hidroelektrarn bi lahko izkoristili v Sloveniji še veliko neizkoriščenega vodnega potenciala in s tem povečali delež obnovljivih virov energije. Za to imamo potrebna znanja strokovnjakov in proizvodne možnosti industrije, največja ovira pa sta umeščanje v prostor in javno mnenje. Zato smo z raziskavo ugotavljali poznavanje učinkov izkoriščanja vodnega potenciala za proizvodnjo električne energije, ki je pomembno pri razumevanju in ustvarjanju javnega mnenja, še posebno v okoljih, kjer prihaja do odločitev za izgradnjo hidroelektrarn. S statistično analizo smo ugotovili, da anketiranci podpirajo cilj Evropske unije o zagotovitvi 20 % deleža obnovljivih virov do leta 2020 in učinkovite rabe energije ter cenijo izgradnjo ekološko, finančno in dokumentacijsko zahtevnih proizvodnih projektov s subvencioniranjem odkupa proizvedene električne energije, ki bodo povečevala gospodarsko rast. Zavedajo se prostorske zahtevnosti projektov pri izkoriščanju vodnega potenciala in doseganju energetske učinkovitosti in ekološke varnosti. Slabo ocenjujejo socialne dejavnike z možnostmi zaposlitve in dodatnih storitev za lokalno prebivalstvo ter trajnostne dejavnike pri upoštevanju naravovarstvenih pogojev, možnosti razvoja turizma ter osveščanja in obveščanja. S korelacijsko analizo smo prikazali smer in moč odvisnosti med ocenami posameznih spremenljivk, z regresijsko analizo pa pojasnili povezanost odvisnih spremenljivk z neodvisnimi spremenljivkami. S faktorjsko analizo smo ugotovili štiri skupne faktorje, ki z utežmi v spremenljivkah kažejo pri prvem skupnem faktorju gospodarski izzivi in ekološka varnost pri izkoriščanju vodnega potenciala z razvojnimi in naravovarstvenimi komponentami, pri drugem skupnem faktorju upoštevanje kompleksnosti energetskega projekta z vidika zahtev in ciljev, pri tretjem skupnem faktorju družbene učinke na gospodarsko rast, zaposlovanje in storitve ter pri četrtem skupnem faktorju ozaveščanje, promocijo in obveščanje. Politika in odnos do hidroenergije se spreminja, priložnost je tudi v prenovah s tehnološko posodobitvijo in z daljinskim upravljanjem hidroelektrarn, ki zmanjšuje stroške dela. Prav varnostno-poslovni izzivi so pri hidroelektrarnah pomembni s tehnološkega, poslovnega in okoljskega vidika. Javno mnenje ni naklonjeno gradnji elektroenergetskih naprav, ki posegajo v okolje. Z naravovarstveno zaščito pa so omejitve ponekod pretirane in ne dopuščajo novih naložb. Zato so pomembne mnenjske

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raziskave med občani, pogovori na odprte dileme, pojasnjevanja, predstavitve in osveščanje o koristih, posledicah in učinkih z vidika naložb v različne vrste proizvodnih obnovljivih virov energije. Hidroelektrarne so med obnovljivimi viri energije najpomembnejše z vidika proizvodnje, z vidika zaposlitev in storitev pri gradnji za lokalno prebivalstvo in ureditvijo varnostno-okoljskih vprašanj z regulacijami vodotokov pri pravočasnem načrtovanju ter ekoloških učinkih z vidika zmanjšanja emisij CO₂. Za večjo podporo izrabe hidroenergije je ob strokovni pripravi tehničnih in naravovarstvenih pogojev, potrebno zavedanje potrebnosti in politična podpora pri vključevanju izgradnje novih hidroelektrarn v nastajajoči Energetski koncept Slovenije ter zaupanje, informiranje in podpora lokalnega prebivalstva.

Ključne besede: trajnostni razvoj, hidroelektrarna, okolje, mnenjska raziskava, statistična analiza, korelacijska analiza, regresijska analiza, faktorska analiza

Economic challenges and ecological safety by building hydroelectric power plants

Abstract

By building small and large hydroelectric power stations can in Slovenia be a lot of unused water potential be exploited and by doing so we could increase share of renewable sources. We have all required experts knowledge and industry manufacturing possibilities, the biggest obstacles are placement in the space and public opinion. For that reason we were researching the knowledge of the exploring impact of the water potential for the electrical energy, as that is significant for comprehension and public opinion creation, especially in the environments, where the decision of building power plants arrives. Through statistical analysis we found out as the questionaired individuals support the aims of the European Union about assuring of 20% share of renewable sources until the year 2020 and efficient use of the energy and appreciate building of ecological, financial and administrational demanding production projects by efficient subsidization redemption of making of electrical energy, which will increase the economic growth. They are aware of the projects spatial complexity of water potential exploitation and by achieving of the energy efficiency and ecological safety. They estimate the social factors with opportunities of

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employment and additional services for local inhabitants and sustainable factors regardless of nature conservation conditions, chances of tourism development and awareness and informing very badly. Through correlational analysis the directions and the strength dependence among estimations of individual variables were shown, by regression analysis the connection of dependent and independent variables was made. The four common factors were discovered through factor analysis, which are pondered in the variables and for the first common factor the economic challenges and ecological safety by exploring the water potential with developmental and nature conservation components are shown, by the second common factor there was consideration of complexity of energetical project from the demands and goals point of view shown, by the third common factor the social effects on economic growth, employment and services are shown and by the fourth common factor the awareness, promotion and informing are shown. Politics and attitude towards hydroenergy is changing, the opportunity lies in the renovation by technological updating and by remote hydroenergy managing, which cuts labour costs. Peculiarly safety- business challenges are by hydroelectric power plants from technological, business and environmental point of view significant. The public opinion is not in favour of building of electroenergetic mechanisms, which encroaches on the environment. By making nature conservation protection the limits are in some places excessive and do not allow new investments. Because of it public surveys among citizens, discussions regarding to open topics, explanations, introductions and awareness about consequences and impacts from investments point of views to various kinds of renewable sources of energy are very noteworthy. Hydroelectric power plants are among renewable sources of energy the most important from point of view of production, employment and services when building for local inhabitants and safety, environmental questions regulation and water current questions regulations by in time planning and ecological results from reducing of CO₂ emissions are the most important as well. For bigger hydroenergy using support is by professional preparing of technical and nature conservation conditions the awareness of necessity and political support by including of building new hydroelectric power plants in the beginning of Energetic concept of Slovenia and trust, informing and local residents support necessary.

Keywords: sustainable development, hydroelectric power plant, environment, public opinion survey, statistical analysis, correlational analysis, regression analysis, factor analysis

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Pristransko prikazovanje iger na srečo v angleško govorečih tematskih filmih o igrah na srečo

Povzetek

Cilj raziskave je bil ugotoviti, katere problematike obravnavajo angleško govoreči filmi z igralniško tematiko. Raziskava temelji na analizi – po ocenah portala *gambling.com* – 11-ih najboljših igralniških filmov vseh časov in dokumentarno serijo *Cheating Vegas*. Kvalitativna študija je bila izvedena z namenom, da se ugotovi, kako objektivno je prikazana igralniška dejavnost. V analizo je bilo vloženi več kot 50 ur za opazovanje in izpisovanje ter analizo filmskih detajlov. V obzir so bili vzeti: (1) organizirani kriminal, (2) kemična zasvojenost (droge, alkohol), (3) nekemična zasvojenost (z igrami na srečo) in (4) nadnaravne sposobnosti glavnih igralcev. Na splošno je analiza pokazala, da so igralniške scene v angleško govorečih filmih večinoma prikazane tendenciozno ter dejavnost prikazujejo negativno. Pri tem najbolj izstopajo scene na temo kriminala, nadnaravnih sposobnosti in zasvojenosti glavnih igralcev z igrami na srečo. Študija ugotavlja, da imajo v filmih prikazane scene le malo skupnega z realnostjo novodobnega igralništva in da so prikazane izrazito pristransko. To meče slabo luč na igralniško dejavnost, ki je v razvitih igralniških državah med najbolj reguliranimi. Po drugi strani pa študija daje osnovo, da bi se v bodoče analiziralo tudi slovenske filme, ki obravnavajo igralniško dejavnost.

