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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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Category: Original Scientific Paper  
Title: CLINICAL-LABORATORY CORRELATIONS AND COMMUNICATION DIAGNOSTIC PROCESS  
Author(s): Ivo Radman1, Marijo Vodanovic2, Ivana Radman2  
Affiliation: Zagreb University Hospital Center, Department of Medicine, Division of Hematology, Zagreb, Croatia; Faculty of Medicine, University of Zagreb, Zagreb, Croatia2  
Key words: clinical-laboratory correlations, clinical diagnosis, laboratory diagnosis, communication-diagnostic process, translational medicine

References: 16  
Tables: 3  
Figures: 4  
Category: Original Scientific Paper  
Title: MANAGEMENT OF COMPETITIVENESS IN CAMPING: TRENDS IN INTERNET USE  
Author(s): Josipa Cvelić Bonifacić, 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.
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.

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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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Category: Professional Paper
Title: COMMUNICATION OBJECTIVES OF MODERN SCHOOLS WITH STANDPOINT OF TEACHERS AND STUDENTS
Author(s): Nina Stropnik Kunč
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.

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Category: Professional Paper
Title: COMMUNICATION PROCESS OF CREATING REGIONAL MUSIC INDUSTRY
(Case study: former Yugoslavia)
Author(s): Oleg Sineokij
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.