



Borna Buljan

WORK EXPERIENCE

Teaching & Research Assistant

University of Zadar [16/03/2020 – Current]

Address: Ulica dr. Franje Tuđmana 24i, 23000 Zadar (Croatia)

Website: <https://tikz.unizd.hr/nastavnici/clanovi-odjela/buljan-borna>

Email address: bbuljan@unizd.hr

Name of unit or department: Department of Tourism and Communication Studies - **Business or sector:** Education

1. To deliver a range of teaching and assessment activities, including tutorials, seminars and lectures in some instances;
2. To contribute to the development of appropriate teaching materials to ensure content and methods of delivery meet learning objectives;
3. To participate in the assessment process, using a variety of methods and techniques and provide effective, timely and appropriate feedback to students to support their learning;
4. To participate in the supervision of practical work, advising on skills, methods and techniques to assist the transfer of knowledge;
5. To contribute to the ongoing development and design of the curriculum, in a manner that supports a research led and scholarly approach to student learning;
6. To engage in professional development as appropriate and regularly update subject related knowledge base;
7. To undertake limited administrative duties as requested by the Head of the Department;
8. To be familiar with subject-based pedagogy;
9. To engage in professional development to remain current and ensure application of recent advances in knowledge to teaching

Senior Associate

Zadar County [06/01/2019 – 15/03/2020]

Address: Ivana Mažuranića 28a, 23000 Zadar (Croatia)

Website: <http://www.agrra.hr/en>

Email address: ivica.pintur@agrra.hr

Name of unit or department: Zadar County Rural Development Agency (AGRRA) - **Business or sector:** Agriculture, forestry and fishing

Everyday tasks performed within the responsibilities of International Affairs Department during the implementation phase of EU-funded projects. This includes the application of experience gained in working in different sectors (international relations, agriculture, fisheries, finance, project management ...). This knowledge is mainly used to provide assistance to institutions and organizations operating in rural areas, and the ultimate goal is to direct their needs and develop their potential. In this way, institutions and organizations become involved in a large international network of partners whose goal is to create new project ideas.

Hotel receptionists

Intermod d.o.o. [20/04/2015 – 05/01/2019]

Address: Ulica V 1a, 23231 Zadar (Croatia)

Website: <https://hotel-pinija.hr/>

Email address: info@hotel-pinija.hr

Name of unit or department: Hotel Pinija - **Business or sector:** Accommodation and food service activities

- reception and registration of guests;
- daily communication and assistance to guests;
- receiving and answering inquiries;
- assistance in preparing weekly and monthly reports;
- control processes

Classic receptionist jobs - primarily the relationship with guests and meeting their needs and requirements.

EDUCATION AND TRAINING

Enrollee in the international inter-university postgraduate interdisciplinary doctoral study Entrepreneurship and Innovation

Faculty of Economics in Osijek's International Centre for Entrepreneurial Studies [

03/07/2021 – Current]

Address: Trg Ljudevita Gaja 7, 31000 Osijek (Croatia)

Website: <http://www.ices.hr/en/>

Field(s) of study: Business, administration and law

Master of Economics

University of Zadar - Department of Tourism and Communication Studies [01/10/2012 – 28/09/2015]

Address: Ulica dr. Franje Tuđmana 24i, 23000 Zadar (Croatia)

Website: <https://tikz.unizd.hr/>

Field(s) of study: Business, administration and law: *Inter-disciplinary programmes and qualifications involving business, administration and law*

Final grade: A – Level in EQF: EQF level 7

NQF Level: VII - 1 – Type of credits: ECTS – Number of credits: 120

Thesis: State of the art and the possibilities of rural tourism development in Vukovar-srijem and Osijek-baranja counties

The study qualifies for more complex jobs in private and social sector entrepreneurship, especially in culture and tourism, in order to meet the great need for experts in this field, given the current state of transition trends in Croatia

CRORIS PROFILE

<https://www.croris.hr/osobe/profil/35942?lang=en>

PUBLICATIONS

Youth entrepreneurship in rural areas – Reflection on Croatia

[2021]

Proceedings of FEB Zagreb 12th International Odyssey Conference on Economics and Business