Ključne besede: igralništvo, filmi o igralništvu, igralci, kriminal, zasvojenost z igrami na srečo

The biased portrayal of gambling in gambling themed movies filmed in English

Abstract

The main objective of this research was to define which issues are being addressed by movies filmed in English and at the same time including gambling themes. The research is based on qualitative analysis of '11 Best Gambling Movies of All Time' as assessed by gambling.com and a documentary television series Cheating Vegas. Qualitative research was conducted in order to determine how objectively the gambling activity is shown in the movies. Therefore, more than 50 hours of observation as well as details labelling and analysing were invested in the study. We focused mainly on (1) organized crime, (2) chemical addiction (drugs, alcohol), (3) non-chemical addiction (gambling), and (4) supernatural abilities of the main characters. In general, the analysis showed that gambling scenes in movies filmed in English usually appear to be tendentious while gambling also has negative connotation. Scenes including themes of crime, supernatural abilities and leading character's gambling addiction turn out to be the most prominent. The study establishes that scenes displayed in the movies under investigation have little in common with the reality of modern gambling and are thus very biased. Consequentially, this casts a bad light on the gambling industry which belongs – in the developed countries – among the most regulated activities. On the other hand, the study provides a basis for future analysis of Slovenian films dealing with gambling.

Keywords: gambling, movies on gambling, characters, crime, gambling addiction



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Vloga forenzičnega računovodje pri preprečevanju in odkrivanju nedovoljenih gospodarskih dejanj

Povzetek

Gospodarski kriminal je sopotnik razvoja družb. Prisoten je v podjetjih, pri organih oblasti, državnih in drugih upravah, skladih, zavodih in drugje. Mediji poročajo o vedno novih aferah, ki imajo značaj umazanega denarja, korupcije, prevar, davčnih utaj in drugega. Pri kaznivih dejanjih niso izvzeti niti lastniki in vrhovni poslovodniki podjetij. Storitvi lahko prevaro načrtujejo, lahko pa delajo pošteno in kasneje iz raznih nagibov storijo prevaro, ali pa jo storijo nezavestno. Zato moramo nenehno odpravljati vzroke in vzpostavljati nove mehanizme za krepitev poštenega vedenja in dela poslovnih ljudi. Pomembno vlogo pri preprečevanju in odkrivanju nedovoljenih gospodarskih dejanj imajo forenzični računovodje. So veščaki z visoko ravnijsko ekonomskega znanja in poklicne etike. Delajo na osnovi dokazljivih dejstev in resnic. Dajejo neodvisno in nepristransko oceno o potencialnih ali že prisotnih kaznivih in drugih nedovoljenih gospodarskih dejanjih v podjetjih s pomočjo preizkušenih metod in tehnik preiskovanja.

Ključne besede: gospodarski kriminal, vzroki podjetniških prevar, forenzični računovodja, preiskovalni koraki forenzika

The role of a forensic accountant in the prevention and detection of illegal economic activities

Abstract

Economic crime is a companion companies' development. It is present not only in companies, but also authorities, state and other administrations, funds, institutions and elsewhere. The media is always reporting new affairs, which have the character of dirty money, corruption, fraud, tax evasion and other. In the case of criminal offenses, neither the owners nor the top managers of companies are exempted. The perpetrators can plan deception, however they can work honestly first, and later on commit fraud from various inclinations or do it subconsciously. Therefore, we must

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constantly resolve the causes and establish new mechanisms to strengthen the fair behavior and work of business people. Forensic accountants play an important role in the prevention and detection of illicit economic activities. They are experts with a high level of economic knowledge and professional ethics. They work on evidence-based facts and truths. They give an independent and impartial assessment of potential or already present criminal and other unauthorized economic activities in companies through tested methods and techniques of investigation.

Keywords: economic crime, causes of corporate fraud, forensic accountant, forensics' investigate steps



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Vpliv spremembe proizvodnih količin perutninskega mesa na BDP

Povzetek

Proizvajalci perutninskih izdelkov morajo lastno strategijo trženja nenehno posodablјati in jo prilagajati. Zaradi implementacije sodobne tehnologije se spreminjajo tudi dejavniki, ki vplivajo na nakupne odločitve porabnikov izdelkov iz perutninskega mesa. Proučevanje tržnega okolja kamor želimo tržiti prehranske izdelke mora temeljiti na primerjavi osnovnih podatkov primerljivih držav. Izsledki proučevanja podatkov države uvoznice, države proizvajalke, skupine držav EU-27 in vseh držav sveta, ki so raziskovani z uporabo ekonometričnih metod, so za proizvajalce perutninskih izdelkov osnova za izdelavo zasnove strategije trženja izdelkov iz perutninskega mesa. Zasnovo strategije je potrebno izdelati pred vstopom na novi trg države uvoznice in tako preprečiti stroške napačnih odločitev.

Ključne besede: strategija trženja, tržno okolje, nakupne odločitve, zasnova trženjske strategije

The impact of production quantities changes of poultry meat on GDP

Abstract

Producers of food products have to continually updated and adjusted their own marketing strategy. Due to the implementation of modern technology, the factors that influence purchase decisions of consumers of poultry meat products are also changing. The examining of the market environment where we want to market food products should be based on a comparison of the basic data of comparable countries. The results of the data analysis of the importing country, producing country, a group of EU-27 countries and all countries of the world, which are investigated by using econometric methods, are for the producer of poultry products, the basis for making conception of strategy of product marketing of poultry meat. Conception of the strategy has to be developed prior to entry on a new market of the importing country and thus prevent the cost of a wrong decision.

Keywords: marketing strategy, market environment, purchase decisions, conception of the marketing strategy



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Medkulturna inteligentnost pri Slovencih in Hrvatih

Povzetek

Prepričanje, da poleg mentalne inteligentnosti obstaja še več drugih vrst inteligentnosti, ki pomembno prispevajo k delovanju in uspešnosti posameznika, je že dobro sprejeto in razširjeno med ljudmi. Ena izmed novejših vrst inteligentnosti pa je medkulturna inteligentnost, ki se razlikuje

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od čustvene in socialne inteligentnosti in je povezana s poznavanjem lastne in tuje kulture, zavedanjem in obvladovanjem ustreznega medkulturnega komuniciranja ter je pomembna pri učinkovitem soočanju s pripadniki različnih kultur. Zaradi globalizacije in migracij se srečevanju s predstavniki različnih kultur skoraj ni mogoče izogniti, zato je pomembno, da poznamo medkulturne razlike in se ustrezno odzivamo nanje. V članku je predstavljena opredelitev medkulturne inteligentnosti in raziskava medkulturne inteligentnosti ter razlik med Slovenci in Hrvati. V raziskavi je sodelovalo 182 oseb. Uporabili smo anketni vprašalnik o medkulturnem izobraževanju in izkušnjah v medkulturnem komuniciranju, za merjenje medkulturne inteligentnosti pa lestvico CQS (Ang et al., 2007). Pripravili smo spletno anketo v slovenskem in angleškem jeziku in jo posredovali študentom in drugim posameznikom v Sloveniji in na Hrvaškem. Ugotovili smo, da je stopnja medkulturne inteligentnosti pri obeh skupinah nad sredino sedem-stopenjske lestvice in da obstajajo statistično značilne razlike v stopnji medkulturne inteligentnosti med sodelujočima državama.

