Informatologia, 48, 2015, 1-2, 11-20

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Informatologija, 48, 2015, 1-2, 48-61

Abstract: The article presents the adequacy of teaching methods, forms of teaching and organizational forms in the education and training of managers involved in tourism. The first part presents and provides a detailed description of forms of teaching (frontal, group work, pair work, individual work), teaching methods (conversation, discussion, explanation, lecture etc.) and organizational forms (seminar, course, workshop, educational meeting, e-learning etc.) as important elements for the professional development in the education and training of managers. The second part provides results of a research that was conducted on a sample of 120 top- and middle-level managers involved in tourism. In the scope of the research, managers involved in tourism were asked to assess the adequacy of teaching methods, forms of teaching and organizational forms, in light of their suitability for high-quality conveyance of educational and training contents. The most suitable form of teaching according to managers involved in tourism is therefore group work, in the framework of which workshops, seminars, courses and expert excursions were chosen as the most suitable forms. Role play, the case 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.

Informatologija, 48, 2015, 1-2, 39-47

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 cross-border projects have served as the basis for developing a model that would provide for a sustainable lifecycle of cross-border 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.

Artificial Intelligence in Determination of Marketing Customer Strategy

Abstract: Artificial intelligence is a computer-based analytical process that tends to create computational systems which we would incline to be called intelligent. Expert systems are the most important part of the artificial intelligence from economic perspective. Expert systems attempt to mimic the human thought process including reasoning and optimization. “Knowledge” is represented by a set of “if-then” rules in a form of knowledge base. The results of artificial intelligence 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.
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 demonstrate that the few of the proposed techniques outperform the existing techniques in terms of SNR and PSNR.

Title: QUALITY OF LIFE AS A TRAVEL MOTIVATIONAL FACTORS OF SENIOR TOURISTS – RESULTS OF RESEARCH IN NOVI SAD

Author(s): Draganic Tomka, Vladimir Holodokk, Ivana Andjelković

Affiliation: Faculty of Sport and Tourism - tims., Educons University, Novi Sad, Serbia

Key words: tourism, motivational factors, seniors, quality of life, satisfaction

Abstract: Third age persons are an increasingly developing segment of tourist demand in the world. A healthier 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

Title: MODIFIED PRIMITIVE IMAGE FUSION TECHNIQUES FOR THE SPATIAL DOMAIN

Author(s): C. Morris, R.S. Rajesh

Affiliation: Department of Computer Science and Engineering, Manonmaniam Sundaranar University, Tirunelveli, India

Key words: Image fusion, spatial domain, primitive and PCA

Abstract: The aim of Image fusion is to combine the information from number of images of the same scene from different images with focus on different objects. The result of image is more informative and of better quality often the entropy content of the resultant image is poor due to improper local fusing. In this paper a comparative study and modified spatial

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

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

Title: TOURISM IN CROATIA: TRUTHS AND MISCONCEPTIONS

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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 tourism-generated 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. Although tourism 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.

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Title: NANOETHICS – A NEW CHAPTER IN ETHICAL STUDIES

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Key words: nanoscience and nanotechnology, nanoethics, nanotoxicology, 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.