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References: 6 *Tables:* 0 *Figures:* 0
Category: Original Scientific Paper
Title: TENDENCIES IN THE DEVELOPMENT OF THE LANGUAGE USED IN CZECH DAILY NEWSPAPERS
Author(s): Alena Jaklová
Affiliation: Faculty of Philosophy, University of South Bohemia, České Budějovice, Czech Republic
Key words: infotainment, Czech daily newspapers, verbal means, comedy and humor, developmental changes, transformations
Abstract: The worldwide scale of printed media is decreasing. This trend can also be seen amongst the dailies in the Czech Republic. In reaction to this tendency journalists are increasingly engaging in the entertainment aspects of journalism. So-called 'infotainment' is now firmly established in journalism. One of the most frequently and at the same time most effective infotainment strategies used in media is the application of verbal (and nonverbal) means of comedy and humor. The study presents an overview of the most frequent and thus the most typical verbal means of comedy and humor in current Czech periodicals based on the analyses of three representative Czech daily newspapers and one tabloid. The conclusion comprises, on the basis of the comparison of frequency, forms and the means of comedy and humor used sixteen years ago and at present, the development of verbal comedy and humor in Czech journalism.

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Language –of text: Engl. *– of Summary:* Engl., Croat
References: 38 *Tables:* 5 *Figures:* 3
Category: Original Scientific Paper
Title: LITERARY TOURISM IN SLOVENIA: THE CASE OF THE PREŽIHOV VORANC COTTAGE
Author(s): Jasna Potočnik Topler
Affiliation: Faculty of Tourism, University of Maribor, Brežice, Slovenia
Key words: literary tourism, heritage tourism, cultural tourism, Prežihov Voranc, writer's museum
Abstract: This article, which is based on interdisciplinary approach, examines the role of the Slovenian author Lovro Kuhar – Prežihov Voranc (1893 – 1950) in the development of literary tourism in Carinthia (Koroška) and the presentation of the writer at the writer's ethnographic memorial museum called The Prežihov Voranc Cottage ("Prežihova bajta" in Slovenian). This cottage is located in Preški Vrh above the Carinthian village called Kotlje, near Ravne na Koroškem, Slovenia. The article analyses how many

tourists visit Prežih's cottage per year and aims to show that there is potential for further development of literary tourism in Carinthia by developing tourism products based on the personality of Prežihov Voranc.

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References: 11 *Tables:* 8 *Figures:* 6
Category: Original Scientific Paper
Title: MISSING DATA PROBLEMS IN NON-GAUSSIAN PROBABILITY DISTRIBUTIONS
Author(s): Lovorka Gotal Dmitrović¹, Vesna Dušak², Jasminka Dobša²
Affiliation: University North, University Centre Varazdin, Croatia¹; Faculty of Organization and Informatics, University of Zagreb, Varazdin, Croatia²
Key words: missing data, imputation methods, probability distribution, ecoinformatics
Abstract: Ecology as a scientific discipline has been developing rapidly and becoming the interdisciplinary science based on Information and Communication Technologies (ICT). Discovering, integrating and analyzing a huge amount of heterogeneous data is crucial in exploring complex ecological issues. Ecoinformatics offers tools and approaches for the management of environmental data which it transforms further into information and knowledge. The development of Information Technologies with the special emphasis on the research methods of gathering and analyzing data, their storage and data access, has significantly enhanced the laboratory methods and their reports. The above, influences the data quality, as well as the research itself. Moreover, it provides a stable base for the development and the replacement of missing data. The improper missing data handling can lead to invalid conclusions. Therefore, it is important to use the adequate methods for handling the missing data. This paper compares The Deleting Rows Method (Listwise Deletion Method) and six single imputation methods, namely: Last Observation Carried Forward (LOCF), Hot-deck Imputation, Group Mean Imputation, Estimated Mean Value Imputation (Regression), Mode Imputation, and Median Imputation. For the purposes of this study, the actual, empirical data was collected and used from the non-Gaussian probability distribution of the observed technical system. Mostly, these are asymmetric probability distributions with a tail. Data sets with missing data were created by deleting values with a random number generator. The experiment was repeated three times for each 100%, 95% and 75% sets of the collected data. Experiments have shown that the best imputation data results were provided by Hot-Deck Method, especially when there was a larger number of missing data, which has been confirmed by the Tests of Goodness. The same results, regardless of the set size, were provided by Listwise Deletion Method, which is simpler.