Ključne besede: medkulturna inteligentnost, lestvica medkulturne inteligentnosti, medkulturna komunikacija, medkulturne razlike

Intercultural intelligence in Slovenia and Croatia

Abstract

Awareness of the existence of different types of intelligence, which influence acting and success of an individual beside the mental intelligence is already well known among people. Some new researches about intelligence found out the existence of intercultural intelligence, which differs from the emotional and from social intelligence, and is related to the knowledge of differences between cultures and skills to overcome them. Due to globalisation and migration, it is almost impossible to avoid meeting of different cultures, therefore it is important that to know intercultural differences and respond appropriate in intercultural communication. The article presents the intercultural intelligence and investigate the differences between Slovenes and Croats. The sample consisted of 182 people. We used the questionnaire of the intercultural education in experience in intercultural communication, and intercultural intelligence scale CQS (Ang et al., 2007). We wrote an online survey in the Slovenian language for Slovenian and in English for Croatian students and other individuals. We found out that, the level of intercultural intelligence is above the middle

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point of the 7-level scale and that are statistically significant differences between Slovenians and Croats.

Keywords: intercultural intelligence, intercultural intelligence scale, intercultural communication, intercultural differences



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Povezanost med čustvenimi kompetencami in strategijo aktivnega spoprijemanja s stresnimi situacijami

Povzetek

Stres je odziv telesa na različne zunanje in notranje dejavnike, je prisoten v življenju prav vsakega človeka in ima velik vpliv na njegovo duševno in telesno zdravje. Vsak posameznik se s stresnimi situacijami spopade z, samo njemu značilnimi, strategijami. Aktivno spoprijemaje s stresom je med drugim povezano tudi s sposobnostmi čustvenega procesiranja. Čustvene kompetence pokažejo kako posameznik dojema čustva, kako jih izraža in komunicira ter kako jih integrira v občutje sebe. Z raziskavo smo želeli ugotoviti povezanost med razvitostjo čustvenih kompetenc in strategijo aktivnega spoprijemanja s stresom. Izvedli smo kvantitativno raziskavo. Pri izračunu korelacije med merami čustvenih kompetenc (merjeno z Vprašalnikom čustvenih kompetenc) in strategijo aktivnega spopadanja s stresnimi situacijami (merjeno dimenzijo aktivno spopadanje z vprašalnikom Brief COPE) smo za bivariantno korelacijsko analizo uporabili Spearman's rho. V analizo so bili vključeni podatki 166 udeležencev. Rezultati raziskave so pokazali, da se skoraj vsaka poddimenzija čustvenih kompetenc v statistično pomembni meri povezuje s strategijo aktivnega spopadanja s stresnimi situacijami. Korelacijska povezanost med variablama je šibka ($r=0.154$), na nivoju 1% tveganja, do zmerna ($r=0.473$), na nivoju 5% tveganja. Aktivno spoprijemanje s stresnimi situacijami je pomemben dejavnik uspeha podjetja. Vseživljenjski čustveni razvoj posamezniku daje priložnost kreativnega in ustvarjalnega delovanja na

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poslovnem in osebnem področju. Smiselno je spodbujati čustvene kompetence, ki imajo neposreden vpliv, da se posameznik pri izbiri strategije spopadanja s stresnimi situacijami odloči za aktivno spoprijemanje.

Ključne besede: stres, stresna situacija, strategija spopadanja s stresom, aktivno spoprijemanje, čustvene kompetence

Correlation between emotional competence and active coping with stressful situations strategy

Abstract

Stress – body's response to different external and internal factors – is an inevitable phenomenon in human life, exerting great impact upon one's psychic and physical health. Every person uses his/her own strategy to cope with stressful situations. Active coping with stress is also related to one's ability of emotional processing. Emotional competence is an indicator of the way an individual perceives emotions, of the way he expresses these emotions, communicates and integrates them into his feeling of self. The aim of our research was to ascertain the correlation between development of emotional competence and active stress coping strategy. We made a quantitative research. In calculating the correlation between measures of emotional competence (measured with the Questionnaire of emotional competence) and strategy of active coping with stressful situations (measured with the BriefCOPE questionnaire) we applied Spearman's rho for the bivariate correlation analysis. The analysis included data of 166 participants. The research study results showed statistically significant correlation between almost every subdimension of emotional competence and the strategy of active coping with stressful situations. Correlation between the variables is weak ($r=0.154$) at the level of 1% risk to moderate ($r=0.473$) at the level 5% risk. Active coping with stressful situations is an important factor of a company's success. Lifelong emotional involvement gives individual an opportunity to be creative in personal and business sphere. It therefore makes sense to enhance the emotional competence which has a direct influence on individual's selection of the strategy of active coping with stressful situations.

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Keywords: stress, stressful situations, coping with stress strategy, active coping, emotional competence



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Razvijanje strateškega menedžmenta z namenom krepite konkurenčne sposobnosti podjetja

Povzetek

V času razmaha globalnega poslovanja se pojavlja v podjetjih dodatni izziv, kako venomer ohraniti oziroma krepiti svojo konkurenčno prednost. Kako razvijati strateški menedžment z namenom krepite konkurenčne sposobnosti podjetja, bo predmet našega bodočega proučevanja. Razvoj na področju strateškega menedžmenta zajema izboljšave pri nadzoru proizvodnje nato nadzor pri posameznih funkcionalnih področjih kot je obvladovanje zalog, planiranje, modeliranje proizvodnih procesov, logistike, prodaje, nabave, zagotavljanje masovne proizvodnje, systemskega razmišljanja in planiranja ter obvladovanje vseh informacijskih tokov. Kljub konkurenci med podjetji in turbulenci na globalnem trgu je bila osnovna struktura proizvodnih podjetij do nedavnega še dokaj stabilna. V bodoče se bo razvoj usmeril v večjo informatizacijo poslovanja, ki bo vplivala na organizacijsko strukturo in na model sprejemanja poslovnih odločitev ter krepitev konkurenčne sposobnosti podjetja. Raziskovalci bodo torej morali v bodoče upoštevati, da velikost problemov v poslovnih sistemih narašča s stopnjo kompleksnosti, časovni pritiski rastejo sorazmerno s krepitvijo konkurence in število orodij za upravljanje strateškega menedžmenta bo še skokovito naraščalo.

Ključne besede: globalizacija, globalne oskrbne verige, informatizacija, konkurenčna sposobnost, sistemi, strateški menedžment, učinkovitost poslovanja

Developing strategic management with a view to enhancing the competitiveness of businesses

Abstract

During the expansion of global business it occurs in companies additional challenge to continually maintain or strengthen their competitive advantage. How to develop strategic management with a view to strengthening the competitiveness of companies will be subject to our prospective study. Development in the field of strategic management includes improvements in production control and then control the individual functional areas such as inventory management, planning, modeling of manufacturing processes, logistics, sales, purchasing, ensuring mass production, system thinking and planning and management of all information flows. Despite the competition between companies and turbulence in the global market, the basic structure of manufacturing enterprises, until recently, relatively stable. In the future, the development focused on increasing computerization of operations that will impact on organizational structure and business model of decision-making and strengthen the competitiveness of the company. Researchers will therefore be taken into account in the future, the size of the problems in business systems increases with the degree of complexity, time pressures are growing in proportion to the strengthening of competition and the number of management tools for strategic management will continue to grow exponentially.

Keywords: globalization, global supply chain management, computerization, competitive position, systems, strategic management, business efficiency



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Impact of Internet access on different economic factors in OECD countries

Abstract

The purpose of this article is to research the impact of internet access on different economic factors (level of education, innovation rate, GDP per capita and unemployment rate) in OECD countries. The results show, that internet access has statistically significant impact on all of tested variables. Impact on level of education, innovation rate and GDP per capita is positive, while impact on unemployment rate is, logically, negative. This is a very clear message to governments, that they should increase the level of internet access in their country, if they want to improve the economic situation of their country.

