#### Informatologia, 48, 2015, 1-2, 1-11

<i>Literature</i> : Serial	Bibliographic	level:
Analytic		
UDC: 643.62:37.091.212:338.48:007		
ISSN: 1330-0067		
Coden: IORME7	Short title: Informat	ologia,
Zagreb		
Vol. No. (Year): 48(2015)		Issue
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Other indetification: INFO-2127 Pag	ge numbers 1-11	
Received: 2014-07-22		
Issued: 2014-09-15		
Language –of text: Engl. – of Su	mmary: Engl., Croat.	
References: 19 Tables: 3 Figures: 0		
Category: Original Scientific Paper		
Title: TOURISM STUDENTS – WOR	K VALUES AND CO	DM-
MUNICATIVE SKILLS		

Author(s): Božidar Veljković

Affilation: Faculty for Tourism, University of Maribor, Brežice, Slovenia

*Key words:* work values, tourism students, employees in tourism, communication, intergenerational communication

Abstract: When it comes to work, tourism is very difficult and complex activity. In comparison to other sectors, tourism work is characterized by relatively low wages, the unfavourable working time that impoverishes family and social lives of employees, distinct subordination in labour relations, limited opportunities for advancement and due to all that high rates of turnover. Education of employees in tourism certainly mitigates these harsh conditions, and what is very important, education means a change in the values associated with the work. Transferring work values occurs intergenerational; it is the result of intergenerational communication. This research has thus focused on the extent to which the work values of the students studying in the field of tourism are similar to, or different from the values of the students from other academic areas. The results have shown that the current generations of students who are studying to work in the field of tourism activities are not any different from previous generations concerning those values that allow personal growth and development. However, a major difference has occurred in the area of utilitarian values. Modern generations have valued utilitarian values much higher than those generations 30 years ago, when the research which served as the basis for the study presented here was carried out.

## Informatologia, 48, 2015, 1-2, 12-20

<i>Literature</i> : Serial	Bibliographic	level:
Analytic		
UDC: 316.75:659.3:327.8:007		
ISSN: 1330-0067		
Coden: IORME7	Short title: Informat	ologia,
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Other indetification: INFO-2128	Page numbers 12-20	
Received: 2014-04-14		
Issued: 2014-10-15		
<i>Language –of text:</i> Engl. – o	f Summary: Engl., Croat.	
References: 29 Tables: 0 Figures: 0	)	
Category: Original Scientific Pape	er	
Title: INFOKRATIYA AND POL	ITICAL COMMUNICA	TION
Author(s): Zoran Jevtović, Zoran	Aracki	

*Affilation*: Faculty of Philosophy, University of Nis, Serbia *Key words*: ideology, management of political communication, parties, image, public opinion

Abstract: Internet, social networks and global media significantly change the socio- psychological model of democratic decision- making, since citizens more and more their own attitudes, believes and behavior patterns replace by media pictures. Willingness of individuals is breaking and reshaping, becoming the part of political reorganization, whereas the state with the invisible lash force them to be truly their own as they are unable to do that themselves. The power of thematization pushes into focus the interests, pro -active communication strategies direct public dialogue, and personalization blurs ideological interests. Instead of critical communication, masses are offered promising packages of filtered information, the attention is focused to goals of the rich and governing while political communication is hiding more than discovering. Analyzing increasingly noticeable role of media management, PRs and advertizing in the public sphere, the authors ascertain that digitalization increases separation between those who manage and those who are managed, and also political democracy gradually transforms into infokratiya which delegates sovereignty to citizens on communication centers.

#### Informatologia, 48, 2015, 1-2, 21-27

Literature: Serial	Bibliographic level:	
Analytic		
UDC: 316.774: 659.13: 004.7(437.3	3)	
ISSN: 1330-0067		
Coden: IORME7	Short title: Informatologia,	
Zagreb		
Vol. No. (Year): 48(2015)	Issue	
<i>No</i> : 1-2		
Other indetification: INFO-2129	Page numbers 21-27	
Received: 2014-05-04		
Issued: 2014-12-16		
<i>Language –of text:</i> Germ. –	of Summary: Germ., Engl.	
References: 10 Tables: 0 Figures: 0		
Category: Original Scientific Pape	er	
Title: CURRENT MEDIA COMM	IUNICATION ON THE EX-	
AMPLE OF THE TABLOID HEA	ADLINES	
Author(s): Magdalena Malechová	i i i i i i i i i i i i i i i i i i i	
Affilation: Faculty of Philosophy, University of South Bohemia,		
České Budějovice, Czech Republic		
Key words: media, media comm	nunication, tabloids, headline,	
vocabulary, tendency		
Abstract: The article covers the te	opic of media communication.	
Nowadays many different med	ia are used to pass details to	
countless people. The press belo	ngs to the most used forms of	
mediation. In the article it will	l be shown from a linguistic	
perspective how tabloids appre-	oach thein readers. Some cur-	
rent communications trends and	used styles will be mentioned	
on the basis of selected exemption	plary headlines. The issue is	
trated from a lexikologic, morp	hologic and syntactic point of	
view.		

