

UNIVERSITY OF TOURISM AND MANAGEMENT
SKOPJE

2nd BIENNIAL
INTERNATIONAL SCIENTIFIC CONGRESS

***THE INFLUENCE OF TOURISM
ON ECONOMIC DEVELOPMENT***

*April 27-29, 2011
Skopje, Macedonia*



**UNIVERSITY OF TOURISM AND
MANAGEMENT, member of**

UNWTO





Dear Ladies and Gentlemen,

It is great honor and pleasure to welcome you at the Second International Congress, Biennale with the theme: “The influence of tourism on economic development”. The Congress is organized by the University of Tourism and Management in Skopje which permanently monitors the educational, scientific and economic trends in developed economies in Europe and worldwide in order to create and implement innovations which will bring us closer to the standards of the European Union.

I am convinced that each and every one of us presentation will give an exceptionally high contribution to exchange information on the current scientific thoughts about tourism and sharing of ideas. At the congress the best practices about enhancing the business climate in the region and wider will be presented. At the same time you will have the opportunity to establish business contacts with prominent leaders in the field of tourism and management.

Welcome to Skopje! I wish you all the success in work!

**Chancellor
Prof. Ace Milenkovski PhD**



UNIVERSITY OF TOURISM AND MANAGEMENT IN SKOPJE

The University of Tourism and Management in Skopje is a private university accredited in 2006 by the Ministry of Education and Science in the Republic of Macedonia.

The University is managed by the Chancellor Prof. Ace Milenkovski PhD. The University has a competent teaching staff, the most sophisticated technical, material and spatial resources. The design of the mission and vision is compatible with the world trends to ensure total management quality.

University of Tourism and Management in Skopje organizes first cycle of Undergraduate studies, the second cycle of Master Studies while the third cycle of Doctoral studies is in process of accreditation. Within the University exist and function the Faculty of Tourism, the Faculty of International Marketing Management, Faculty of Human Resources Management, Faculty of Economics, Faculty of Public Relations, Faculty of Sports Tourism, and Faculty of Entrepreneurial Business. The lectures at the faculty are conducted according to the principles of Bologna declaration with the explicit application of the methodology of the European Credit Transfer System, supported by computer software that is aimed at efficient and effective communication of stakeholders, access to information and objectivity in measuring the quality of the teaching process and the final solutions. The priority in permanently monitoring, implementing and evaluating the process and results is the direction of the University to create an effective interaction of students and teachers in order to acquire competencies, i.e. applicable knowledge according to the standards of the universities in Europe and the world. The multidisciplinary approach is a sign of the teaching process for acquiring theoretical knowledge which are assessed through the mandatory realization of the internship in reputable institutions in the country and abroad. After completing the studies, the students are trained for the competitiveness in the labor market.

An integral part of the University is the FTS travel, travel agency, managed by graduates who are leaders in creating the internship. The scientific and research activity is noted by the intensive production of the university textbooks and scientific papers, publications and a magazine which is published annually.

International collaboration is accomplished through participation in scientific congresses, symposiums and signing collaboration memorandums with renowned universities in Europe and beyond.

Meeting & Workshop Program

26 April

20.00-22.00 TASTING MACEDONIA: Welcome Cocktail for participants on Skopje Travel Market and Congress (Place: HQ Era- Skopje Fair)

Meeting & Workshop Program - I day

27 April

09.30-10.30 Arrival of participants and registration for the Congress (Business Hall, Skopje Fair)

11:00-11:30 Opening of the Tourism Fair Skopje Travel Market 2011 and The Second International Scientific Congress biennale *Impact of tourism on economic development* (Skopje Fair, Metropolis Palace)
Mr. Havier Blanco UNWTO, Chancellor of UTMS Prof. Ace Milenkovski, Ph.D, Representative of Skopje Fair

11:30-12:30 Touring the stands

13:00-15:00 Plenary Session

15:00-16:00 Cocktail (for registered participants of the Congress)

16:00-16.45 Transportation of the participants to the UTMS

17.00-20.00 Work in Sections (UTMS-Annex 1)

20:30 Gala Dinner in a Macedonian National restaurant

Meeting & Workshop Program - II day

28 April

10:30-12:30 **Plenary Session with Round Table: Tourism development in Programs of Political Parties in Macedonia and Presentations of Participants (Moderator Prof. Gorgi Spasov, Ph.D)**