Keywords: country, internet, access, GDB per capita, unemployment rate, innovation rate, level of education



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Globaliziranost nabavnih trgov

Povzetek

Globaliziranost poslovanja podjetij močno vpliva na oblikovanje oskrbnih verig. Te postajajo vse daljše in kompleksnejše. Podjetja vidijo priložnost nastopa na globalnih nabavnih trgih predvsem v nižjih cenah materialov in storitev, kar jim omogoča ohranjanje konkurenčnosti. Da bi lažje dosegla svoje cilje, se podjetja povezujejo z vse bolj oddaljenimi dobavitelji, kar postavlja pred njih nove izzive. Ves ta proces seveda ne poteka brez težav. Ker v današnjem času tekmujejo med sabo cele verige in ne samo podjetja, je pomembno zagotoviti visoko stopnjo preglednosti in takojšnje odzivnosti skozi celotno verigo. Poleg tega predstavlja velik izziv sledenje družbeni odgovornosti ter vse ostrejša okoljska zakonodaja, ki zahteva od podjetij, da delujejo v skladu z okoljskimi standardi, ki se od države do države razlikujejo. Sodobne globalne oskrbne verige morajo biti tako na eni strani vitke in odzivne, na drugi strani pa morajo vključevati okolju prijazne

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rešitve. Proces globalizacije ni nujno enosmerna cesta, saj se zaradi spreminjajočega se poslovnega okolja lahko pojavijo nove poslovne priložnosti v bližnji okolici, ali pa se zaradi naraščajočih stroškov in sprememb v deviznih tečajih zmanjša privlačnost tujih nabavnih trgov. Poleg tega ne gre prezreti regionalnih trgovinskih sporazumov, ki poglobljajo sodelovanje med sosednjimi državami. Sinhronizacija procesov v globalnih oskrbnih verigah predstavlja podjetjem velik izziv, s katerim se je mogoče ustrezno soočiti le s pomočjo novih tehnologij zajema podatkov, sledenja in delitve informacij med udeleženci v verigi. Sodobni informacijski sistemi prihodnosti podprti s senzorskimi tehnologijami bodo poleg takojšnjega odziva na spremembe na trgu in v naravnem okolju s tehnologijami modeliranja in simulacij omogočili prehod iz stopnje zaznaj-reagiraj v stopnjo predvidevaj-reagiraj. Oskrbne verige postajajo tudi vedno bolj zelene, pri čemer je ključno koordinirano sodelovanje vseh členov v tej smeri.

Ključne besede: nabava, globalizacija, nabavni trgi, oskrbne verige, mednarodno poslovanje

Globalization of purchasing markets

Abstract

Globalization of business activities has a strong influence on the formation of supply chains. These become increasingly longer and more complex. Companies see a chance to appear on global purchasing markets, especially in lower prices of materials and services, which allows them to maintain competitiveness. In order to better achieve its goals, companies connect with increasingly remote suppliers, which puts new challenges ahead of them. Of course, this process does not go always smoothly. Because in today's time there is a competition among whole supply chains and not just companies, it is important to ensure a high level of transparency and immediate responsiveness throughout the chain. In addition, it is a big challenge to keep track of corporate social responsibility and increasingly stringent environmental legislation, which requires companies to operate in accordance with environmental standards that vary from country to country. Modern global supply chains should be both slim and responsive on one hand, and on the other hand they must include environmentally friendly solutions. The process of globalization is not necessarily a one-way road, as due to the changing business environment new business opportunities may arise in the surrounding area, or due to

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rising costs and changes in exchange rates, the attractiveness of foreign purchasing markets is reduced. In addition, regional trade agreements that deepen cooperation between neighboring countries should not be ignored. Synchronization of processes in global supply chains is a big challenge for businesses, which can be adequately addressed only through new technologies for capturing data, tracking and sharing information among participants in the supply chain. Contemporary information systems of the future supported by sensor technologies will, in addition to responding immediately to changes in the market and in the natural environment with modeling and simulation technologies, enable the transition from the sensing-react to prediction-react stage. Supply chains are becoming more and more green, and it is important to coordinate the co-operation of all companies in this direction.

Keywords: procurement, globalization, purchasing markets, supply chains, international business



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»Deep Tech«: katera tehnologija bo nasledila spletne platforme?

Povzetek

Razne spletne platforme so spremenile ali celo nadomestile določene gospodarske panoge, obenem pa so soustvarile nove trge ali celo oblikovale nove gospodarske panoge. Vpliv teh spletnih platform je prisoten v najbolj raznolikih delih družbe, kar pomeni, da vplivajo in spreminjajo najrazličnejše vidike zasebnega in javnega življenja. Osnovna značilnost spletnih platform je povečevanje učinkovitosti trga preko znižanja stroškov transakcij. Pričujoči članek se osredotoča na prihajajoče obdobje in odgovarja na vprašanje, kako so evropske države pripravljene na tehnologijo, ki trka na vrata prihodnosti. Tehnologije s potencialom za

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sproženje naslednjega vala produktivnosti v gospodarstvu so sledeče: Blockchain, metoda CRISPR, umetna inteligenca (ang.: *artificial intelligence*), internet stvari (ang.: *internet of things*), virtualna resničnost (ang.: *virtual reality*), 3D tiskanje, mehka robotika (ang.: *soft robotics*) in podobno. V določeni literaturi in v terminologiji vezani na besedišče tveganega kapitala, omenjene tehnologije nastopajo pod skupnim imenom »*deep technologies*«, oz. globoke tehnologije. Z namenom determinacije aktivnosti evropskih držav na področju globoke tehnologije, so bili izbrani naslednji kazalniki: skupna investicija v globoke tehnologije, število ustanovljenih zagonskih podjetij (ang.: *startup company*) na področju globokih tehnologij, geografska porazdelitev investicij in dinamika združitvev ali prevzemov podjetij na tem področju. Našteti indikatorji oziroma kazalniki so bili implementirani na primerih znotraj EU in ZDA. Dobljeni rezultati kažejo neenakomerno pripravljenost evropskih regij na potencialno tehnološko preobrazbo. Nekatere posttranzicijske države, kot na primer Estonija, so se na podlagi uporabljenih kazalnikov, uvrstile presenetljivo visoko. Ugotovitve izvedene raziskave pomembno prispevajo k razumevanju strukture evropskih podjetij na področju globokih tehnologij. Pri kazalniku geografska porazdelitev investicij se je Estojine zavihtele razmeroma visoko na lestvici. Poleg tega pridobljene ugotovitve nakazujejo, da bi številne spremembe v uredbah lahko pripomogle k večji konkurenčnosti posameznih regij.

Ključne besede: diverzifikacija; tehnološke spremembe, čezmejne združitve in prevzemi, zagonska podjetja, nove tehnologije

»Deep Tech«: what kind of technology will supersede online platforms?

Abstract

A plethora of online platforms has changed or replaced certain industries. The arrival of these technologies had profound and diverse impact on various aspects of society. The influence and impact of online platforms can be observed in many levels of private and public life. The basic feature of online platforms is to serve as an intermediary, with the aim to reduce transaction cost and increase the efficiency of a given market. This paper aims to examine the next technology wave. Moreover, it deals with the question, how European economies are prepared for a potential new technological transition. Technologies with the potential to lead the next wave of technological transition are: Blockchain, CRISPR, artificial

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intelligence, internet of things, virtual reality, 3D-Printing, soft robotics, just to mention a few. This is not an exhaustive list, but the main topics should be included. In the literature and in venture capital circles the above-mentioned technologies are sometimes referred as deep tech. To determine the activity of European economies in the field of deep tech, indicators such as cumulative deep tech investments, number of deep tech start-ups, geographic investment distribution and mergers and acquisitions in the field of deep tech as well as other indicators were implemented. These indicators were compiled and compared between the EU and the USA. The results suggest an uneven state of readiness for a potential technological transition. Based on the implemented indicators, some post-transitional countries like Estonia were ranked relatively high. The findings represent a significant contribution to understanding how the deep tech community is structured and how investments are placed. Several changes in regulation could potentially contribute to increased regional competitiveness.