#### Informatologia, 48, 2015, 1-2, 28-38

*Literature*: Serial Analytic UDC: 257: 083.9:152.922(497.4) ISSN: 1330-0067 Bibliographic level:

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## DOCUMENTATION SHEETS

Coden: IORME7 Short title: Informatologia, Zagreb Vol. No. (Year): 48(2015) Issue No: 1-2 Other indetification: INFO-2130 Page numbers 28-38 Received: 2014-05-04 Issued: 2014-11-17 *Language –of text:* Engl. - of Summary: Engl., Croat. References: 6 Tables: 0 Figures: 4 Category: Original Scientific Paper Title: CRITIQUE OF THE TRADITIONAL CROSS-BORDER COOPERATION PROJECT COMMUNICATION LIFECYCLE MODEL Author(s): Matej Požarnik, Vesna Sotlar Affilation: ProFUTURUS d.o.o., Maribor, Slovenia Key words: European territorial cooperation, cross-border cooperation operational programme, calls for tender, project, project lifecycle, sustainability

Abstract: Cross-border cooperation projects constitute an excellent opportunity for the provision of funds required to start up the cooperation of project partners from neighbouring countries. The programmes are intended to establish the grounds for sustainable cooperation in the future. Experiences indicate that the programmes support single projects that do not provide for sustainability but end dismally after co-financing has been completed. Experiences and examination of past crossborder projects have served as the basis for developing a model that would provide for a sustainable lifecycle of crossborder cooperation projects. This model is based on the drawing up of an action plan that would provide for the continuity of project results and for the active involvement of project target groups during the project idea generation stage.

#### Informatologia, 48, 2015, 1-2, 39-47

Literature: Serial	Bibliographic level:	
Analytic	0.1	
UDC: 004.8:658.8:658.89(497.6)		
ISSN: 1330-0067		
Coden: IORME7	Short title: Informatologia,	
Zagreb		
Vol. No. (Year): 48(2015)	Issue	
No: 1-2		
Other indetification: INFO-2131	Page numbers 39-47	
Received: 2014-05-23		
Issued: 2014-10-16		
<i>Language –of text:</i> Engl. – o	f Summary: Engl., Croat	
References: 4 Tables: 0 Figures: 2		
Category: Original Scientific Pape	er	
Title: ARTIFICIAL INTELLIGEN	JCE IN DETERMINATION OF	
MARKETING CUSTOMER STR	ATEGY	
Author(s): Brano Markić, Sanja B	ijakšić, Marko Šantić	
Affilation: Faculty of Economy,	University of Mostar, Mostar,	
Bosnia and Herzegovina; University Clinical Hospital of Mo-		
star, Mostar, Bosnia and Herzeg	ovina <sup>1</sup>	
Key words: artificial intelligence	e, expert systems, marketing	
strategy, knowledge base, Visua	l Prolog	
Abstract: Artificial intelligence i	is a computer-based analytical	
process that tends to create con	1 9	
would incline to be called intel	1 1	
most important part of the artifi	cial intelligence from economic	
perspective. Expert systems a	-	
thought process including i	reasoning and optimization.	
"Knowledge" is represented by		
form of knowledge base. The		
C	C C	

system implementation in refining marketing customer strategy based on five customer behaviour factors: revenues, profit margin, market share, liquidity, long term value, and retention probability are presented in the paper. Customer marketing strategy depends on the combination of the value of these five attributes. Expert system helps a marketer to "drill down" into data and identify the most loyal customers, separates the customers into groups, and plans the adequate marketing strategy. Expert system for determining adequate marketing customer strategy is developed using Visual Prolog programming language. Visual Prolog has shown satisfactory application and developing power.