13:00-14:00 Cocktail in Winery of Skopje Fair

14:30-16:00 Promotion of the book: "Geography of the Republic of Macedonia". - **Prof. Alexander Stojmilov PhD**
(Promoters: Prof. Ace Milenkovski Ph.D, Prof. M. Budinovski Ph.D UTMS)

Promotion of the book "Methods of scientific research"-
Prof Zoran Ivanovic PhD
(Promoters: Prof. T. Kralev Ph.D, Prof. Slobodan Ivanovic UTMS)

18:00-20:00 **Promotion of Graduated Students of master studies of UTMS**

20.00-21.00 **Plenary Acquisition of the Conclusions and Closing Ceremony of The Congress**
- **Promotion Dr. Honoris Causa Mr. Javier Blanco**
- **Promotion Dr Honoris Causa Mr. Vanja Bitoljanu**
- **Promotion Professor Emeritus Mr. Murat Murati, Ph.D**

21:00 Cocktail for the participants of the congress and graduated at UTMS

Conference Evaluation Form

Please help us to evaluate the conference
by completing this form and returning it to the box at the registration desk

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1. What type of organization do you work in?

- University
- Government
- Hotel
- Travel agency
- Others _____

2. How did you find out about the conference?

- Web site of UTMS
- Info on the mail / Registration brochure
- Referral
- Other _____

3. Please rate the conference in general terms

	Excellent	Good	Poor	N/A
Valuable opportunity to share information and network	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Registration and promotional information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Conference program	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Conference location & meeting rooms information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall conference organization	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality of food and beverages at all conference events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Atmosphere	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Getting new ideas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Comments:

4. Please rate the conference facilities

	Excellent	Good	Poor	N/A
Plenary room	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sessions room	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Meal room	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Exhibitors area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Comments:

5. What were some of your favorite things about the conference?
a.
b.
c.

6. Workshop evaluation

Workshop Title : _____

Content	Excellent	Good	Poor	N/A
Covered Useful Material	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Practical to My Needs and Interests	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Well Organized	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Effective Activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Useful Visual Aids and Handouts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
How could this workshop be improved?				

7. Future conferences

a. How often would you prefer a Conference to be held?

- Annually Every two years Every three years

b. When would you prefer a Conference to be held?

- Spring (Mar-Jun) Summer (July-Sep) Fall (Oct-Dec) Winter (Jan-Feb)

c. Would you plan on attending again?

- Yes, I hope so No, probably not

Do you have any recommendations of feedback for us in order to improve future conference?

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Contact details (optional- we may wish to contact you to discuss your comments)

Name:		Organization:	
Phone:		Email:	

THANK YOU FOR FILLING IN THIS FORM!

ANEX I

27 April

17.00-20.00 Work in Sections (UTMS-Annex 1)

Workshop Description

Section A: E-TOURISM

Information and Communication Technologies are leading structural changes in the tourism industry. They generate suitable conditions for the emergence of a new range of promotion and distribution channels in the industry. The rapid development of computers, management software applications and excellent communications networks have improved inter and intra organisational communication, as well as consumer accessibility. During the last decades, further advances in Information and Communication Technologies have been creating new challenges and opportunities in the industry. The Internet has already become the number one source of information for choosing or planning a vacation. The ultimate aim of this section is the latest achievements in the field of e-tourism.

Section B: MARKETING AND PUBLIC RELATIONS IN TOURISM AND HOSPITALITY MANAGEMENT

Nowadays the tourism industry is a wide area with strong development and work potential for the public relations and marketing. The Republic of Macedonia has "a rich tourism offer" but the marketing and PR strategy for this field is not developed enough. In the past there was an opinion that all we have to do to attract guests; today the objective is to keep them. That is the main reason why this department will be focused on elaboration of theoretical and practical knowledge and experiences of public relations and marketing in tourism on one side and attempt to locate the methods and ways of building more efficient, mutually useful relations between the parties in the overall tourism turnover and the wider public on the other side. The objective is to stimulate the processes of development of real synergy between the tourism and public relations and marketing in the global tourism offer and particularly in the Republic of Macedonia.

Section C: MANAGERIAL ECONOMICS AND TOURISM

Within the world globalization defining, existence and implementation of tourism development strategy is necessary. The tourism development strategy refers to achieving the objectives, of current to future achievements and therefore applying them to different organizational levels: national, regional and local.