Keywords: diversification, technological change, cross-border M&As, start-ups, new technologies



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Tourism – from theory to practice

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Potovalne odločitve turistov glede na varnost turistične destinacije

Povzetek

V procesu nakupnega odločanja na področju turizma je eden izmed vplivnih dejavnikov zagotovo tudi varnost turistične destinacije. Na zaznavanje varnosti destinacije vplivajo politične razmere, terorizem, protesti, nemiri in vojne. V tem članku smo ugotavljali, ali na odločitve mladih slovenskih turistov vplivajo teroristični napad, ki smo jim priča v zadnjem obdobju. Izvedena je bila primarna raziskava, za katero smo podatke zbrali s pomočjo spletne ankete, v vzorec je bilo zajetih 61 oseb v starosti do 35 let. Ugotovili smo, da teroristični napadi na odločitve mladih turistov statistično značilno ne vplivajo.

Ključne besede: turizem, varnostne razmere, turistična destinacija, terorizem, odločanje turistov

Tourist destination safety as a factor for travel decisions

Abstract

In the purchasing process for tourism, there is certainly one of the influential factors known as safety of a tourist destination. As we perceive the safety of a tourist destination we can definitely say that it is influenced by political conditions, terrorism, protests, riots and wars. In this article, we have determined whether the decisions of young Slovene tourists are

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influenced by the terrorist attacks that we have seen in the recent period. A primary survey was carried out, for which we collected data through a web survey and the sample covered 61 people aged up to 35 years of age. We have found that the terrorist attacks significantly and statistically do not effect the decisions of young tourists.

Keywords: tourism, safety conditions, tourist destination, terrorism, tourist decisions



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Sodelovanje managerjev slovenskih potovalnih agencij s poslovnimi partnerji v tujini

Povzetek

Razmere v sodobnem svetu se odražajo tudi v poslovnih odnosih na področju turizma. Turizem je poslovno izrazito mednarodno usmerjen, hkrati pa je storitvena dejavnost, ki temelji na človeških virih. V sodobnih družbeno in naravno izredno zaostrenih razmerah je za managerje v turizmu tudi iz varnostnih razlogov pomembno, kakšne in katere poslovne partnerje izbirajo v tujini. Pri sklepanju poslov je potrebno poznati kulturne in gospodarske značilnosti destinacij. Prispevek je povzetek dela širše raziskave o mednarodnem poslovanju slovenskih potovalnih agencij. V prvem delu so predstavljena nekatera teoretična izhodišča in izsledki tujih raziskav. Mnogi strokovnjaki se ukvarjajo s t.i. kulturnimi distancami ter iščejo rešitve za kakovostno mednarodno sodelovanje. Drugi del prispevka prikazuje navade slovenskih managerjev v odnosu do tujih poslovnih partnerjev. Zaradi narave poslov v turizmu je sodelovanje dvosmerno: po eni strani na tujih tržiščih kupujejo turistične storitve, po drugi strani pa slovensko turistično ponudbo prodajajo zainteresirani javnosti v tujini. Predstavljamo dejavnike, ki vplivajo na izbiro sodelovanja s tujimi poslovnimi partnerji. Med pomembnejše dejavnike pri izbiri poslovnih partnerjev spadajo geografska oddaljenost, kulturne in jezikovne razlike ter gospodarska in družbena stopnja razvitosti partnerskih destinacij. Na izbiro

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poslovnih partnerjev pa lahko vpliva tudi predhodno poznavanje izbrane destinacije. Navajamo tudi rezultate analize kolikšen pomen managerji pripisujejo poslovanju s posameznimi tujimi deželami oziroma regijami in kako raznolikost le-teh vpliva na poslovno sodelovanje.

Ključne besede: potovalne agencije, kulturne in gospodarske značilnosti destinacije, tuji poslovni partnerji, management v turizmu, poslovne navade

Cooperation of Slovenian travel agencies managers with foreign business partners

Abstract

The situation in the modern world reflects in business relations in the field of tourism. Tourism business is highly internationally oriented and as the service business it's based on human resources. For tourism managers in modern social and natural extremely harsh conditions is also for safety reasons important how to choose foreign business partners. It is necessary to know the cultural and economic characteristics of destinations for successful business. The article is a summary of part of a broader research on international business of Slovenian travel agencies. The first part of the paper presents some theoretical basis and the results of some foreign studies. Many international experts analyze the so-called cultural distances and try to find out solutions for high-quality international cooperation. The second part of the paper represents some habits of Slovenian managers in relations to foreign business partners. Due to its nature tourism business cooperation works in two ways: on the one hand Slovene travel agencies buy tourist services on international markets and on the other hand the Slovene travel agencies offer their products to the foreign tourists. We introduce the factors that influence the tourism managers' choice of cooperation modes with foreign business partners. Among the most important factors when choosing business partners are geographic distances, cultural and linguistic differences and the economic and social development level of partner destinations. The mode of choice of business partners can also be affected by knowledge of selected destinations. We represent also the results of the analysis which importance managers attach to some foreign countries or regions, and how the diversity of these impact on business cooperation.

Keywords: travel agency, cultural and economic characteristics of destinations, foreign business partners, management in tourism, business practices



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Partnerstvo za dolgoročno usmerjen razvoj turizma

Povzetek

Ponudba različnih turističnih produktov je razdrobljena, nepovezana, v večini krajev se ponudniki ne povezujejo in tudi v razvitih turističnih destinacijah hoteli niso povezani z ostalimi ponudniki v kraju. Turistična ponudba turističnih destinaciji največkrat ni raznovrstna, bogata in vsebinsko smiselno povezana v celoto. Zelo slaba je tudi kontrola kakovosti v kraju in razvijanje dolgoročno usmerjene ponudbe – ki je ključna naloga destinacijskega menedžmenta in zagotavljanja trajnega kakovostnega razvoja destinacije. Kakovosten razvoj turizma ni možen brez učinkovite politike razvoja človeškega potenciala. Novi svetovni turistični trendi so usmerjeni v profesionalni razvoj kadrov in inoviranje znanja zaposlenih v turizmu. Potrebno je osvojiti nova znanja in nove specialnosti, pridobiti nove kompetence, posebno vlogo v razvoju turizma in dvigovanju njegove kakovosti ima managerski kader. Zdraviliški turizem je v Sloveniji zelo pomembna turistična dejavnost, največ prenočitev turistov je v zdraviliških krajih. Razširjen je predvsem v zdraviliško turističnih središčih v občinah vzhodne Slovenije. Poleg programov zdravljenja in rehabilitacije se je v zadnjem desetletju zelo razširila dodatna ponudba (termalni zabaviščni kompleksi in storitve za dobro počutje). Namen raziskave je seznaniti se z glavnimi nalogami in kompetencami destinacijskega menedžmenta, ustrezni strukturi, ponudbi in dejavnostih destinacije, ki se iz destinacije v destinacijo razlikujejo. Ker se destinacije med sabo razlikujejo po več dejavnostih, je raziskava osredotočena na analiziranje dejavnostih destinacije v slovenski zdraviliški destinaciji. S pomočjo vprašalnikov ugotovimo, kako posamezni ponudniki ocenjujejo dejavnost destinacije, kako ocenjujejo razvitost kompetenc na ravni destinacijskega menedžmenta ter koliko sami prispevajo k razvoju le-teh. Iz analize rezultatov je razvidna razvitost

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kompetenc sodelovanja v destinaciji in prispevek posameznih organizacij. Rezultati analize kažejo, da so turistični ponudniki nadpovprečno zadovoljni z dejavniki destinacije, wellness in zdravstveno ponudbo v kraju, vendar podpovprečno zadovoljni s ponudbo izletov, zanimivostmi in kulturnimi dogodki v kraju. Zato ocenjujejo, da morajo podobo destinacije nadpovprečno oblikovati v svoji ponudbi. Prav tako sta razvoj in planiranje raziskovanja ter promocija lokalnega proizvoda na destinaciji ocenjena podpovprečno. Zelo slabo je ocenjeno sodelovanje v kraju in razvijanje dolgoročno usmerjene ponudbe – ki je ključna naloga destinacijskega menedžmenta in zagotavljanja trajnega razvoja destinacije. Od obsega sodelovanja med deležniki v kraju posebej pa med krajem, hoteli in destinacijskim menedžmentom je v veliki meri odvisen uspeh destinacije.