#### Informatologia, 48, 2015, 1-2, 48-61

Literature: Serial	Bibliographic	level:
Analytic		
UDC: 004.8:658.8:658.89(497.6)		
ISSN: 1330-0067		
Coden: IORME7	Short title: Informato	ologia,
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Other indetification: INFO-2132 P	age numbers 48-61	
Received: 2014-05-23		
Issued: 2014-12-23		
Language – of text: Engl. – of S	Summary: Engl., Croat	
References: 21 Tables: 2 Figures: 2		
Category: Original Scientific Paper		
Title: THE SIGNIFICANCE OF TE	ACHING METH-	
ODS/FORMS AND ORGANIZAT	IONAL FORMS AS IM	-
PORTANT ELEMENTS FOR THE	PROFESSIONAL DEV	EL-
OPMENT IN THE EDUCATION A		
AGERS INVOLVED IN TOURISM		
Author(s): Jasmina Starc, Barbara F		
Affilation: School of Business and M		sto
Slovenia	nanagement wovo mes	<i>n</i> 0 <i>,</i>
Key words: education, managemen	t tourism	
Abstract: The article presents the		
ods, forms of teaching and organi		
tion and training of managers in		
part presents and provides a deta		
teaching (frontal, group work, p		
teaching methods (conversation		
lecture etc.) and organizational for		
shop, educational meeting, e-lear		
ments for the professional develo		
training of managers. The second		
research that was conducted on	a sample of 120 top	)- and
middle-level managers involved in	n tourism. In the scope	of the
research, managers involved in to	ourism were asked to	assess
the adequacy of teaching method	ods, forms of teaching	g and
organizational forms, in light o	f their suitability for	high-
quality conveyance of educationa		
most suitable form of teaching		
volved in tourism is therefore gro		
of which workshops, seminars, co		
were chosen as the most suitable	-	
method and discussion method		
most suitable teaching methods. V		0

method and discussion method were assessed as being the most suitable teaching methods. Workshops and seminars are considered to be the most suitable organizational forms. This research confirmed our initial hypothesis postulating that managers involved in tourism will choose as the most suitable those forms of teaching, teaching methods and organizational forms, which enable their active participation in the process of education and training.

## Informatologia, 48, 2015, 1-2, 62-70

Literature: Serial	Bibliographic	level:
Analytic	Dioliogruphic	10001.
UDC: 338.48: 316.77: 007		
ISSN: 1330-0067		
Coden: IORME7	Short title: Informa	tologia
Zagreb	Short une. miorma	tologia,
Vol. No. (Year): 48(2015)		Issue
No: 1-2		15540
Other indetification: INFO-2133 Pa	e numbers 62-70	
Received: 2013-06-12	,	
Issued: 2014-07-23		
Language –of text: Engl. – of Su	mmary: Engl., Croat	
References: 18 Tables: 0 Figures: 0		
Category: Preliminary Communicati	on	
Title: QUALITY OF LIFE AS A TRA	VEL MOTIVATION	AL
FACTORS OF SENIOR TOURISTS	- RESULTS OF RESE	EARCH
IN NOVI SAD		
Author(s): Dragica Tomka, Vladimir	Holodkov, Ivana	
Andjelković		
Affilation: Faculty of Sport and Tour	ism - tims., Educons	Uni-
versity, Novi Sad, Serbia		
Key words: tourism, motivational fac	tors, seniors, quality	of life,
satisfaction		
Abstract: Third age persons are a	n increasingly deve	eloping
segment of tourist demand in th	e world. A healthi	er and

longer life, more free time, a realized social status and personal development are the key pull factors for the persons in third age to decide to go on a tourist trip. The research used the model of motivation in tourism for the persons in third age established by Astic and Muller (1999), and developed by Hsu, Cai and Wong (2007). The measured categories were wellbeing or a subjective assessment of the quality of life.

#### Informatologia, 48, 2015, 1-2, 71-77

Literature: Serial	Bibliographic	level:
Analytic		
UDC: 539.17:084:18:007(540)		
ISSN: 1330-0067		
Coden: IORME7	Short title: Informat	tologia,
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Vol. No. (Year): 48(2015)		Issue
No: 1-2		
Other indetification: INFO-2134 Pa	ge numbers 71-77	
Received: 2014-09-22		
Issued: 2014-11-23		
<i>Language –of text:</i> Engl. – <i>of Su</i>	mmary: Engl., Croat	
References: 20 Tables: 1 Figures: 3		
Category: Preliminary Communicati	on	
Title: MODIFIED PRIMITIVE IMAC	<b>JE FUSION TECHNI</b>	QUES
FOR THE SPATIAL DOMAIN		
Author(s): C. Morris, R.S. Rajesh		
Affilation: Department of Computer	Science and Enginee	ering,
Manonmaniam Sundaranar Univers	sity, Tirunelveli, Indi	a
Key words: Image fusion, spatial dor		
Abstract: The aim of Image fusion is	to combine the infor	-
mation from number of images of the	ne same scene from c	liffer-
ent images with focus on different of	bjects. The result of i	image
is more informative and of better qu	ality often the entro	ру
content of the resultant image is poor due to improper local		ocal
fusing. In this paper a comparative	study and modified	spatial

domain approach is presented by fixing the contrast values of pixel in between the Average -minimum, and Average-Maximum to get better fusion capabilities. Experimental results demonstrates that the few of the proposed techniques outperform the existing techniques in terms of SNR and PSNR.

