**Informatologia, 45, 2012, 4, 278-286**

**Literature:** Serial  
**Bibliographic level:** Analytic  
**UDC:** 316.77:32.007  
**ISSN:** 1330-0067  
**Coden:** IORME7  
**Short title:** Informatologia, Zagreb  
**Vol. No. (Year):** 45(2012)  
**Issue No:** 4  
**Other identification:** INFO-2068  
**Page numbers:** 278-286  
**Received:** 2012-04-21  
**Issued:** 2012-07-10  
**Language –of text:** Engl.  
**– of Summary:** Engl.,Croat.  
**References:** 11  
**Tables:** 4  
**Figures:** 1  
**Category:** Original Scientific Paper  
**Title:** POLITICAL COMMUNICATION AND THE CREATION OF PUBLIC  
**Author(s):** Mitja Gorenak, Irena Gorenak  
**Affiliation:** Faculty of Philosophy, University of Nis, Nis, Serbia  
**Key words:** communication, advertising, PR, information management, civil society, the new journalism  
**Abstract:** Political communication is an essential element of modern democracy, which in the times of transformed public and digitized media structures, leads to more sophisticated public management processes. New forms of narration reveal the dominant contents: the text is changed by “aestheticized” image, the critical depth - by narcissistic surface, and strong arguments and journalistic researches withdraw before marketing claims, spinning and tabloidization. By analyzing the daily press in Serbia, the authors determine how the press sprinkle itself with gold dust of PR services and agencies, mediating the reality in which powerful elite and rich advertisers live, but not ordinary citizens as well, impoverished, and concerned for the future. Instead of “Argus eye” of the public, press increasingly becomes a bulletin board of political parties and undercover tycoons, ground for ideological opponents slandering and discrediting. Reference political framework is created far behind the public scenes, so it can be concluded that Serbian society is still far from the participatory model of democracy, where citizens comprehensively participate in process of freeform thinking and will changing the community for the common good.

**Informatologia, 45, 2012, 4, 278-286**

**Affiliation:** Faculty of Logistics, University of Maribor, Celje, Slovenia  
**Key words:** tour guide, license, education, tourism  
**Abstract:** The following article examines different educational systems for tour guides in Slovenia as well as abroad. Based on the survey carried out among tour guides and tourists managers in Slovenia their opinion on the usefulness of knowledge gained in the process, their viewpoint on the current form of education and the level of difficulty of obtaining a license for a tour guide or tour manager was investigated. In addition, their viewpoint on proposed new contents and forms of education was examined. Finally, a two-way system of education for tour guides, i.e. professional tour guides and part-time tour guides and tour managers, was proposed.

**Informatologia, 45, 2012, 4, 297-305**

**Literature:** Serial  
**Bibliographic level:** Analytic  
**UDC:** 665.4:519.86:681.324  
**ISSN:** 1330-0067  
**Coden:** IORME7  
**Short title:** Informatologia, Zagreb  
**Vol. No. (Year):** 45(2012)  
**Issue No:** 4  
**Other identification:** INFO-2070  
**Page numbers:** 297-305  
**Received:** 2011-05-17  
**Issued:** 2012-10-11  
**Language –of text:** Engl.  
**– of Summary:** Engl.,Croat.  
**References:** 11  
**Tables:** 6  
**Figures:** 2  
**Category:** Preliminary Communication  
**Title:** ANALYSIS OF LIBRARY OPERATION USING THE QUEUING THEORY  
**Author(s):** Zoran Jevtović, Dragana Pavlović, Tatjana Vulić  
**Affiliation:** Faculty of Philosophy, University of Nis, Nis, Serbia  
**Key words:** communication, advertising, PR, information management, civil society, the new journalism  
**Abstract:** The following article examines different educational systems for tour guides in Slovenia as well as abroad. Based on the survey carried out among tour guides and tourists managers in Slovenia their opinion on the usefulness of knowledge gained in the process, their viewpoint on the current form of education and the level of difficulty of obtaining a license for a tour guide or tour manager was investigated. In addition, their viewpoint on proposed new contents and forms of education was examined. Finally, a two-way system of education for tour guides, i.e. professional tour guides and part-time tour guides and tour managers, was proposed.

**Informatologia, 45, 2012, 4, 297-305**

**Affiliation:** Polytechnic of Zagreb, Department of Civil Engineering, Zagreb, Croatia; Department of Informatics, University of Rijeka, Rijeka, Croatia  
**Key words:** library operation, library, library materials, queuing system, indicators of the queuing system  
**Abstract:** The implementation of IT technology in operation has modernized the library methods of works and rendering services thus providing users with better and faster access to the sources of information and knowledge. However, one of the ever present problems has been the queuing. The queuing theory has been playing an important role in solving this problem over past years. In the library operation, defined as a queuing system, we applied the queuing theory in order to determine service utilization in the library operation process and waiting time to obtain services. We also derived general relations for determining the optimal number of available library materials and the prediction of its circulation.
Web communication management in hotel market

Authors: Ksenija Ćulo, Vladimir Skendrović
Affiliation: Catholic University in Ruzomberok, Ruzomberok, Slovakia