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Language –of text: Engl. *– of Summary:* Engl., Croat
References: 24 *Tables:* 6 *Figures:* 0
Category: Original Scientific Paper
Title: PREVENTIVE HEALTH CARE OF SPECIFIC GROUP OF EMPLOYEES – THE CASE OF TOUR GUIDES AND TOUR MANAGERS

Author(s): Mitja Gorenak, Marjetka Rangus
Affiliation: Faculty of Tourism, University of Maribor; Brezice, Slovenia

Key words: preventive health care, tour guides, tour managers, tourist agencies, specific group of employees.

Abstract: The article focuses on the question how tourist agencies take care of preventive health care issues of a specific group of employees, tour guides and tour managers. Tour guides and tour managers are due to their work constantly exposed to certain travel diseases. Since tour guides and tour managers in most cases are not employed by tourist agencies, i.e. they are mostly self-employed, tourist agencies do not have the same legal obligation towards them as if they were their direct employees. However it is in the interest of any employer to have their employees healthy. Through perspective of professionalism the issue we are exploring shows how well tourist agencies are taking care of their employees. Our research was done among tour guides and tour managers in Slovenia, with a sample of 500, what represents 25.27% of total population. Altogether we received 120 responses what represents 24.00% of all interviewees or 6.06% of the whole population of tour guides and tour managers in Slovenia. We found out that the lack of insufficiently regulated job status of tour guides and tour managers lowers the standard of professionalism when it comes to preventive health care, and threatens the quality of service in tourism sector. However we have also found out that those tour guides and tour managers that work more often in potentially high risk environments tend to have more support from the tourist agencies that are providing them their jobs. However their support is still not nearly enough to make a substantial difference.

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Language –of text: Engl. *– of Summary:* Engl., Croat
References: 25 *Tables:* 15 *Figures:* 0
Category: Original Scientific Paper
Title: MARIBOR – POHORJE DESTINATION COMPETITIVENESS – HUMAN RESOURCES VIEW
Author(s): Lazar Pavić¹, Božidar Veljković², Dinko Bilić²

Affiliation: Faculty of Agriculture and Life Sciences; University of Maribor, Maribor, Slovenia¹; Croatian Communication Association, Zagreb, Croatia²

Key words: Competitiveness, tourism destination, Maribor, Pohorje, human resources, tourism

Abstract: In this paper we analysed Maribor – Pohorje tourism destination competitiveness from human resources view. In the paper we used tourism destination competitiveness model developed by Gomezelj and Mihalič (2000). The main aim of the paper is to identify the most important competitors of tourism destination Maribor – Pohorje, as also advantages and disadvantages of the actual tourism development in Maribor – Pohorje destination. Four hypotheses were tested using these statistic methods: descriptive statistical analysis, t-test and ANOVA. In accordance with hypothesis, results of our research give practical advice for future Maribor – Pohorje tourism development.

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References: 5 *Tables:* 9 *Figures:* 0
Category: Preliminary Communication
Title: INFLUENCE OF MEDIA ON CREATION OF A TOURIST DESTINATION IMAGE

Author(s): Marko Šantić¹, Arnela Bevanda², Sanja Bijakšić²

Affiliation: Chamber of Commerce, Mostar, Bosnia and Herzegovina¹; Faculty of Economics, University of Mostar, Bosnia and Herzegovina²

Key words: tourist destination, image factors, media, linear multiple regression

Abstract: The goal of this research is, using certain statistic techniques, to analyse the intensity of influence of various media on a tourist destination image creation. It is therefore necessary to research, analyse and determine every single intensity and potentiality of effects of various media on creation of tourist destination image. Furthermore, this statement presents the major part of the problem which this paper has been trying to research and solve systematically. Based on the research goal, the following hypothesis was set: *Different media have different intensity of influence on creation of tourist destination image.*

The sample included 1,000 respondents. The primary data was collected through field research, using the survey technique. Internal consistency, that is, reliability of each measurement scale was tested by Cronbach alpha coefficient. The hypothesis was tested by linear multiple regression method. Necessary analysis and testing were made by using R-programming language. The research results have confirmed the hypothesis and shown that different media have different intensity of influence on creation of tourist destination image.

