Informatologia, 45, 2012, 4, 278-286

Title: POLITICAL COMMUNICATION AND THE CREATION OF PUBLIC

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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 "aestheticzed" 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, 287-296

 Title: CHALLENGES IN EDUCATION OF TOUR GUIDES AND TOUR MANAGERS

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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 tours 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.

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Title: ANALYSIS OF LIBRARY OPERATION USING THE QUEUING THEORY

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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.

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Title: TV MARKET AND TELEVIEWERS IN SLOVAKIA

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Abstract: In the early of nineties the dual broadcasting system in the young country in the middle of Europe enabled to develop television broadcasting to the scale of what viewers previously even had not dreamed of. Commercial television broadcasting prevailed in five and a half million country. Private broadcasting gained control of the more than forty-year-old state-owned service of TV broadcasting and sent it to the role of a statistical margin. Confidence of the first one - and later followed by other private televisions - has grown faster than the numbers of audience. Directors with the influence of legislators, unbeatable managers determined the transmission time programs from a week to week. This is termed as finding the optimal time based on audience preferences. The result is today's big television chaos for the viewers, who, as a consequence of unpredictable changes in the broadcasting of televisions cease to be interested. For many years the most viewed channel has dropped to the level of underrated rivals and the panic, which it suddenly started, make them produce more fatal changes. All in the name of the audience and excellent numbers of boxes called people meters. The same problem also faces other post-communist country, the second part of the former Czechoslovakia, the Czech Republic. The paper focuses on analysis and evaluation of Slovak television sphere (partly in comparison with the Czech), which seems, after twenty years of dual broadcasting, to gather a real media competition. But not everybody likes it.

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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.

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Title: WEB COMMUNICATION MANAGEMENT IN HOTEL MARKETING

Author(s): Marina Laškarin

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Title: COMMUNICATION IN THE PROCESS OF NEGOTIATION

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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, nego-tiators need to express themselves clearly and concisely in order to speak with a devotion to the purpose of the nego-tiation. They should have both verbal and non-verbal skills in order to communicate effectively. There are certain tech-niques that can improve communication skills in a negotia-tion. In addition, successful negotiation requires accepting the other person despite differences in values, beliefs, edu-cation, ethnicity, or perspective. Communication processes are critical to achieving negotiation goals and to resolving conflicts. However, communication processes vary accord-ing to the formality of the negotiation situation. As the rules and procedures of negotiation, become increasingly detailed and specific, the impact of communication be-comes less significant.

Title: IN COMMUNICATIVE CIRCLE TOWARDS THE FUTURE OF EDUCATION
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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 devel-opment of our country and its competitiveness. Globaliza-tion 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 indi-vidual, being a citizen of the world, not just Europe.

Title: INTERGENERATIONAL COMMUNICATION PROBLEMS CAUSED BY THE INFLUENCE OF SOCIAL NETWORKS
Author(s): Irena Popović
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Abstract: Users of social networks have developed a com-munication that connects them, but at the same time sepa-rates 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 ab-straction 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 exam-ine 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. Under-standing is made more difficult because of the special features of communication through social networks which are the result of technological advances.