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*References:* 4 *Tables:* 0 *Figures:* 5

*Category:* Original Scientific Paper

*Title:* TOURISM AND E-BUSINESS: THE SEMANTIC PARADIGM AS A PRECONDITION FOR SUCCESS

*Author(s):* Mislav Šimunić, Ljubica Pilepić, Maja Šimunić\*

*Affiliation:* Faculty of Tourism and Hospitality Management, University of Rijeka; Opatija, Croatia; Liburnia Riviera Hotels; Opatija, Croatia\*

*Key words:* e-business, tourism, semantic, web, semantic paradigm

*Abstract:* The development of technology in many ways determines the business concepts and way of business processes at all levels of business. Tourism business, today can not be imagined without the integration of Internet and the Web in everyday business practice. Semantic Web (which deals with aspects of the meaning) is an extension of the World Wide Web as seen through the integration of "machine" technology and human intelligence (human brain), and is often described in different ways as a utopian vision, website data-information, or paradigm change in everyday use of web. Modern business via the web starts from the behavioral approach of all involved in the business process, particularly in the area of online promotion, whereby the base of a dynamic web site should be automatism which is based on the results of semantic analysis. Business via the web is increasingly important and dominant in the business. Business "Systems" - companies in the tourism industry must follow modern trends and continuously adopt technological changes from the global context. In this way the positive effect is visible at the web site user side (satisfaction) and on the better business results on the other hand. The main feature of this paper is to present behavioral models in the tourism business through the prism of the Semantic Web paradigm.

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*References:* 16 *Tables:* 3 *Figures:* 4

*Category:* Original Scientific Paper

*Title:* MANAGEMENT OF COMPETITIVENESS IN CAMPING: TRENDS IN INTERNET USE

*Author(s):* Josipa Cvelić Bonifačić, Ines Milohnić\*

*Affiliation:* Valamar d.o.o., Zagreb, Croatia; Faculty of Tourism and Hospitality Management, University of Rijeka, Opatija; Croatia\*

*Key words:* camping, internet, competitive advantage

*Abstract:* The rapid advancement of internet conditioned the adjustment of the tourism sector to this new technology. In that sense, the camping market is responding to constant changes by increasing transparency, involving new competitors and introducing the possibility of price comparison. These are features endorsed by innovative and dynamic campsites. The topic of this article is internet use and trends in internet application in Croatian campsites. For the purpose of this article, a study has been conducted on a sample of 840 Croatian camping guests divided into two target groups: a) campers who used mobile homes and b) campers who used their own outdoor camping equipment. The aim of this research is twofold. The first aim is to quantify the use of internet prior to vacation and the second aim is to establish main motives behind the choice of this medium. The former refers to searching for information online and booking accommodation online. Campers in mobile homes use internet for the purpose of booking accommodation to a greater extent (36,6%) in comparison to other camping guests (28,6%). Internet serves as an important instrument of marketing management due to its role in achieving and maintaining the competitive advantage in the camping sector.

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*References:* 41 *Tables:* 2 *Figures:* 3

*Category:* Original Scientific Paper

*Title:* CLINICAL-LABORATORY CORRELATIONS AND COMMUNICATION DIAGNOSTIC PROCESS

*Author(s):* Ivo Radman<sup>1</sup>, Marijo Vodanović<sup>1</sup>, Ivana Radman<sup>2</sup>

*Affiliation:* Zagreb University Hospital Center, Department of Medicine, Division of Hematology, Zagreb, Croatia<sup>1</sup>; Faculty of Medicine, University of Zagreb, Zagreb, Croatia<sup>2</sup>

*Key words:* clinical-laboratory correlations, clinical diagnosis, laboratory diagnosis, communication-diagnostic process, translational medicine

*Abstract:* Clinical-laboratory correlations are the most important part of everyday practice in the era of modern clinical medicine. It is based on the successful functioning of the patient-physician (clinician)-laboratory triangle. Laboratory or other diagnostic tests do not define specific clinical entity or disease; however, they are very useful to make decision related to complicated diagnostic procedures and therapies. Each clinical diagnostic process begins with medical history and physical examination where the doctor uses professional and communication skills. This is followed by setting of the working diagnosis and differential diagnosis. Finally, laboratory tests should help in successful diagnosis and treatment. Daily communication between clinicians and laboratory professionals is very important, and teamwork guidelines are based on modern technological achievements, which is the main postulate for effective diagnostic procedures and treatment. Translational medicine has been developed rapidly in the past ten years, representing a two-way communication between basic science and clinical practice. Discovery of biomarkers and different new molecular pathways in the pathogenesis of disease has enabled early detection of disease when it could not be detected by other standard diagnostic methods. This should lead to more successful diagnosis and treatment.