Abstract: All businesses have recognized the importance and significance of creating, maintaining and using databases of their guests, clients, customers and other consumers of their products or services. The methodology used in collecting data has changed and developed parallel with the development and application of information and communication technologies. The transformation of data collection from the manual method to the use of technology and the Web has helped to facilitate the collection of large quantities of personal data concerning the consumers of products or services. As a result, hoteliers and other actors on the supply side are faced with an enormous quantity of unstructured, mostly transactional, data collected via the Web. A methodology known as data mining has emerged in response to this problem. Data mining refers to a process of searching for and using valuable data which hoteliers can take advantage of in their one-to-one marketing strategy. Recent studies show that future service consumers rely more on the personal experiences of current consumers than on conventional advertising methods. The reason for this lies in the emotional experiences of individuals in a hospitality facility or tourist destination. While, on the one hand, the daily comments of past service consumers posted on social networks may provide hoteliers with a promotional opportunity to attract future service consumers, on the other hand, they can represent a real threat by dissuading future service consumers. Today’s blogs represent an enormous source of highly valued data with a relatively high dose of credibility. When writing blogs, people reveal themselves and their experiences which are in most cases imbued with personal feelings, giving them a higher level of persuasiveness. Based on the research problem, the basic hypothesis of this paper can be formulated, which reads: Web data mining provides a better approach to using guest databases and enables more-effective personalization in identifying the needs, wants and habits of guests as future service consumers.
Affiliation: Faculty of Civil Engineering, Josip Juraj Strossmayer University, Osijek, Croatia; World Bank, Zagreb, Croatia

Key words: communication, negotiations, communication skills, communication techniques

Abstract: Reduced to its essence, negotiation is a form of interpersonal communication. Good communication is the most important prerequisite for successful negotiations. Communication is a two-way street that requires everyone involved to exchange messages. The goal is to make the own position or proposal understood by the other party, and this relies on communication ability. Therefore, negotiators need to express themselves clearly and concisely in order to speak with a devotion to the purpose of the negotiation. They should have both verbal and non-verbal skills in order to communicate effectively. There are certain techniques that can improve communication skills in a negotiation. In addition, successful negotiation requires accepting the other person despite differences in values, beliefs, education, ethnicity, or perspective. Communication processes are critical to achieving negotiation goals and to resolving conflicts. However, communication processes vary according to the formality of the negotiation situation. As the rules and procedures of negotiation, become increasingly detailed and specific, the impact of communication becomes less significant.

Informatologia, 45, 2012, 4, 328-332

Literature: Serial
Bibliographic level: Analytic
UDC: 37-316.32:007
Coden: IORME7
Short title: Informatologia, Zagreb
Issue No: 4
Other indentification: INFO-2074
Page numbers 328-332
Received: 2012-02-11
Issued: 2012-09-09
References: 17
Tables: 0
Figures: 0
Category: Professional Paper
Title: IN COMMUNICATIVE CIRCLE TOWARDS THE FUTURE OF EDUCATION
Author(s): Mirosław Z. Babiarz, Daniel Kukla
Affiliation: Jesuit University of Philosophy and Education, Cracow, Poland; Akademia im. J. Długosza, Częstochowie, Poland
Key words: education, communication, EU
Abstract: Education is the branch, which shapes the design and functioning of the other members of society. From the level of education, quality of teachers depends the development of our country and its competitiveness. Globalization processes necessitate the preparation of an entirely different citizen, of another man, who will be able to adapt to social, cultural, economic changes. We do not live in the vacuum and modern education should prepare the individual, being a citizen of the world, not just Europe.

Informatologia, 45, 2012, 4, 333-341

Literature: Serial
Bibliographic level: Analytic
UDC: 654.0:061:007
Coden: IORME7
Short title: Informatologia, Zagreb
Issue No: 4
Other indentification: INFO-2075
Page numbers 333-341
Received: 2012-02-11
Issued: 2012-09-03
References: 9
Tables: 2
Figures: 4
Category: Professional Paper
Title: INTERGENERATIONAL COMMUNICATION PROBLEMS CAUSED BY THE INFLUENCE OF SOCIAL NETWORKS
Author(s): Irena Popović
Affiliation: Krapina High School; Krapina, Croatia
Key words: society, communication, technology, globalization, social networks
Abstract: Users of social networks have developed a communication that connects them, but at the same time separates them from other age groups. The frequent use of, primarily, the English language and abbreviations that are common with the younger population, affects the quality of communication. The article will, on the basis of the research, try to prove that there is the gap between younger and older age groups due to the use of foreign words and abbreviations that have had, as a result of a weaker impact of globalization and the subsequent abstraction of globalization, touched the older age groups to a lesser degree. The general hypothesis is: Older and younger age groups have difficulties in communication with each other due to the influence of social networks. The method of research is a survey. The survey will examine both age groups. This article will try to highlight the problem of losing the quality of communication and its original intent, that is, mutual understanding. Understanding is made more difficult because of the special features of communication through social networks which are the result of technological advances.