That is one of the objectives of the managerial economics department and tourism-strategic management as a moving force in the tourism industry. Presented papers should give an emphasis on practical application, regardless of the entities affected by tourism development: domestic tourism entities of foreign investors that inject funds for tourism development.

The geographical position of the Republic of Macedonia and the numerous offers for hotel accommodation for tourists in transit is part of the economic aspect and economic impact in managerial economics and tourism department.

The conclusions of the presented papers on the economic effect of tourism can be used to promote the country and its competitive advantage.

We expect the scientific papers to cover the investment in tourism to provide valid arguments to encourage this industry and to ensure a profit.

Section D: TOURISM AND SPORTS TOURISM

Tourism and sport, the phenomena of the 21st century which overwhelm the world in different ways, forms and contents with a large number of tourists and tourists in the field of sports tourism. They are crucial nowadays, and they appear in new forms and it is difficult to monitor them if there are no scientific conferences where innovations can be presented and experts will exchange ideas and discuss scientific issues. The calendar of 2011 is filled with international conferences, congresses and scientific encounters on tourism and sport. At the Congress, papers are expected on different types of tourism and sports tourism such as: spa tourism, health tourism, wine tourism, film tourism, winter and summer sport tourism, cultural manifestations, sport competitions and sport manifestations which will be an incentive for the development of tourism and sports tourism in the Republic of Macedonia.

Section E: RELIGIOUS TOURISM

Religious tourism is one of the most mass forms of the overall tourism turnover worldwide and takes part with 15-20%. It is generally known that our country has sacred buildings with great historical and architectural value but all of these buildings have not been promoted enough. A real strategy has not been made and it has not been defined clearly by the communions whether they want to promote these sacred buildings and whether they should be put in the tourism offer of our country. The aim of the religious tourism department is through the presented papers to see the experiences and thinking about putting the religious and spiritual heritage in operation of the tourism in the Republic of Macedonia.

Section F: ENTREPRENEURSHIP AND HUMAN RESOURCE MANAGEMENT IN THE TOURISM INDUSTRY AND HOSPITALITY

The place and role of tourism today are determined by its significance in the economy worldwide. The resources which are implemented in the manufacturing process in every organization have increased the significance and primacy of the human resources. Quality staff is a passport to success for every organization including the tourism organization. The skill of entrepreneurial ventures which are characteristic for the braver and more innovative part of the human resources is a competency which is necessary for the modern tourism market.

This is the main reason to encourage you to give your contribution to this international manifestation by expressing your ideas, your research results, conclusions and knowledge confirmed by experience. Having in mind that this section arouses great interest we are sure that your inputs in the discussions and presentations will be intercrossed with the inputs of other participants. Benefits which are expected from our mutual work will be welcomed for all the participants.

Section G: OCCUPATIONAL SAFETY AND HEALTH IN TOURISM

The aim of this section is not the value of the tourism for the economy of any country. We will try to present the conditions in which the tourist workers provide their services to the clients. It is important to mention that in the Law for Occupational Safety and Health at Work (of. Gazette of RM no. 92/07) is mentioned that "The articles from this law are obliged in all sectors, public and private". The employer is responsible for providing safe working conditions. The fact that in the tourism we are discussing for the Safety also for the clients and customers, not only the employees, makes this sector especially interesting. There are internationally certified standards that deal with Occupational Safety and Health including the safety of clients. The implementation of these standards will increase the level of services, publicity and the image of the companies that offer services in the field of tourism.

Section H: HOSPITALITY MANAGEMENT

Tourism is a leading global industry, and hotel management is its most significant branch. Its core business is providing services in accommodation, food and beverages, recreation of visitors, business guests, and the local population.

There are 255 million people employed in the tourism industry and most of them are employed in the hotel management. Beside the fact that the tourism is a sector which mostly provides work and generates new job positions for other sectors such as, building industry, agriculture, trade, transport etc.

The hotel management department has a task to detect the problems in the hotel management in the Republic of Macedonia from scientific aspect and to find the method to overcome them. For that purpose after the presentation of research papers, conclusions will be proposed that will be submitted to the appropriate institutions responsible for the tourism development in the Republic of Macedonia in the function of modern development in hotel management'

Therefore, the significance of tourism, and particularly the hotel management, the commission of hotel management will undertake all necessary activities for successful work.

