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References: 19 *Tables:* 3 *Figures:* 0
Category: Original Scientific Paper
Title: TOURISM STUDENTS – WORK VALUES AND COMMUNICATIVE SKILLS
Author(s): Božidar Veljković
Affiliation: 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.

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References: 29 *Tables:* 0 *Figures:* 0
Category: Original Scientific Paper
Title: INFOKRATIYA AND POLITICAL COMMUNICATION
Author(s): Zoran Jevtović, Zoran Aracki

Affiliation: 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.

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Language –of text: Germ. *– of Summary:* Germ., Engl.
References: 10 *Tables:* 0 *Figures:* 0
Category: Original Scientific Paper
Title: CURRENT MEDIA COMMUNICATION ON THE EXAMPLE OF THE TABLOID HEADLINES
Author(s): Magdalena Malechová
Affiliation: Faculty of Philosophy, University of South Bohemia, České Budějovice, Czech Republic
Key words: media, media communication, tabloids, headline, vocabulary, tendency

Abstract: The article covers the topic of media communication. Nowadays many different media are used to pass details to countless people. The press belongs to the most used forms of mediation. In the article it will be shown from a linguistic perspective how tabloids approach their readers. Some current communications trends and used styles will be mentioned on the basis of selected exemplary headlines. The issue is treated from a lexicologic, morphologic and syntactic point of view.

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Language –of text: Engl. *– of Summary:* Engl., Croat
References: 18 *Tables:* 0 *Figures:* 0
Category: Preliminary Communication
Title: QUALITY OF LIFE AS A TRAVEL MOTIVATIONAL
FACTORS OF SENIOR TOURISTS – RESULTS OF RESEARCH
IN NOVI SAD
Author(s): Dragica Tomka, Vladimir Holodkov, Ivana
Andjelković
Affiliation: Faculty of Sport and Tourism - tims., Educons Uni-
versity, 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.

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Language –of text: Engl. *– of Summary:* Engl., Croat
References: 20 *Tables:* 1 *Figures:* 3
Category: Preliminary Communication
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 infor-
mation from number of images of the same scene from differ-
ent 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

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 re-
sults demonstrates that the few of the proposed techniques
outperform the existing techniques in terms of SNR and PSNR.

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References: 5 *Tables:* 18 *Figures:* 1
Category: Authors Review
Title: TOURISM IN CROATIA: TRUTHS AND MISCONCEP-
TIONS
Author(s): Vlado Galičić
Affiliation: Faculty of Tourism and Hospitality Management,
University of Rijeka, Opatija, Croatia
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 eco-
nomic 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 employ-
ment, 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 cover-
age.

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Category: Professional Paper

Title: NANOETHICS – A NEW CHAPTER IN ETHICAL
STUDIES

Author(s): Štefan Luby, Martina Lubyová

Affiliation: Institute for Forecasting, Slovak Academy of Sciences,
Centre of Excellence CESTA (Centre for Strategic Analysis),
Bratislava, Slovak Republic

Key words: nanoscience and nanotechnology, nanoethics, nanotoxicology, nano-divide

Abstract: Nanotechnology as a natural continuation of micro-technology 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.