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 Language –of text: Engl. – of Summary: Engl., Croat
 References: 58 Tables:0 Figures: 2
 Category: Authors Review
 Title: CONVERGENCE OF MEDIA AND TRANSFORMATION OF AUDIENCE
 Author(s): Denis Kalamar
 Affiliation: FERl, Institute of Media Communications, University of Maribor, Maribor, Slovenia
 Key words: convergence, media, audience, transformation, technological and society changes
 Abstract: The development of information-communication technology represents the formation of a new technological-economic paradigm which brings a series of deep structural cuts to all parts of social life. The paper shows an altered logic of media action as a consequence of technologic development and the popularization of internet. Reflexion of the arisen change is a convergence which is in a simplest definition categorized as technological and of media. Joint or convergent communication channels which are formed on a gigantic media monopoly conglomerate affect the perception of receivers, consumers which are known under the term audience. The latter is affected by the process of transformation and it changes its original way of operation. Media concentration is changing the image of media space and means convergence in the production of content, for it is based on general audience interest and cost reduction, what denotes traditional journalism aspects and refers to editorship integration and reorganisation of the same media organisation. Even in the Slovenian media space we have encountered technology based convergence, which changed the media content production accordingly to reorganisation of media organisation, which simultaneously created and is still creating new user experience. Convergence thus refers to social and cultural nature, which is triggering the question of forming the global village and the risk for the homogenisation of culture into an informational society.

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 Language –of text: Germ. – of Summary: Germ., Engl.
 References: 25 Tables:0 Figures: 0
 Category: Professional Paper
 Title: WEBQUESTS IN FOREIGN LANGUAGE LEARNING
 Author(s): Mateja Žavski Bahč
 Affiliation: Faculty of Arts, University of Maribor, Maribor, Slovenia
 Key words: WebQuests, foreign language learning, ICT
 Abstract: Every individual living in the 21st century is in private or professional life every day confronted with different media representing a large part of ICT. Even in school education a trend towards an accelerated use of media-based learning content is recognizable. WebQuests appear to be an efficient example for the use of ICT, as they enable the learners to deepen their expertise in the field of ICT. In the present article WebQuests are presented as a

learning method in foreign language classroom, integrating different learning techniques into the learning process. In the introduction it is described how the teachers in Germany deal with the mentioned technologies. The following theoretical chapters describe the working method WebQuest more deeply. First, the term is defined exactly. This is followed by a classification of WebQuests. Then the constructivist foundations of the didactic model are presented. This is followed by a discussion of the various phases of work in the process of creating WebQuests. In each phase a concrete example of a national heritage theme is integrated in order to illustrate the different phases. In the next chapter the advantages of this method are listed and explained in more detail. In the conclusion the findings from neuroscience concerning the positive impact of the Internet on the learning process is discussed, endorsing the use of ICT in school education.

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 Language –of text: Engl. – of Summary: Engl., Croat
 References: 4 Tables:0 Figures: 4
 Category: Professional Paper
 Title: METHODOLOGY FOR MULTIMEDIA PRESENTATION OF CULTURAL HERITAGE
 Author(s): Stanislav Horný, Eva Jarošová, Alois Surynek, Zdeněk Vondra
 Affiliation: Faculty of Informatics and Statistics, Centre of Professional Education, Faculty of Business Administration, Department of Managerial Psychology and Sociology, University of Economics, Prague, Czech Republic
 Key words: Cultural heritage; camera; typography; multimedia; visual literacy; interactive content; corporate identity; target group.
 Abstract: This work contains draft of Methodology to multimedia presentation of cultural heritage for small and medium enterprises. Goal of the methodology is to enable owners and managers to present cultural heritage or to competently order presentation services. Methodology is developed for small and medium enterprises that focuses on conservation, animation and proposition of cultural heritage and derived products and services. In this work is taken into account that they need to do effective presentation in accordance to their business plan and development of their cultural heritage. The methodology will help managers and owners without media qualification to prepare simple multimedia presentation by themselves or to order qualified suppliers. Multimedia presentation of cultural heritage base on synergy of simultaneous effect of pictorial and narrative content. People in general are adjusted to better perceive by their pictorial cognitive skill than the verbal one. Things that people see are easier to perceive and remember than the information people hear or read. Visual communication significantly supports ability to persuade and catch the target group. By the development of technologies and their new possibilities the average demand of visual content of target group has risen. Target groups want more information in shorter time. By this the role of multimedia is more significant especially in case of graphics, photography, video or animation.