LIST OF PRESENTERS ON SECTIONS

MARKETING AND PUBLIC RELATIONS IN TOURISM AND HOSPITALITY MANAGEMENT (UTMS 102)

1. Slobodan Ivanović, Associate professor, Krešimir Mikinac, mag.oec., Luka Perman, mag.oec. - **BUSINESS PHILOSOPHY AND IMPLEMENTATION OF CRM APPLICATIONS IN TOURISM AND HOSPITALITY - Faculty of Tourism and Hospitality Management Opatija**
2. Ana Vizjak, Ph.D, Romina Alkier Radnić, Ph.D, Daniela Gračan, Ph.D, **RELATIONS BETWEEN TOURISM SERVICE PROVIDERS' AND USERS' FAMILIES IN INTERNATIONAL TOURISM MARKET - Faculty of Tourism and Hospitality Management Opatija**
3. Tatjana Stanovčić, Ph.D, Marija Ivanović, assistant, **THE IMPORTANCE OF TOURISM TO GDP IN MONTENEGRO - Faculty of tourism and hotel management, Kotor**
4. Elenica Sofijanova, Ph.D., Tamara Jovanov Marjanova, M.Sc., Teaching Assistant, Petar Kletnikoski, M.Sc., Teaching Assistant, **MARKETING STRATEGY – A STRONG BASE FOR TOURISM GROWTH AND DEVELOPMENT: A CASE STUDY ANALYSIS – REPUBLIC OF MACEDONIA - University “Goce Delcev” – Shtip**
5. Ph.D Assistant Professor Suzana Djamtovska – Zdravkovska, **INTERNAL COMMUNICATION AS A PRECONDITION FOR SUCCESSFUL MANAGEMENT, University of Tourism and Management – Skopje**
6. Vasil STAMBOLISKI, Msc, Radmil POLENAKOVIC, Ph.D, **HOW TO ORGANISE TEAMS IN ORDER TO ENSURE SUCCESSFUL CUSTOMER RELATIONSHIP MANAGEMENT SYSTEM?, Euroimpex DOO Skopje Mechanical Faculty Skopje**
7. Renata Stoilkovska, postgraduate student, **STAFF RECRUITMENT AND SELECTION IN THE MARKETING SECTOR, University of Tourism and Management in Skopje**
8. Katerina Vidova, MA, Lecturer of English Language, **ANALYZING THE TOURSIM DISCOURSE IN TRAVEL GUIDES IN ENGLISH ABOUT MACEDONIA AND SKOPJE, University of Tourism and Management in Skopje**

MANAGERIAL ECONOMICS AND TOURISM (UTMS 102)

1. Branislav Rabotić, PhD, Lecturer The College of Tourism – Belgrade, **AMERICAN TOURISTS' PERCEPTIONS OF TOURIST GUIDES IN BELGRADE**
2. Zoran Ivanovski, Ph.D., Full Professor, UTMS, **CURRENT ECONOMIC CRISES AND CHALLENGES FOR INVESTMENTS IN MACEDONIAN ECONOMY**
3. Goce Presparovski , Master study University of Truism and Management Skopje, **ENTERPRISE RISK MANAGEMENT**
4. Boban Kitanovik, University of tourism and management-Skopje, **FINANCIAL SYSTEM AND CRISIS IN GLOBAL ECONOMY AND TOURISM**
5. Violeta Spaseska – Kitanovic, M-r of Economy **University of tourism and management – Skopje, INTERNATIONAL MONETARY FUND AS A CREATOR OF THE GLOBAL FINANCIAL SYSTEM AND TOURISM**
6. Nadica Ivanovska, MSc, Central Cooperative Bank , Zoran Ivanovski, Ph.D, Full Professor, UTMS, **MACEDONIAN STOCK EXCHANGE: DEVELOPMENT OF INVESTMENT BANKING - OPPORTUNITY FOR LARGER INVESTMENTS IN NATIONAL ECONOMY**
7. Bojana Trajanovska, AD Stopanska banka, Skopje, **MANAGERIAL ECONOMICS AND TURISM**
8. Prof. Saso Kozuharov, PhD., Full Professor, University of Tourism and Management-Skopje **MEZZO ECONOMICS**
9. Mirna Mircevska, Master study, University of Truism and management Skopje, **QUALITY MANAGEMENT IN THE HOTEL INDUSTRY**