#### **Informatologia, 46, 2013, 1, 26-39**

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*Language –of text:* Engl.                      *– of Summary:* Engl.,Croat.  
*References:* 43 *Tables:* 0 *Figures:* 4  
*Category:* Original Scientific Paper  
*Title:* THE PROFESSION OF A JOURNALIST IN THE INDEPENDENT STATE OF CROATIA  
*Author(s):* Alan Labus  
*Affiliation:* College of Business and Management Baltazar Adam Krcelic, Zapresic  
*Key words:* journalist, status, policy, control, the Independent State of Croatia  
*Abstract:* Based on a part of an archive material and the testimony of the contemporaries, the author examines how, to what extent and through which institutions Ustasha authorities in the Independent State of Croatia (NDH) controlled the work of journalists and influenced the content of newspapers from 1941 to 1945. The model of the multilayer censorship of newspapers and professional, financial and social status of journalists in the NDH are specifically analyzed by using documents from official correspondence between the newspaper editorial staff and

the authorities. This article focuses on the fate of some of the journalists, their uncertain status and position as journalists and the function that Ustasha policy determined for this profession. It also pays special attention to the importance of forming the State Reporting and Promotion Office, Croatian Journalists' Association and Ustasha Publishing Institute since these institutions significantly predetermined the position and the role of journalists in the Independent State of Croatia.

#### **Informatologia, 46, 2013, 1, 40-44**

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*Language –of text:* Engl.                      *– of Summary:* Engl.,Croat.  
*References:* 5 *Tables:* 4 *Figures:* 3  
*Category:* Preliminary Communication  
*Title:* THE IMPACT OF ECONOMIC GROWTH ON THE MARKET AND COMMUNICATION VALUE OF REAL ESTATE: CASE SLOVENIA  
*Author(s):* Igor Pšunder, Mirko Pšunder, Ksenija Golob  
*Affiliation:* Faculty of Civil Engineering, University of Maribor, Maribor, Slovenia  
*Key words:* real estate market, economic growth, property prices, market factors, the statistical method  
*Abstract:* In the last five years is on the Slovenian real estate market observed highly trend in market volatility in property prices. Developments in the housing market have drastically changed and also represent an important indicator of overall economic trends. There is a lot of factors that affect the market price of real estate. With research we were focus on the problem of the impact of economic growth in the market value of real estate in Slovenia. We were present trend of economic growth in the last decade and its impact on growth or decline in real estate transactions. We were also established if declining real estate transactions affect the provision of more and bigger discounts on the sale of real estate. Among the research parameters, we were presented as well as their interdependence. With constant monitoring of parameters and statistical methods, we were collect data on the impact of economic growth and offered discounts on the real estate market prices, for future periods. The aim of the research is to define those factors that need to be considered for the analytical prediction of the trend of market prices and selling real estate in the future. The results obtained will help real estate valuers in the drawing up of reports assessing the value of real estate.

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*References:* 21 *Tables:* 0 *Figures:* 0  
*Category:* Authors Review  
*Title:* COMMUNICATION PROCESS OF CREATING  
 REGIONAL MUSIC INDUSTRY  
 (Case study: former Yugoslavia)  
*Author(s):* Oleg Sineokyj  
*Affiliation:* Institute of Journalism and Social  
 Communication of Classical Private University,  
 Zaporizhzhya, Ukraine  
*Key words:* Yugoslavia, Balkan, Label, Recording, Rock  
 Music  
*Abstract:* The article deals with the history of recording  
 industry organization in Yugoslavia. The author  
 summarizes the Yugoslavian experience, in retrospect, the  
 development of audio-record industry and pop music  
 during the period of socialism. He speaks about the  
 reforming of the system of record companies. The analysis  
 of reference material dedicated to the systematization of  
 information in the history of rock music occupies a special  
 place in the author's approach. The article covers the issues  
 of reforming the regulatory framework of record industry  
 infrastructure after the dissolution of Yugoslavia.

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*References:* 7 *Tables:* 0 *Figures:* 0  
*Category:* Professional Paper  
*Title:* COMMUNICATION OBJECTIVES OF MODERN  
 SCHOOLS WITH STANDPOINT OF TEACHERS AND  
 STUDENTS  
*Author(s):* Nina Stropnik Kunič  
*Affiliation:* Elementary School Louis Adamič, Grosuplje,  
 Slovenia  
*Key words:* education, literacy, learning strategies, reading  
 comprehension, self-evaluation  
*Abstract:* The article discusses the formulation of priority  
 goals of a school in line with its developmental vision and  
 the subsequent implementation of those in the classroom. It  
 deals with the process of setting crucial teaching and  
 learning goals at the school level, at the level of working  
 groups and at the level of individual teachers. The article  
 touches upon the process of devising action plans valid for  
 entire working groups, as well as individual goals set  
 within the same framework with the aim of fulfilling the  
 school vision of the future educational work. Two goals are  
 highlighted in the field of language learning: improving  
 literacy as a learning goal and developing learning and  
 working strategies as an educational goal. Within this  
 framework special emphasis is put on developing reading  
 comprehension and monitoring general student's progress  
 in developing all language skills by means of a language  
 portfolio. Activities will be carried out within the project  
 set by Ministry of Education and Sport of Republic  
 Slovenia, which is System of Quality Assessment and  
 Assurance in the Field of Education (as part of Operational  
 Program for Human Resources Development for the period  
 2007-2013). The article also presents the process of  
 gathering and analyzing the data, students' progress, and  
 critical assessment of the process of self-evaluation, bearing  
 in mind the overall goal of empowering the teachers and  
 schools for the assessment and assurance of a quality  
 learning process.