



*2nd International Symposium - Digital Humanities:  
Empowering Visibility of Croatian Cultural Heritage*

University of Zadar, Department of Information Sciences, Zadar, Croatia, November 6 - 7, 2017

**Name of the lecturer(s):**

Aleksandra Krajnović, PhD  
Associate professor

Jurica Bosna, MA  
Assistant

Dario Vištica  
Student

**Affiliation of the lecturer(s):**

Department of Economics  
University of Zadar

**Curriculum vitae of the lecturer(s):**

**Aleksandra Krajnović** (born Bergudac) was born on 14<sup>th</sup> October 1965 in Poreč, Croatia. She completed her graduate studies at the Faculty of Management in Tourism and Hospitality in Opatija, which was followed by master's degree and doctorate and in 2016 acquired the title of Doctor of Science in the field of economics at the same Faculty. She has 28 years of work experience most of which in the field of secondary and higher education and public management in culture and tourism, for which he received several awards. She is currently employed as Associate Professor at the Department of Economics of the University of Zadar and holds the position of Head of Department for Organization, Management and Entrepreneurship at the Department of Economics. She has held several public lectures and participated in several scientific and professional projects. She is an author or co-author of 80 scientific and professional papers and reviews. At the undergraduate level of management studies at the Department of Economics she holds lectures on following courses: *Marketing*, *Marketing Management* and *Controlling*, and at the graduate level of management studies on courses: *Research Methods* and *Brand Management*. At the Graduate study of Applied Geography at the Department of Geography she holds lectures on the course *Sustainable Development and Management of Coastal Areas*. Areas of scientific interest: Marketing, Management and Tourism.

**Jurica Bosna** was born on 26<sup>th</sup> August 1988 in Zadar. He finished his undergraduate and graduate study of Management at Department of economics, University of Zadar in 2012. as the best student of his generation. During his study, he held demonstrations of the following courses: *Marketing Management* and *Entrepreneurship*. He is a postgraduate doctoral student of *New Economy* doctoral study at Faculty of economics and tourism dr. Mijo Mirković, University of Pula. From his relevant work experience should be highlighted his position in Nin SaltWorks Ltd. where he worked as a head of purchase. He appointed associate title of assistant in 2014., while from 01<sup>st</sup> October 2014. he works at University of Zadar, Department of Economics and holds exercises at the undergraduate and graduate study of Management. On undergraduate study of Managements, he holds exercises of *Financial Management* and on graduate study of Management exercise of *EU Economy, International Business* and *Compensation Management*. He published more than 30 scientific papers and participated in many conferences. Also, it is worth to point out his collaboration on the ECONQUAL project - Adopting CQF (Croatian Qualifications Framework) principles in higher education institutions in the field of economics – in organization of Faculty of economics, University of Rijeka with partners - economics faculties and departments in the Republic of Croatia.

**Dario Vištica** was born on 10th October 1979 in Split. He is currently a student of the 3rd year of undergraduate study of Management at Department of Economics, University of Zadar with an average grade of 4.0. He graduated on High School of Economy in Zadar, and further trained for independent bookkeeper at the Open University of Algebra. Also, he has a valid one-year Google Certification from Digital Marketing Fundamentals program awarded by IAB Europe and completed online training from web design at Codecademy platform. From his relevant work experience should be highlighted his position in Music Max d.o.o. where he worked as a branch manager. Since 2014. he works at Kontal j.d.o.o. for business and bookkeeping services as a Senior Accounting Manager. In addition to that, he is a member of the Board Committee of chess club "Zadar". He is also vocationally focused on production and composition of film music. As a producing and composing achievement should be highlighted the project "Empowerment Towards Equal Opportunities 2" presented in the documentary "Migration Challenges: The Same People / Other Places". It is also important to mention that he has composed soundtrack and edited movie about minstrel "The Cara-Ali: Le Vampire", presented twice in Paris, and which was realized in collaboration with the Department of French Language and Literature at the University of Zadar.

#### **Curriculum vitae of the lecturer(s) on Croatian:**

**Aleksandra Krajnović** (rođ. Bergudac) rođena je 14.10.1965. godine u Poreču. Završila je diplomski studij na Fakultetu za menadžment u turizmu i ugostiteljstvu u Opatiji, gdje je nakon toga magistrirala i doktorirala te je 2016. godine stekla zvanje doktora znanosti u

polju ekonomije. Ima 28 godina radnog staža od čega veći dio na području srednjeg i visokog obrazovanja i javnog menadžmenta u kulturi i turizmu za što je dobila i nekoliko priznanja. Trenutno je zaposlena na Odjelu za ekonomiju Sveučilišta u Zadru, a obnaša dužnost voditeljice Katedre za organizaciju, menadžment i poduzetništvo na Odjelu. U zvanje izvanrednog profesora izabrana je 2013. godine. Održala je više javnih predavanja i sudjelovala na nekoliko znanstvenih i stručnih projekata. Autorica je ili koautorica 80-ak znanstvenih i stručnih radova, recenzija i prikaza. Na preddiplomskom studiju menadžmenta na Odjelu za ekonomiju nositeljica je kolegija *Marketing, Marketing menadžment* i *Kontroling*, a na diplomskom studiju menadžmenta na tom Odjelu kolegija *Metode istraživanja* i *Upravljanje markom*. Na diplomskom studiju primijenjene geografije na Odjelu za geografiju nositeljica je kolegija *Održivi razvoj i upravljanje obalnim područjima*. Područja znanstvenog interesa: Marketing, Menadžment i Turizam.