- 10. Hristina Tarabunova**, Master study University of Tourism and management Skopje, **THE INFLUENCE OF TOURISM TO THE ECONOMY DEVELOPMENT IN THE REPUBLIC OF MACEDONIA**
- 11. Veneta Hristova**, Ph.D., Associate Professor, Tsenov Academy of Economics - Svishtov, Bulgaria, **Petia Ivanova**, Ph.D., Associate Professor, Tsenov Academy of Economics - Svishtov, Bulgaria, **THE TOURISM CLUSTERS IN BULGARIA – PROBLEMS AND PERSPECTIVES**
- 12. Eli Damjanoska**, postgraduate student of economics, University of Tourism and Management, Skopje, **UNIFYING THE ACCOUNTING SYSTEM THROUGH THE INTRODUCTION OF IAS**
- 13. Nikola Cuculeski**, MBA University American College Skopje, **THE NEED OF MARKETING STRATEGY IN TOURISM FOR ECONOMIC DEVELOPMENT**
- 14. Aleksandra Kekenovska**, Stopanska banka AD Skopje, **MOVING TRENDS WITHIN TOURISM AND DEVELOPMENT, PROMOTION AND ATTRACTING FOREIGN DIRECT INVESTMENTS IN TRANSITION COUNTRIES WITH SPECIAL REFERENCE TO MACEDONIA**

TOURISM AND SPORTS TOURISM (UTMS 101)

- 1. Mijalce Gjorgievski** Ph.D Assistant professor, **ANALYSIS OF THE DEMOGRAPHIC POTENTIAL IN FUNCTION OF TOURISM** - University of Tourism and Management Skopje
- 2. Mijajlo Budinoski**, PhD Full Time Professor, **OPPORTUNITY FOR INCREASING REVENUE IN TOURISM WITH OPTIMAL STRUCTURE OF THE TOURISM OFFER**-University of tourism and management in Skopje
- 3. Snežana Štetić** PhD- full professor, College of Tourism, Belgrade, **Dario Šimičević**, lecturer-College of Tourism, Belgrade, **Sara Stanić** M.A. teaching Associate-Faculty of Geography, University of Belgrade, **SAME-DAY TRIPS - A CHANCE OF URBAN DESTINATION DEVELOPMENT**
- 4. Saša Kicošev**, PhD, **Almazaga Čatović** dipl. Oecc Turistička zajednica Tuzlanskog kantona, **NEW TOURISM PRODUCTS IN ORDER TO DEVELOP TOURISM IN TUZLA CANTON**
- 6. Aleksandra Prodanović**, Ph.D Student, Faculty of Sciences, Novi Sad, **Srđan Egić**, Ph.D, Assistant Educons University – Sremska Kamenica **-ADVANTAGES AND DISADVANTAGES OF THE ORGANIZATION OF TOURIST EVENTS IN LESS DEVELOPED AREAS**
- 7. Duško Jovanović**, president of Vojvodina Angling ASS, - Novi Sad, R Serbia, **Ljiljana Budakov**, Ph.D, Assistant Professor Educons University, Faculty of Environmental Governance and Corporate Responsibility - R Serbia, **Branko Miljanović**, Ph.D Assistant Professor, University of Novi Sad, Faculty of Sciences - R Serbia, **Snežana Štrbac**, Msc. Teaching Assistant, Educons University, Faculty of Environmental Governance and Corporate Responsibility - R Serbia, **Marjana Gavrilovic**, Msc. Teaching Assistant, Educons University, Faculty of Environmental Governance and Corporate Responsibility - R Serbia - **AQUA CAMP BORKOVAC, SERBIA**
- 8. Marjan Malcev**, Ph.D, **PHYUSICAL EDUCATION AND SPORT TURISM** -University “St.Kiril i Metodij” – Skopje, R.Macedonia, Pedagogical faculty “St. Kliment Ohridski” – Skopje, R.Macedonia
- 9. Zlatko Jakovlev**, Ph.D, Associate Professor, University Goce Gelchev – Stip, Faculty of tourism and Business logistic, Gevgelia, Republic of Macedonia, **Cane Koteski**, Ph.D, Associate Professor, University Goce Gelchev – Stip, Faculty of tourism and Business logistic, Gevgelia, Republic of Macedonia, **Tanja Angelkova**, MSc, University Goce Gelchev – Stip, Faculty of tourism and Business logistic, Gevgelia, Republic of Macedonia, **Elizabeta Mitreva**, Ph.D, University Goce Gelchev – Stip, Faculty of Technology, Probistip, Republic of Macedonia, **Kristian Djambazoski**, Ph.D Hotel Ambassador, Pirinska str.,38, 1000 Skopje, Republic of Macedonia - **Sports - recreation animation factor for tourism development**
- 10. Mijalce Gjorgievski** Ph.D Assistant professor, University of Tourism and Management Skopje, **Sinolicka Melles Trpkova** Mgr, Assistant professor, Faculty of Drama arts Skopje - **MOVIE INDUCED TOURISM – A NEW TOURISM PHENOMENON**

