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Category: Original Scientific Paper
Title: CHALLENGES FOR TOMORROW TOURISM EDUCATION – THE CASE OF SLOVENIA
Author(s): Marija Ovsenik
Affiliation: Alma Mater Europeae, European Centre Maribor, Maribor, Slovenia
Key words: learning culture, tourism education, teaching style, distance learning, IT
Abstract: The goal of our study was to analyse the impact of Slovenian educations institution culture on the self-assessed tourism relevant skills and competencies. Our study shows that to cope with the rapid changes in the field of tourism new educational approaches for next decades should be developed. Contemporary process is according to our findings strongly result oriented. Organizational culture on the level of the college tourism program does not stimulate the development of relevant skills and competencies expected and needed by tourism industry. To be more future oriented, tourism industry needs educational institutions that are able to develop more learning process oriented education programs. Development of the new learning culture should result in IT supported, with tourism industry coordinated and constantly tourism trend reconceptualized programs. Author suggests that the learning culture change is based on the change of the teacher's role that must support open learning and development of skills and competencies that enable autonomous and active problem solving in the concrete tourism environment.

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References: 20 *Tables:* 5 *Figures:* 4
Category: Original Scientific Paper
Title: EXTREME LEARNING MACHINE FOR CLASSIFICATION OF BRAIN TUMOR IN 3D MR IMAGES

Author(s): S.N.Deepa, B.Arunadevi
Affiliation: Anna University, Coimbatore, India
Key words: Classifier design - Brain Tumor - Feature Extraction - Genetic Algorithm - Extreme Learning Machine
Abstract: Extreme Learning machine (ELM) a widely adopted algorithm in machine learning field is proposed for the use of pattern classification model using 3D MRI images for identifying tissue abnormalities in brain histology. The four class classification includes gray matter, white matter, cerebrospinal-fluid and tumor. The 3D MRI assessed by a pathologist indicates the ROI and the images are normalized. Texture features for each of the sub-regions is based on the Run-length Matrix, Co-occurrence Matrix, Intensity, Euclidean distance, Gradient vector and neighbourhood statistics. Genetic Algorithm is custom designed to extract and sub-select a decisive optimal bank of features which are then used to model the ELM classifier and best selection of ELM algorithm parameters to handle sparse image data. The algorithm is explored using different activation function and the effect of number of neurons in the hidden layer by using different ratios of the number of features in the training and test data. The ELM classification outperformed in terms of accuracy, sensitivity and specificity as 93.20 %, 91.6 %, and 97.98% for discrimination of brain and pathological tumor tissue classification against state-of-the-art feature extraction methods and classifiers in the literature for publicly available SPL dataset.

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References: 18 *Tables:* 0 *Figures:* 30
Category: Original Scientific Paper
Title: AWARENESS OF EUROPEAN UNION AND COMPLETION OF CROATIA'S ACCESSION NEGOTIATIONS AMONG UNIVERSITY STUDENTS
Author(s): Goran Popović, Tanja Grmuša*, Maša Popović
Affiliation: Croatian Communication Association, Zagreb, Croatia; Accredited School of Business Zagreb, Zagreb, Croatia*
Key words: EU, completion of negotiations, awareness, youth, media
Abstract: The completion of Croatia's EU accession negotiations was one of the hot topics in the media lately. After the initial euphoria over the achievement of one of the most important foreign policy goals died down, the public started to voice an increasing amount of displeasure

and criticize political elites for the non-transparency of the process and the low level of awareness about the contents of the negotiating chapters. Educational deficit stemming from lack of information is just one of the factors that, coupled with prejudice and stereotypes, resulted in growing Euro-scepticism and aversion to the EU and European integration in general. Previous studies undertaken in the same target group showed that youth is one of the hottest groups for communication of EU-related topics because they often overestimate their knowledge about the EU, but are mostly pro-European, as EU accession opens up new opportunities and perspectives for them, mainly in terms of education with employment – not surprisingly, since this is the group that is going to live in the EU one day. The survey was carried out in late October 2011 on a sample of 105 students of communication sciences and attempted to establish how well-informed they were about the European Union, including enlargement policy and functioning of the EU's internal market, with a special emphasis on Croatia's European integration course and the completion of Croatia's accession negotiations. The results revealed that students (youth) were very well-informed about Croatia's European integration course and the completion of the negotiations. Contrary to the expectations, the respondents proved to be well-informed about enlargement policy as well. A lower level of awareness was observed, however, in the department of internal EU market, which opens up the room for improvement for the media and the political elites alike.

