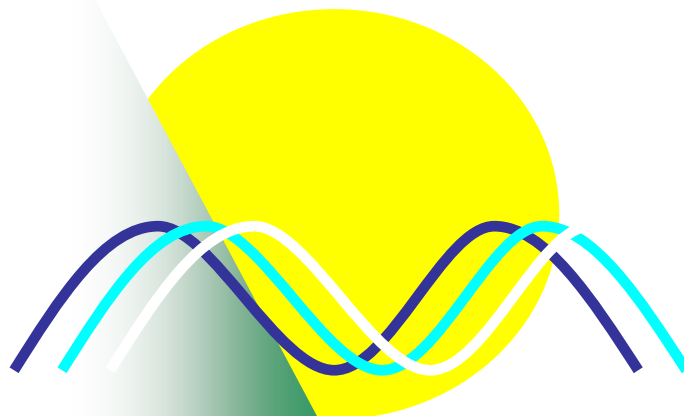




UNIVERSITY OF ZADAR
**Department of tourism and
communication science**

UNIVERSITY OF KLAGENFURT
Department of sociology



4th Symposium on European Issues
What Will Be? Analysis and Visions for Europe
Specialist stream
Convergence/divergence in the visions of Europe:
Focus on social practices
Zadar, Croatia, September 4-5, 2009

FINAL PROGRAMME

September 3, 2009 (evening hours)

- *Arrival to Zadar*
- *Symposium registration*
- *Informal welcome to the Zadar stream of the Symposium and the Department of Tourism and Communication of the University of Zadar*

September 4, 2009

OFFICIAL WELCOME

- **9.00 a.m.** *Welcome from the representatives of the City of Zadar, University of Zadar and the Department of Tourism and Communication Science*
- **9.30 a.m.** *Welcome & invited plenary lecture from Univ. Prof. Dr. Josef Langer (University of Klagenfurt): **The European Union Between the Obvious and the Obscure***

10.00 – 10.15

COFFEE BREAK

10.15 – 11.15

Session A: FUTURE OF EUROPEAN MEDIA AND COMMUNICATION PRACTICES

Session moderator: Vlado Sušac

- Malović, Stjepan (University of Zadar): ***Double Standards of the EU Media Companies***
- **Discussion**
- Sušac, Vlado (University of Zadar): ***European Language Policy Between Theory and Practice***
- **Discussion**
- Zgrabljic-Rotar, Nada (University of Zadar), Silvio Šop (Hrvatski radio): ***Media of the Future – Creating the Profile of a New Radio: The Case of Hrvatski radio (Croatian Radio)***
- **Discussion**
- Perišin, Tena (Hrvatska radio televizija -HTV): ***From television news to digital journalism: new media trends***
- **Discussion**
- Prelog, Nenad (University of Zadar): ***Report on the death of newspapers was an exaggeration***
- **Discussion**

11.15 – 11.30

COFFEE BREAK

11.30 – 12.30

Session B: VISION FOR THE DEVELOPMENT OF EUROPEAN TOURISM

Session moderator: Jurica Šimurina

- Fudurić, Morana (University of Zagreb): ***Media & Marketing Communications: Perspectives for Tourism & Hospitality Industry***
- **Discussion**
- Krce-Miočić, Božena (University of Zadar); Žnidar, Krešimir (Valicon plc): ***Perspectives of Nautical Tourism in the Adriatic***
- **Discussion**
- Mijić, Veljko (DALMOS plc): ***What Was, It Was. What Will Be, Will Be? A Path-Dependency Analysis of Donated Tourism Projects in South East Europe***
- **Discussion**
- Jurica Šimurina, Aleksandar Bogunović, Milivoj Marković (University of Zagreb): ***Perspectives of airline industry development in Croatia***

12.30 – 12.45

COFFEE BREAK

12.45 – 13.30

Session C: WHAT FUTURE FOR THE CULTURAL TOURISM IN EUROPE?

Session moderator: Nikša Alfirević

- Jelinčić, Daniela Angelina (Institute for International Relations Zagreb): ***Developments of South-East European Virtual Cultural Tourism***
- **Discussion**
- Pavelin, Goran (Elementary School Hvar): ***What Will Be? Vision of Social and Economic Development in Europe with Special Emphasis on Cultural Tourism***
- **Discussion**
- Peručić, Doris; Pavlić, Ivana (University of Dubrovnik): ***Vision for Positioning of Dubrovnik as a European Cultural Destination***
- **Discussion**

13.30 – 15.00

LUNCH & FREE TIME

15.00 – 15.45

Session D: TRENDS AND PERSPECTIVES IN EUROPEAN EDUCATIONAL PRACTICES

Session moderator: Josef Langer

- Hoenig Barbara (FH Kaertnen): ***Experiences and Perspectives of European Higher Education: Implementing the Bologna Reform Process in Two EU Member States***
- **Discussion**
- Fučko, Kristijan; Zekanović Korona, Ljiljana (University of Zadar): ***Vision of Education***
- **Discussion**
- Mihanović, Zoran (University of Split); Bubalo, Ana (Open University Zagreb); Vučić, Mario (Agency for Adult Education): ***Perspectives of Adult Education Marketing in Croatia***
- **Discussion**

15.45 – 16.00 p.m.

COFFEE BREAK

16.15 – 17.15

Session E: CULTURE AND CULTURAL PRACTICES IN DEVELOPING DIFFERENT ASPECTS OF THE VISION FOR REGION AND EUROPE

Session moderator: Tomislav Janović

- Janović, Tomislav (University of Zadar): ***Liberty versus Equality in Europe: Which will Get the Upper Hand?***
- **Discussion**
- Alfirević, Nikša (University of Split); Pavičić, Jurica (University of Zagreb); Vlašić, Goran (University of Zagreb): ***Future Insight as a Strategic Capability in the Regional and European Risk Society***
- **Discussion**

- Drašković, Nikola (PhD student, Leeds Metropolitan University); Gnjidić, Vladimir (PhD student, University of Split): *Tourism and Environment in Croatia: Interactions of Tourists with the Local Environmental Legislation*
- **Discussion**
- Vrsaljko, Anđelko (University of Zadar): *Importance and Role of Cerasus Marasca on the Balanced Development of the Adriatic Coast*
- **Discussion**

17.15 – 17.30

COFFEE BREAK

17.30 – 18.30

Session moderators: Josef Langer, Božena Krce Miočić, Goran Vlašić

SUMMARY AND CONCLUSION

18.30 -

DINNER

September 5, 2009 (morning hours)

OPTIONAL EXCURSION TO THE CITY OF NIN