11. **Zivko Ramov** , University „ Goce Delcev,, Stip, Military academy ,Gen.Mihajlo Apostolski,, Skopje¹R.Macedonia, **Elizabeta Popova Ramova**² **Ph.D**, University „St. Kliment Ohridski,,Bitola² R. Macedonia - **TOURISAM LIKE A SECOND CARIERE FOR VETERANS FROM LOGISTIC DUTY**
12. **Maja Novak-Cerepnalkovska**, **Mr.Sc.** ,**URBAN WINE ROUTE - REAL POSSIBILITIES FOR DEVELOPMENT IN SKOPJE REGION**, Novakfairs - Skopje
13. **Sinisa Gjuric**, **M.Sc**, **Katerina Mijalova**, graduated economist - **Opportunities for the development of sport climbing tourism in Macedonia and promotion of the world market strategy**
14. **Jagoda Jankovska**, **Ph.D** ,**STRUMICA'S CARNEVAL IN FUNCTION OF TOURISM** - University of Tourism and Management in Skopje
15. **Juliana Petrovska MSc**, **Anthropogenic values as a factor for tourism development on the southwest side of the Skopska Crna Gora Mountain**”-University of Tourism and Management, Skopje
16. **Vladanka Davkovska**, **MSc**, **FORMING OF MACEDONIAN TOURISM BRAND – THE FACTOR OF INCREASED COMPETITIVNESS AND EXPORT THROUGH TOURISM** - University of Tourism and Management in Skopje
17. **MSc Sase Andreovski**, Primary school "Blaze Koneski", **MSc Aleksandar Domazetov**, Primary school "Vasil Glavinov", **MSc Sanja Gudzova**, Primary school "Vasil Glavinov" **LOCAL TOURISM INFLUENCE ON THE ECONOMIC DEVELOPMENT OF WESTERN MACEDONIA**
18. **Olivera Gekic**,**MSc**. **The Aqueduct of Skopje as a tourist potential-UTMS-Skopje**
- 19.**Silvija Vitner Markovic**, **MSc TOURISM AND SOCIO-CILTURAL SUSTAINABILITY**, Karlovac, Croatia
- 20.**Tatjana Stojcevska**, **MSc**. **THE GROWING ROLE OF CULTURAL SUSTAINABILITY IN TOURISM DEVELOPMENT** -UTMS- Skopje
- 21.**Slobodan Lekovic**,**MSc**, **PLAVSKI DIO PROKLETIJA-PETI NACIONALNI PARK -Podgorice, Crna Gora.**
22. **Ivana Zubac**, teaching assistant, . **STANDARD COSTS OF A HOTEL COMPANY-** Faculty of tourism and hotel management - Kotor
23. **Kristinka Radevski** BSc engineer architect , **Anita Dimishkova** BSc agricultural engineer
24. **Gordana Janakievska** Product Manager, **From Culture and Tourism to: KingMarkoLand** - ident of Tourist Association of Skopje
25. **Olgica Sokoloska**, student ,**METODOLOGICAL RESEARCHES IN THE HOTEL INDUSTRY** - Univerzitetot za turizam I menadzment Skopje
26. **Goran Gerasimovski**, **Aneta Krstevska**, **THE IMPACT OF TOURISM ON THE ENVIRONMENT- UNIVERSITY OF TOURISM AND MANAGEMENT - SKOPJE**
27. **Katerina Vuckova**, **COMPETITIVENESS OF AGRICULTRAL PRODUCTS; PREREQUISITE FOR THE DEVELOPMENT OF RURAL TOURISM** - University of Tourism and Management Skopje
- 28.**Darko Velanovski**, **RURAL TOURISM IN THE REPUBILC OF MACEDONIA**
- 29.**Milka Trimcevska**, **Antonio Micev MONASTERY TOURISM IN MACEDONIA**
30. **Marija Ivanovic**, assistant, **THE IMPORTANCE AND APPLICATIONS OF ENVIRONMENTAL STANDARDS IN TOURISM OF MONTENEGRO**, Faculty of Tourism and hotel management, Kotor