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References: 6 *Tables:* 2 *Figures:* 30
Category: Preliminary Communication
Title: INNOVATION AND TECHNOLOGY TRANSFER BARRIERS IN SLOVAKIA AND OTHER NEW EU MEMBER STATES
Author(s): Štefan Luby, Ivan Chodák, Martina Lubyová
Affiliation: Institute for Forecasting, Slovak Academy of Sciences, Centre of Excellence CESTA (Centre for Strategic Analysis), Bratislava, Slovak Republic
Key words: innovation performance, technology transfer, foreign investment, labour costs, patenting
Abstract: The performance of European Union in terms of R&D investment, innovations, and educational attainments generally lags behind that of its main competitors - the

United States and Japan. Within the EU, the new member states from Central and Eastern Europe belong to the group of moderate innovators. As technology is the key component of the innovation system of the 2nd generation, this paper is dedicated to discussing the methods of technology transfer applied by innovation leaders in the EU (e.g. Germany or Finland) and to identifying the factors that may represent the main stumbling blocks in the way of more effective innovation procedures in the new member states (e.g. Governments' preferences for FDI that is attracted by the relatively cheap and skilled labour force; investors' preferences for using know-how developed in their home countries; the absence of venture capital available for R&D and technology transfers, etc.). As the situation in the new member states begins to change - wages are growing and the countries are building new research infrastructure with the help of the EU funds - a new innovation and TT paradigm enters the stage. We discuss the ways of coping with these new challenges – such as better governance in the field of patents, extended education of students in the field of innovative competences and entrepreneurial skills, deeper understanding of the operations of industry technology transfer organizations and improved access to venture capital.

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References: 29 *Tables:* 0 *Figures:* 0
Category: Preliminary Communication
Title: SCIENCE AND PSEUDOSCIENCE IN POSTMODERN SOCIETIES
Author(s): Željko Pavić
Affiliation: Department of Culturology, University J. J. Strossmayer, Osijek, Croatia

Key words: science, pseudoscience, postmodern society, risk society, identity, astrology, alternative medicine
Abstract: Enlightenment envisaged that humanity shall emerge from „self-imposed immaturity“ and replace all forms of prejudice and ignorance with scientific knowledge. However, contemporary research show that in spite of growth of education levels, scientific literacy and

scientific-technological achievements we could even speak about revitalization of pseudoscience. The author tries to show that, besides the spread of communication technologies and media which bring about „democratization“ of knowledge and profit interests, this revitalization can be explained by the characteristics of postmodern societies as risk societies and by the inability of science to provide all-encompassing worldviews. Technological and social complexity causes human-created risks and new forms of uncertainty, whilst the individualization causes decline of trust in people and societal institutions. By analyzing alternative medicine, creationism, astrology and pseudohistory the author tries to show that, due to its methodical skepticism and self-limitation, science cannot provide those forms of symbolic safety which pseudoscience manages to do.

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References: 5 *Tables:* 0 *Figures:* 6
Category: Authors Review
Title: MODERN TRENDS IN RATE AND YIELD MANAGEMENT POLICIES WITH AN EMPHASIS ON WEB BOOKINGS
Author(s): Maja Šimunić
Affiliation: Liburnia Riviera Hotels, Opatija, Croatia
Key words: rate management, booking, rate parity, Web, Hotel Software solutions
Abstract: Today's market and technology development in the form of hotel software solutions as well as the website's involved in selling capacities of individual hotels or hotel chains fully determine the business policy of rate categories with regard to season, occupancy rate, days of week, length of stay, the selling actions etc. One of the biggest challenges today is setting up a competitive rates sold on the third-party websites / distribution channels as booking.com, hrs.com, expedia.com, etc. Why? Because any change in rate category which is mainly affected by the rooms availability and season, the hotel / hotel chain must send to all third-party websites/ distribution channels at the same time or it would not violate "rate parity" partnership that each of these sites request, while rates can change several times a day. Rate parity exists when the same rate structure for a hotel exists across all its distribution channels. This means that everyone must have the lowest rates at the same time. Technology development has greatly contributed to the appearance of systems such as "Rate Tiger",

"Channel Manager", etc., which greatly simplifies the work of the hotel in the way that rates are integrated into one system instead of at each site separately, and that system then sends rates on websites which hotel has a contract with. One of the most elegant solutions currently is myfidelio.net paired with Opera hotel software because it offers a solution where rates change by system itself and then sends them to "My fidelio.net" and it saves a lot of time, but also requires the implementation of opera as a hotel software solution, and thus more funding. Nevertheless, a huge job remains to every hotel to stay present and competitive on the market because the web booking increases rapidly and is more present on the Croatian market as well. It is difficult to adjust to today's world standards, because of outdated technology, which is due to the current economic situation more difficult to finance.

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Category: Professional Paper
Title: APPLICATIONS OF OZONE COMMUNICATION TECHNOLOGY IN VITAL MEDICAL FIELDS
Author(s): Damir Buković, Mate Pavić, Mirjana Radan, Dino Buković, Ahmad El-Saleh, Damir Buković jr., Željko Lah
Affiliation: Croatian Communication Association, Zagreb, Croatia
Key words: Ozone, medicine, gynecology
Abstract: A large number of diseases occur primarily due to lack of oxygen in the tissue and because of accumulation of toxins in the body. Painless an natural treatment with ozone helps with postoperating recovery, and can cure many diseases and injuries, and even tumors, and is now commonly used in dentistry. Ozone has a positive effect on wound healing, stimulation of the immune system, circulation and tissue oxygenation and on reduction of swelling and pain. Clinical studies of ozone have led to the conclusion that ozone in the treatment of inflammatory gynecological diseases has basically the antioxidant effect, while also serving as a fixer of cellular and humoral immunity. Ozone in the treatment of such conditions has detoxicating, analgetic and sedative effects, what leads to a reduction of standard drugs used in these situations. Except in gynecology, ozone has applications in other fields of medicine: it improves blood circulation and supply of blood cells and