### Informatologia, 48, 2015, 1-2, 78-94

Literature: Serial	Bibliographic	level:
Analytic	0,	
UDC: 338.48: 640.4:599.892.3:007	,	
ISSN: 1330-0067		
Coden: IORME7	Short title: Informatol	logia,
Zagreb		
Vol. No. (Year): 48(2015)		Issue
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Other indetification: INFO-2135	Page numbers 78-94	
Received: 2014-09-22		
Issued: 2014-11-28		
Language –of text: Engl. – o	f Summary: Engl., Croat	
References: 5 Tables: 18 Figures: 1	L	
Category: Authors Review		
Title: TOURISM IN CROATIA: 7	FRUTHS AND MISCONC	EP-
TIONS		
Author(s): Vlado Galičić		
Affilation: Faculty of Tourism an	d Hospitality Managemen	ıt,
University of Rijeka, Opatija, Cr	oatia	
		-

Key words: tourism, hospitality, tourism demand and supply, economy, human resources

Abstract: The way in which the professional community, the media and the political community in Croatia perceive the importance of tourism for the country's overall economy differs, depending on the momentary particular interests of specific segments within these communities. Most often than not, the interpretation of achievements in tourism comes down to presenting physical-traffic data (number of tourist arrivals and overnights) and, with the exception of overall tourismgenerated foreign exchange inflows, only rarely are attempts made to provide an analytical interpretation of the financial effects of tourism. Because of the lack of other positive economic effects, tourism is often unjustifiably and undeservingly placed in the focus of the public. Althoughtourism generates very small financial assets, its contribution to the GDP is fairly significant, and this fact only adds to creating an incomplete picture of the actual role and importance of tourism in the Croatian economy. The need to set that picture straight was the primary motivation behind research in this paper, which set outs, by analysing physical and financial indicators, to debunk misconceptions and establish the truths about the real characteristics of the tourism offering and the effects of tourist demand in Croatia. The paper proceeds from the hypothesis that tourism, with all its complementary effects on employment, the exportation of services, the food industry, traffic, and intermediation activities in hospitality and tourism, is indeed important for Croatia's economy, but nowhere close to the level of importance attributed to tourism by media coverage.

#### Informatologia, 48, 2015, 1-2, 95-102

Literature: Serial Analytic UDC: 17.0: 654.191:007(437.6) ISSN: 1330-0067

Bibliographic level:

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Other indetification: INFO-2136 Page numbers 95-102
Received: 2014-04-19
Issued: 2014-11-29
<i>Language –of text:</i> Engl. – <i>of Summary:</i> Engl., Croat
References: 42 Tables: 1 Figures: 2
Category: Professional Paper
Title: NANOETHICS – A NEW CHAPTER IN ETHICAL
STUDIES
Author(s): Štefan Luby, Martina Lubyová
Affilation: Institute for Forecasting, Slovak Academy of Scienc-
es, Centre of Excellence CESTA (Centre for Strategic Analysis),
Bratislava, Slovak Republic
Key words: nanoscience and nanotechnology, nanoethics, nano-
toxicology, nano-divide

Abstract: Nanotechnology as a natural continuation of microtechnology introduced a new way of building molecular structures through bottom-up methods. The approach provides numerous new opportunities in information technology, medicine and new materials; however, it also brings new risks. In the paper we summarize a brief history of nanoscience and nanotechnology by documenting the main milestones on the roadmap of this branch since the beginning of the 20th century. We discuss new properties of materials and structures appearing in the nanoworld. We highlight the role of social sciences and humanities in nanoscience. Attention is paid to new threats originating in this field, as well as to the code of conduct of responsible nanoscientist. The issues represent subjects of nanoethics - a discipline that opens up a new chapter in the ethical studies. In this context we summarize the basic problems of the contemporary nanoethics, which deal with human enhancement and related religious and theological aspects, nanotoxicology, regulations and specifics of intellectual property rights in nanotechnology. Economic implications, especially the possibility of bridging the nano-divide currently appearing between developed and developing world, are discussed as well. We conclude by arguing that nanoscience and nanotechnology open up new horizons in the field of philosophy. There is a need to overcome the ambivalence of public opinion towards nanoscience and nanotechnology by the means of providing correct and opened information and continuous technology assessment.