OCCUPATIONAL SAFETY AND HEALTH IN TOURISM (UTMS 104)

1. **Biljana Gjorgjeska**, **Ph.D.** - **METHODOLOGY FOR MEASURING THE OCCUPATIONAL HEALTH AND SAFETY RISKS IN TOURISM COMPANIES**
2. **Mr. Nikola Georgiev**, **Mr. Ljupco Kocovski**, **Mr. Milan Petkovski** - **STATISTIC ON ACCIDENTS AT WORK IN TOURISM**
3. **Mr. Milan Petkovski**, **Mr. Agim Shakiri**, **Mr. Ljupco Kocovski** - **LEGISLATION ON SAFETY AND HEALTH AT WORK IN TOURISM IN MACEDONIA**
4. **Mrs. Natasa Pilatova Pelovik**, **Mr. Milan Petkovski**, **Mrs. Snezana Jankova Petkovska** - **PREVENTING ACCIDENT AT WORK IN TOURISM**

5. **Mrs. Julijana Manevska** - OCCUPATIONAL SAFETY AND HEALTH IN TOURISM
6. **Gordana Stankovska, PhD** - STRESS AS SAFETY RISK IN TOURISM SECTOR
7. **Dr Radmila Dimovska, DDS, MSc , Dr Jordan Stojanoski, DDS** - KEEPING AN EYE ON FUTURE: PROMOTING DENTAL TOURISM IN MACEDONIA
8. **Ms. Aleksandra Atanasovska, Mrs. Natasa Pilatova Pelovik, Mr. Nikola Georgiev** - ECONOMIC ASPECTS OF OCCUPATIONAL SAFETY
9. **Prof. Margarita Matlievska Ph.D., Prof. Pece Nedanovski Ph.D.** - ENVIRONMENTAL PROTECTION AS A FACTOR FOR TOURISM DEVELOPMENT - NONFISCAL GOALS OF TAXES AND OTHER FISCAL INSTRUMENTS
10. **Nemanja Davidović**, Assistant, University of Novi Sad, Faculty of Science, Department of Geography, Tourism and Hotel Management, **Vladimir Marković**, Ph.D, Assistant, University of Novi Sad, Faculty of Science, Department of Geography, Tourism and Hotel Management, **INTERNET BLOGS AS A DESTINATION MARKETING MEDIUM: A CASE STUDY OF SERBIA PHOTO BLOG**
11. **Desanka Nikolova, Aleksandar Tasevski, *New dimensions for e-Tourism***
12. **Iva Slivar, MSc**, Online marketing coordinator at Maistra d.d. , **Barbara Đorić, MBA** Consultant at A. T. Kearney, **SEARCH ENGINE VISIBILITY OF NATIONAL AND REGIONAL DMO WEBSITES IN EUROPE**

ENTREPRENEURSHIP AND HUMAN RESOURCE MANAGEMENT IN THE TOURISM INDUSTRY AND HOSPITALITY (UTMS 103)

1. Goran Kutnjak, PhD, Asst., Matija Radović, PhD, Luka Samaržija, PhD POSSIBLE ASPECTS OF ENTREPRENEURSHIP IN SPACE TOURISM OF THE FUTURE
2. Nako Taskov, Ph.D, Dejan Metodijeski, M.Sc., Tatjana Dzaleva, M.Sc. Oliver Filipovski, M.Sc ENTREPRENEURSHIP IN TOURISM INDUSTRY LEAD TO BUSINESS BENEFITS
3. Konstantin Petkovski PhD, NECESSARY LEADERSHIP CHARACTERISTICS AND SKILLS OF A CONTEMPORARY MANAGER IN TOURISM AND HOSPITALITY
4. Msc. Rozita Talevska Hristovska HUMAN RESOURCE MANAGEMENT IN TOURISM AND HOSPITALITY INDUSTRY
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