**Jurica Bosna** rođen je 26.08.1988. godine u Zadru. Završio je preddiplomski i diplomski studij Menadžmenta na Odjelu za ekonomiju Sveučilišta u Zadru 2012. godine kao najbolji student svoje generacije. Za vrijeme studija držao je demonstrature iz kolegija *Marketing menadžment* i *Poduzetništvo*. Polaznik je poslijediplomskog doktorskog studija *Nova ekonomija* na Fakultetu za ekonomiju i turizam "dr. Mijo Mirković" Sveučilišta Jurja Dobrile u Puli. Od relevantnog radnog iskustva za istaknuti je njegov rad u Solani Nin d.o.o. gdje je obnašao dužnost voditelja operativne nabave. U zvanje asistenta izabran je 2014. godine na Odjelu za Ekonomiju, a od 01.10.2014. djelatnik je Sveučilišta u Zadru Odjela za ekonomiju pri čemu izvodi nastavu na preddiplomskom i diplomskom studiju Menadžmenta. Na preddiplomskom studiju Menadžmenta izvodi vježbe iz kolegija *Financijski menadžment* te na diplomskom studiju Menadžmenta vježbe iz kolegija *Ekonomija EU, Međunarodno poslovanje* i *Kompenzacijski menadžment*. Objavio je više od 30 znanstvenih radova te sudjelovao na brojnim konferencijama. Također, vrijedno je za istaknuti njegovo sudjelovanje na projektu ECONQUAL - Usvajanje načela HKO u visokoobrazovnim institucijama u polju ekonomije – u organizaciji Ekonomskog fakulteta Sveučilišta u Rijeci s partnerima - ekonomski fakulteti i odjeli u Republici Hrvatskoj.

**Dario Vištica** rođen je 10.10.1979. godine u Splitu. Trenutno je student 3. godine preddiplomskog studija Menadžmenta na Odjelu za ekonomiju Sveučilišta u Zadru s prosječkom ocjena 4,0. Završio je srednju ekonomsku školu, a dodatno se usavršavao za zvanje Samostalni knjigovođa na Pučkom otvorenom učilištu Algebra. Također posjeduje važeći jednogodišnji Google-ov certifikat iz Osnova digitalnog marketinga koji dodjeljuje IAB Europe te je završio on-line usavršavanje iz web dizajna na Codecademy platformi. Od relevantnog radnog iskustva za istaknuti je njegov rad u Music Max d.o.o. gdje je obnašao dužnost voditelja poslovnice, a od 2014. godine je zaposlen u tvrtci Kontal j.d.o.o. za poslovne i knjigovodstvene usluge te obnaša dužnost voditelja računovodstva. Uz navedeno je član Upravnog odbora ŠK „Zadar“. Svoja zanimanja je također usmjerio prema komponiranju filmske glazbe i glazbenoj produkciji. Kao producentsko i

skladateljsko dostignuće možemo izdvojiti projekt „*Empowerment Towards Equal Opportunities 2*“ čiji su ciljevi i provedba predstavljeni u dokumentarcu „Izazovi migracije: Isti ljudi/Druga mjesta“. Također je bitno spomenuti da je komponirao glazbenu podlogu i montiranje filma o guslaru „*Cara-Ali: Le Vampire*“ koji je dva puta prikazan u Parizu te na raznim predstavljajima u RH, a ostvaren je u suradnji s Odjelom za francusku književnost Sveučilišta u Zadru.

**Title of the lecture in English: Tourist valorisation of fiddle and fiddle singing**

**Title of the lecture in Croatian: TURISTIČKA VALORIZACIJA GUSALA I GUSLARSKOG PJEVANJA**

**Abstract in English:** Paper deals with the tourist valorisation of the fiddle and fiddle singing, traditional instrument and the way of singing that have rich cultural base. Aim of the paper is to point out role and importance of fiddle and fiddle singing tourist valorisation while the purpose of the paper is to give a proposal of potential model for generating tourist products based on fiddle and fiddle singing. On the e-mails of the Zadar county cities and municipalities tourist boards has been send the questionnaire in a manner to find out tourist potential, current involvement of fiddle and fiddle singing in the tourist offer of the Zadar County as well as potential shapes and ways in which in the future fiddle and fiddle singing could be more efficiently valued in tourism. By the fiddle and fiddle singing could be created different types of the tourist products while we also contribute to the preservation of the non-material cultural heritage of the Zadar County.

**Abstract in Croatian:** Rad se bavi turističkom valorizacijom gusala i guslarskog pjevanja, tradicionalnog glazbala i načina pjevanja bogate kulturne osnove. Cilj rada je ukazati na ulogu i važnost turističke valorizacije gusala i guslarskog pjevanja dok je svrha rada dati prijedlog potencijalnog modela stvaranja turističkih proizvoda baziranih na guslaru i guslama. Na e-mail turističkih zajednica gradova i općina Zadarske Županije poslan je anketni upitnik kako bi se doznao turistički potencijal, trenutna uključenost gusala i guslarskog pjevanja u turističku ponudu Zadarske Županije te potencijalni oblici i načini na koje bi se u budućnosti moglo efikasnije turistički valorizirati gusle i guslarsko pjevanje. Putem turističke valorizacije gusala i guslarskog pjevanja mogu se kreirati različiti tipovi turističkih proizvoda pri čemu također dajemo doprinos očuvanju nematerijalne kulturne baštine Zadarske Županije.

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**Key words in English:** fiddle, fiddle singing, tourist valorization, non-material cultural heritage, Zadar County

**Key words in Croatian:** gusle, guslarsko pjevanje, turistička valorizacija, nematerijalna kulturna baština, Zadarska Županija