Ključne besede: razvoj, menedžment, turizem, destinacija, kompetence

Partnership for a long-term oriented tourism development

Abstract

The offer of various tourist products is fragmented and unrelated, in most places providers do not cooperate. Also in developed tourist destinations, hotels do not collaborate with other tourist providers. The tourist offer of tourist destinations is usually not diverse, rich and content meaningful and does not represent itself as a whole. Quality control is also very poor; the same goes with the development of a long-term oriented offer - which is a key task of destination management and ensures a sustainable quality development of the destination. Quality development of tourism is not possible without an effective policy for the development of human potential. New global trends in tourism focus at professional development of personnel and innovation of knowledge in tourism. It is necessary to acquire new knowledge, specialties and new competencies. A special role in the development and the quality has a managerial level. Spa and medical tourism is a very important tourist branch in Slovenia, with the largest number of overnight stays in medical resorts, expanded primarily in the municipalities of eastern Slovenia. In addition to the health treatment and rehabilitation programs, an additional offer expands over the last decade (thermal entertainment complexes and welfare services). The purpose of the research is to present the main tasks and competencies of destination management, the appropriate structure, the offer and the factors of the destination that differ from others. Since destinations differ

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among many factors, the study focuses on analyzing factors of the destination in the Slovenian market. With the help of questionnaires, we find out how individual providers assess the factors of destination, the development of competencies at the level of destination management and how much they contribute to development. The analysis of the results shows the development of competencies in the destination and the contribution of individual organizations. The results show that tourism providers are above average satisfied with the factors of destination, wellness, and healthcare services, but below the average satisfied with the offer of excursions, sightseeing and cultural events within the destination. Therefore, they estimate that the image of the destination must be included in their offer above average. In addition, research, as well as development and planning of research and promotion of a local product at the destination, are assessed below average. Cooperation among the key players in the area and development of a long-term oriented offer is very poor. Stated, as well as sustainable development of the destination are major key tasks of destination management. The success of the destination depends largely on the level of collaboration between the tourist key players in the area, and especially among the places, hotels and destination managers.

Keywords: development, management, tourism, destination, competence



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Odličnost v kakovosti izvajanja turističnih storitev skozi sporočilno moč kratkih pravil internih standardov v obliki akrostiha oz. mota, namenjenih zaposlenim

Povzetek

Vlogo stremjenja k doseganju odličnosti v kakovosti izvajanja turističnih storitev opravljajo in predstavljajo gostom zaposleni v turistično-gostinski dejavnosti. Zne hotelske verige svoje zaposlene nenehno usposabljaajo z namenom gostom ponuditi čim boljše storitve in nepozabna doživetja. Oblikovale so interne standarde mehke kakovosti in želenih odlik v storilnosti za gosta v kratkih pravilih z močnim sporočilom za doseganje in preseganje meja odličnosti. Sporočila, ki se uporabljajo na dnevni delovni sestankih, so v večini primerov strnjena v kratka in jedrnata sporočilna prepričanja in želene oblike vedenja v obliki akrostiha, kratkega mota ali standardov. V članku bo predstavljenih deset znanih in zelo učinkovitih internih standardov mehke kakovosti s sporočili, namenjenimi zaposlenim, ki jih uporabljajo znane hotelske verige oz. ponudniki turističnih storitev. Sporočila bomo vsebinsko analizirali ter ugotavljali njihovo sporočilno moč in praktičnost uporabe na vsakodnevnih delovnih sestankih in usposabljanjih. Kot zaključek bomo predstavili univerzalni slovenski sporočilni akrostih, namenjen turističnim delavcem, ki ga bodo lahko uporabljali pri svojem vsakodnevnem delu z gosti.

Ključne besede: kakovost v turizmu, odličnost storitev, mehki standardi kakovosti, gostova nepozabna doživetja, sporočilni akrostih, moto, zaposleni

Striving for excellence to achieve the quality of hospitality services through the message power of short rules of internal standards in the form of acrostics for employees

Abstract

Striving for Excellence to achieve the quality of hospitality services is the role that is maintained and displayed to the guests by the employees in the Hospitality and Tourism industry. Renowned hotel chains are constantly educating their employees in order to offer the guests the best possible services and unforgettable Experience. They have designed internal soft Quality Standards for desired qualities of guest services in the form of short rules that carry a strong message in order to achieve and extend the boundaries of Excellence. Messages used at daily operations meetings are in most cases summed up in short and concise beliefs and desired conduct in the forms of an acrostic, a short motto or standards. This article examines ten known and very effective internal soft Quality Standards that renowned hotel chains and service providers convey to their employees. The messages will be analysed by the content, and their message power and feasibility at daily operations meetings and trainings will be discussed. At the end, a universal Slovene acrostic will be presented, which the employees in the Hospitality and Tourism industry will be able to use at their daily work with guests.

Keywords: the quality in Hospitality and Tourism industry, Excellence of services, soft Quality Standards, unforgettable guest experience, acrostic, motto, employees



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Tourism – from theory to practice

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The role of sport-recreational activities in the creation of tourism satisfaction

Abstract

While the issue of tourist satisfaction has been studied in numerous studies in recent years, limited attention has been paid to the role of sports and recreational activities in determining the satisfaction of tourists. The reason for this may be the fact that sports and tourism professionals only recently realize the significant potential of sports tourism. Accordingly, this research will focus on the relationship between tourism and sports and recreational activity. In order to empirically examine this relationship, we use data from the Montenegrin survey called Guest Survey 2010. The main objective of the survey is to obtain representative view regarding tourist travel behaviour and satisfaction during their stay in Montenegro. Moreover, using regression analysis, we investigate whether sport-recreational activities (measured by two indicators: satisfaction with sports offer and satisfaction with health, spa and wellness offer) influence tourist satisfaction (measured by three indicators: overall impression of tourists from holiday in Montenegro; the return of tourists to Montenegro for a holiday in the next 3 years; recommendation of tourists to relatives and friends to come to Montenegro on vacation). The obtained results have several managerial implications for further development of tourism offer related to sport-recreational activities.

Keywords: *tourist satisfaction; sports and recreational activities: empirical analysis*



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Ključni vplivi na razvoj trajnostnega integrativnega medicinskega turizma z vidika tujih turistov

Povzetek

Trajnostni integrativni medicinski turizem predstavlja eno najbolj perspektivnih niš zdravstvenega turizma. V članku so predstavljeni ključni vplivi na razvoj trajnostnega integrativnega medicinskega turizma v Sloveniji z vidika tujih turistov in sicer vpliv uporabe storitev integrativne medicine, varnosti medicinskih turistov, kakovosti storitev in zaznane vrednosti storitev. Glavni namen tega dela je bil definirati ključne dejavnike razvoja trajnostnega integrativnega medicinskega turizma v Sloveniji na tuje turiste. Na osnovi pregleda strokovne literature in postavitve konceptualnega modela trajnostnega integrativnega medicinskega turizma, je bil v empiričnem delu postavljeni konceptualni model preverjen. Rezultati kažejo na dobro ujemanje končnega modela. Po ocenah tujih turistov k večjemu razvoju destinacije najbolj doprinese povečanje varnosti medicinskih turistov. Poleg tega na večji razvoj destinacije vpliva večja uporaba storitev integrativne medicine in povečanje zaznane vrednosti storitev. Najmanj po mnenju tujih turistov k večjemu razvoju destinacije doprinese povečanje kakovosti storitev. Študija zagotavlja osnovo za nadaljnji razvoj izvajalcev storitev trajnostnega integrativnega razvoja.

Ključne besede: trajnostni integrativni medicinski razvoj, kakovost storitev, zaznana vrednost storitev, uporaba storitev integrativne medicine, varnost turistov

Key influences on development of sustainable integrative medical tourism from foreign tourists' view

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Abstract

Sustainable integrative medical tourism represents one of the most prospective niches of health tourism. This study presents key influences on development of sustainable integrative medical tourism in Slovenia from foreign tourists' view, more precisely influence of usage of integrative medicine services, security of medical tourists, quality of services and perceived value of services. The main objective of this research was to define key factors of development of sustainable integrative medical tourism in Slovenia for foreign tourists. Based on overview of literature is set up the conceptual model of sustainable integrative medical tourism which was verified in empirical part. Results show good matching of final model. Based on foreign tourists' opinions the largest contribution to development of destination is increase of security of medical tourists. Additionally to larger development of the destination also contributes larger use of integrative medicine services and increase of perceived value of services. According to foreign tourists' opinions is increase in quality of services the least contributing to larger development of destination. This study provides a basis for providers of sustainable integrative medical tourism for future development.

Keywords: sustainable integrative medical tourism, quality of services, perceived value of services, usage of integrative medicine, security of tourists



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Mnenja udeležencev prireditvev o nalogah in pooblastilih policije

Povzetek

Konec februarja 2017 so bile sprejete spremembe in dopolnitve Zakona o nalogah in pooblastilih policije (ZNPPOL-A), ki so prinesle na področje varnosti prireditvev mnoge novitete in dopolnitve obstoječih aktivnosti prireditvev. V prispevku je predstavljeno področje varnosti na področju prireditvev, Zakon o nalogah in pooblastilih policije ter spremembe in

dopolnitve zakona. Podan je pogled in primerjava mnenj udeležencev športnih in glasbenih prireditev glede novosti zakona. Namen prispevka je bil proučiti vidik udeležencev športnih in glasbenih prireditev med prebivalci s stalnim in začasnim prebivališčem v Mestni občini Ljubljana glede novosti v Zakonu o spremembah in dopolnitvah Zakona o nalogah in pooblastilih policije, ki so povezane s prireditvami. Raziskava, ki je bila izvedena po sprejetju zakona, je pokazala na enako mnenje glede novosti zakona med udeleženci športnih in glasbenih prireditev ter, da se večina udeležencev športnih prireditev in večina udeležencev glasbenih prireditev strinja s sprejetimi pooblastili in nalogami policije v povezavi s prireditvami.

Ključne besede: ZNPPOL-A, policija, varnost, športne prireditve, glasbene prireditve

Event attendees' opinions about police tasks and powers

Abstract

At the end of February 2017 changes and completions of Police tasks and powers act were accepted which brought numerous novelties and completitons of existing activities of events on the area of security of the events. In this paper is presented area of security on events and Police Tasks And Powers Act (ZNPPOL-A) and changes and completitions of the act. Given is the view and comparison of opinions of attendees of sport and music events about novelites of the act. Purpose of the paper is to study aspect of attendees of sport and music events amongst permanent and temporary residents in City Municipality of Ljubljana about novelties and changes in Police Tasks And Powers Act that are connected with events. Research, which was made after the act was confirmed, shows that attendees of music and attendees of sport events have same opinion about the act and that the majority of them accepts the changes in the act.

Keywords: ZNPPOL-A, police, security, sport events, music events



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Tourism – from theory to practice

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Identifying actions for sustainable rural tourism development: the case of Montenegro

Abstract

Rural tourism is one of the tourism sectors which relies the most to the principles of sustainability, development and preservation. Tourists seek to immerse into authentic rural environment and experiences and engage in the rural life, culture and activities. It is the emotional type of tourism committed to the long term relationship between the tourism sector and the local communities. Over the last years, the focus in this area was on developing agro-tourism which refers to the set of activities involving agriculture carried out in rural areas in groups or individually. While countries such as Italy or France have a long tradition of agriculture and agro-tourism, rural areas in transitional societies of Central and Eastern Europe are increasingly falling into decay. In Montenegro, agro-tourism is underdeveloped although both policy makers and academics recognized there is a potential for developing these activities, especially in northern rural areas of the country. Therefore, the main objective of this research is to analyse the relevant policy papers and the ethnographic research in order to identify the most important aspects in which agriculture and rural development can contribute to Montenegrin economy and society. Our analysis concludes that clearly defined organisation and management structure that will afford the individual stakeholders to establish better co-operation and co-ordination of activities is one of the pre-requisites of the sustainable development of the destination. It includes careful design of

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organizational structures, development of leadership and management capacities, trainings for stakeholders and management of their participation, quality standardization, environmental impact tracing, certification, etc.

Keywords: rural tourism; sustainability; rural development; tourism; strategy; stakeholders; Montenegro



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Prisotnost napitnin v Sloveniji

Povzetek

Cilj raziskave je bil ponoviti predhodno že izvedeno raziskavo in ugotoviti, ali so se napitnine v Sloveniji v primerjavi z obdobjem pred gospodarsko krizo kaj spremenile. Raziskava temelji na prostovoljnem vključevanju anketirancev preko socialnega omrežja. Natančneje se je raziskava osredotočila na ugotavljanje: (a) odnosa Slovencev do napitnin, (b) pogostosti in zneska danih napitnin, (c) porazdelitve dajanja napitnin pri različnih poklicih in storitvah, in sicer za kateri profil je prejemanje napitnin najbolj verjetno. Empirični del članka opisuje in analizira rezultate kvantitativne raziskave o odnosu in vedenju, povezanim z dajanjem napitnin. Raziskava je bila izvedena na ustreznem vzorcu 457-ih sodelujočih Slovencev. Poleg demografskih podatkov (starost, spol, izobrazba, status, bruto dohodek na mesec in geografska umeščenost) je vprašalnik obsegal 3 sklope vprašanj: (1) kako pogosto in komu (profil osebj) so napitnine dane, (2) kaj vpliva na višino dane napitnine, vpliv načina plačila ter spola osebj na dano napitnino, in (3) kolikšen odstotek vrednosti računa predstavlja napitnina ter kakšna je njena absolutna vrednost. Nadgradnja raziskave pa je potekala v smeri preverjanja raziskovalnega vprašanja, in sicer ali se je kultura dajanja napitnine v zadnjih 10-ih letih v Sloveniji kaj spremenila? Ključne ugotovitve so sledeče: (1) napitnine so največkrat dane/prejete v gostinstvu in frizerskih salonih; (2) velika večina anketirancev daje napitnine v višini do 4,80 %

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vrednosti računa ali do 2,48 EUR; (3) napitnine so se v zadnjem obdobju povišale, tako v relativnem kot tudi absolutnem smislu.

Ključne besede: napitnina, stranka, Slovenija

Tipping in Slovenia

Abstract

This study aims to develop and test a service-based demographic framework for tipping habits in Slovenia. Specifically, this research aimed to find out (a) the attitudes of Slovenians towards tipping, (b) the frequency and the amount of given tips, (c) the dispersion of tipping across various professions and services – who is most likely to receive tips? The empirical part of this article describes and discusses the results of the quantitative survey of the attitudes and behaviours regarding tipping, which was implemented on a convenient sample of 457 Slovenians. In addition to demographic data (age, gender, education, status, gross income per month and geographical settlement) the questionnaire consisted of three sets of questions: (1) how frequently the tips are being given and also to whom (personnel profile), (2) what affects the amount of the tip, the effects of manner of payment and gender of the personnel on the given tip, and (3) what percentage of the bill the tip represents and what is its absolute value. The research was upgraded in the direction of verifying the following research question: Has the culture of giving tips in Slovenia in the last 10 years changed? Key findings are: (1) tips are most often given to food-service providers and hairdressing business; (2) the vast majority of respondents give tips up to 4.80 % of the bill value or up to 2.48 EUR; (3) tips have increased in the last period in both – relative as well as in absolute terms.

Keywords: tipping, customer, Slovenia



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Analiza in možnosti za razvoj novih turističnih produktov v Sevnici

Povzetek

Članek obravnava predstavitev obstoječe in nove turistične ponudbe v Sevnici. Turistična ponudba se je razvila na osnovi naravnih, kulturnih in zgodovinskih danosti v preteklosti in na novo ustvarjenih zanimivih in raznolikih turističnih produktov, ki so se razvili v zadnjem letu v Sevnici. Producenti novih turističnih produktov so zelo domiselno raznoliko ponudbo organizirali pod atraktivno enovito blagovno znamko. Nove turistične produkte so razvili iz vseh lokalnih danosti. Raziskava pokaže, da se je obisk turistov v zadnjem času zelo povečal zaradi dejstva, da je postala Slovenija s Sevnico zanimiva turistična destinacija za potencialne turiste iz celega sveta, ker je to rojstni kraj prve ameriške dame. V času kampanje za predsednika Združenih držav Amerike se je poleg dnevnih obiskov povečal tudi obseg prenočitev v Sevnici. V nadaljevanju so predstavljene še možnosti za organizacijo novih dodatnih turističnih produktov v prihodnosti. Po pregledu obstoječih turističnih produktov in potencialnih možnosti za organiziranje nove ponudbe bodo podane možnosti, da Sevnica s širšo regijo konkurira za novo slovensko Eden destinacijo.

Ključne besede: turistični produkti, novi turistični produkti, blagovna znamka, Sevnica

Analysis and possibilities for the development of new tourist products in Sevnica

Abstract

The article discusses about the previous, present and new tourist offer in Sevnica. It has been developed on the basis of natural, cultural and historical benefits of the past and recently created different interesting products for tourists. Very imaginative and diverse offer of new tourist products has been organized under an attractive common brand. All new products for touristic offer were developed on the local goods basis. The survey shows that the number of tourists in Sevnica has increased significantly in the last decade, which was caused by the fact that Slovenia

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with Sevnica as a first lady birthplace became an interesting tourist destination for tourists from all over the world. During the last campaign for the President of the United States of America increased the number of daily visits and also the number of overnight stays in Sevnica. Possibilities for organizing new additional tourist products in the future are also presented. An overview of existing tourist products and potential opportunities for organizing a new offer are followed by highlighting the possibilities for Sevnica and its region to become a new Eden destination in Slovenia.

Keywords: product for tourists, new tourist products, trade brand, Sevnica



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E-marketing activities within small and family hotels: the case of Croatia

Abstract

There is a significant growth of small and family hotels in the Republic of Croatia in the past few years, mainly governed by families. Those small and family hotels have many benefits like flexibility in doing business, fast adoption to the market, the quality of the guest service to the individuals, which are not the characteristics of large and medium-sized hotels. Tourist's desires are more demanding and mainly they are looking for tailored offers, created to close fitting their needs. One of the main benefits is more affordable, simpler and cheaper way of advertising over the Internet. E-marketing activities are very important. Thanks to the rapid development of technology and the information availability on many social networks, small and family hotel owners with modest budget, and with the

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necessary and satisfactory logistics, have the opportunity to maximize their full capacity and capabilities and advertise through multiple distribution channels. Thanks to the growth of the popularity of social networks, they are one of the most powerful tools for promoting and enhancing business on the Internet. When designing and choosing a marketing strategy, there should be very careful because they may have a negative effect. Furthermore, every approach to advertising has to be well elaborated and designed beforehand, supported by the necessary logistics because it can have a decisive decision on the small and family hotels. E-marketing activities are powerful tool and channel through which hotels could communicate to the market. They are of crucial importance for small and family hotels because the facility can "knock" or "drag it high among the stars". This scientific paper refers to research and market analysis of small and family hotels. Furthermore, it will investigate the gained data related to the benefits, usage, importance and purpose of e-marketing activities for small and family hotels. Data from 39 small hotels are analysed and directly addressed to the responsible persons by e-mail address and based on a questionnaire composed by the authors. It gives an insight into the significance and importance of creating and maintaining a small and family hotel websites, the relevance of individual social networks and online agencies, building up for online promotion and business organization. Also, it will show different forms and ways of communicating with existing and potential users of hotel services, high quality and adequate information and the ability to collect feedback for the purpose of increasing the quality and eliminating possible risks, with the aim of greater satisfaction of guests' preferences and the indigenous offer of a particular small and family hotel.

Keywords: e-marketing, advertising, small and family hotels, tourist, Croatia, Internet



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Modern trends reshaping hotel industry

Abstract

In recent decade people are facing increased global popularity usage of mobile devices in everyday life. It has drastically changed the way people are traveling, arrange and book their trips. Internet has become more available to general public in terms of costs and accessibility. It is used either for browsing, online payments, online orders and purchases, checking e-mails or just simple usage of social media. This trend, which predicted to grow, is forcing any kind of industry competitors to provide their audience with satisfactory mobile experience. With the rise of consumer adoption of mobile devices, companies are forced to adopt this kind of technologies too. Due to the increased usage of mobile devices and consumer preferences for mobile applications, businesses have to use them as part of business strategy. Travelers now use mobile devices to be even more mobile. Development of mobile apps increased usage of social media, news pages and mail applications for every day work. It is important to mention smart tourism and intelligent tourism as a new concept of mobile technologies integration. Tourism is information based industry where in 21 century consumers want to be informed before, during and after a trip. Nowadays when customers expect to browse, order and pay, by their mobile devices, hospitality industry has to adjust and develop their business and technological infrastructure in order to be competitive. This paper is focused on hospitality industry, specifically hotels and their adoption on this trend.

Keywords: tourism, hospitality, mobile commerce, Internet



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Development of sustainable rural tourism in underdeveloped regions of Montenegro

Abstract

Montenegro is a small south-eastern European country located at the Adriatic coast of the Balkan Peninsula. Geographically, it could be divided into coastal, central and northern region, while floral-faunal diversity makes it an important gem on the world map. Due to its diverse mountainous and coastal terrain and landscape, the number of lakes and national parks, Montenegro holds potential for developing numerous tourism types: rural, coastal and mountainous. Additionally, Montenegro is a newly established country, which gained independence only a little over than a decade ago, and as an EU candidate is hence under structural and developmental processes: sociologically and politically, as well as undergoing an overall societal and infrastructural modernisation. However, in spite of its preserved environment, significant diversity in a relatively small area and immense cultural heritage, its continental, central and northern part are still highly underdeveloped. This paper emerged from the idea that Montenegro has a great potential for developing sustainable rural tourism. Researches in the past and current strategic urban development documents have not tackled the issue appropriately. Considering natural and geographical characteristics of the region, rich cultural and historic heritage, sociological factors, societal integrations, ethnic interaction and lifestyle in the area, the paper analyses the development of potential touristic regions in Montenegro. The research was carried out on continental area of Montenegro, with the aim to determine if there is an opportunity to develop sustainable rural tourism in underdeveloped regions of Montenegro and what are its chances. This paper is based on the comparative analysis of the domestic and foreign literature on the contemporary tourism development, rural tourism, as well as electronic, legal and expert documents. We used long-term, descriptive, inductive methods and generalisation and synthetic deduction. A questionnaire has been devised for empirical part of this work. Experimental section of the paper indicates

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what is necessary to design strategic norms and plans to increase revitalisation of rural areas, decrease depopulation and prevent emigration. Such actions require radical downsizing in developmental inequalities of continental and coastal areas that would bring about solid ground for unified development of tourism in Montenegro. Conclusion indicates that Montenegro has still not quantitatively nor qualitatively investigated nor designed a concept of touristic development of its central and northern region after decades-long neglect. There lies an opportunity to develop selective types of tourism, i.e. contemporary touristic offer in central and northern region.

Keywords: Montenegro, rural tourism, sustainable tourism, touristic development, underdeveloped regions