Although rural areas have often been portrayed as picturesque settings in which various economic activities are undertaken, one of the main negative characteristics of modern-day rural areas relates to the outmigration of youth population. In this sense, recent advancements in academia have shown that entrepreneurship has been increasingly seen as an appropriate mechanism which could be utilized with the aim of socio-economic revitalization of neglected areas. Despite this fact, there is a lack of relevant sources which could be utilized when it comes to a systematic overview of entrepreneurship among youth population, specifically, in rural areas. The aim of this paper is to demonstrate which key challenges and obstacles that have been prevailing in modern-day rural areas have been aggravating development of youth entrepreneurship in rural areas. In this sense, it is of utmost importance to assess different policies and programmes which should be enabling youth population of rural areas to tackle successfully such obstacles and engage in entrepreneurial endeavors. The youth population in rural areas usually encounters three main types of constraints which refer to a lack of human, social, and

financial capital. These issues have been specifically examined at the level of the Republic of Croatia. Almost the entire area of the Republic of Croatia could be categorized as a rural area and, in this sense, the Republic of Croatia does not constitute an exception when it comes to adverse effects prevailing in modern-day rural areas. Therefore, the main goal of this paper is to determine some of the main constraints in existing policies and programs at the level of the Republic of Croatia, which could be seen as appropriate for stimulation of entrepreneurship among rural youth population. A literature review undertaken as a part of this study has shown that at the level of the Republic of Croatia there is no unique program which would prescribe policies for stimulating and developing entrepreneurship among the youth population in rural areas. Key stakeholders which should be most responsible for the creation of such policies need to consider appropriate measures that need to be undertaken with the, primarily, aim of providing the youth population with enhanced access to quality entrepreneurship education. Not of least importance are structural changes that need to be made with regard to financial measures supporting the youth population and creation of supportive networks that enhance the social capital of rural youth entrepreneurs.

Stakeholders' Perceptions toward Tourism Development in a Rural Destination: A Case Study from Croatia

[2020]

Proceedings of FEB Zagreb 11th International Odyssey Conference on Economics and Business

One of the main preconditions for a sustainable and successful tourism development is the involvement of all destination stakeholders. Their attitude regarding different aspects of destination development, as well as the perception of their role in it is very important, as it is very much influencing their direct or indirect involvement in tourism activities. Therefore, it is crucial to include different destination stakeholders from the very beginning in the process of tourism planning. The aim of this paper is to analyze how different stakeholders involved in tourism activities in rural destinations perceive the tourism development of their destination. The destination Ravni kotari was taken as a case study. This area is a rural tourism destination in the hinterland of Zadar region in Croatia and it is just at the beginning of tourism development. Therefore, it is very important to investigate how different stakeholders, who are part of the tourism offer and actively participate in tourism activities, perceive the current state and further tourism development of the destination. So, the main goal is rather to determine the future direction of the tourism development of a rural tourism destination than to evaluate the impact of tourism on the local community. The research was conducted by using a qualitative research method. A focus group with eleven different stakeholders involved in tourism activities in Ravni kotari was organized in order to collect some in-depth information about their attitudes and perceptions toward tourism development of the destination. The results showed a positive stakeholder's attitude regarding tourism development and their willingness to participate in it. On the other hand, it was determined that the different stakeholders who are involved in different activities (agriculture, hospitality, culture, etc.) perceive similar challenges regarding the destination development. Based on the information gained from the focus group, some guidelines for the further tourism development of the destination were defined.

CONFERENCES AND SEMINARS

Scientific colloquia "Tourism and Protected Areas"

[Kornati, Croatia, 01/06/2023 – 02/06/2023]

Organized by the Scientific Council for Tourism and Space of the Croatian Academy of Sciences and Arts (in cooperation with the University of Zadar and the Kornati National Park Public Institution), this colloquia addresses tourism as a complex spatial phenomenon that is closely related to protected areas, i.e. those areas that are under different categories and regimes of nature protection and that should be managed for long-term preservation. In this sense, there are various challenges in moderating such activities, and despite the legislation, strategies and management plans, many questions are open, starting with the crucial ones - from whom and for whom some part of nature needs to be protected and whether nature is at all a strictly protected limited part of the environment which is faced by a person who is connected to it by his direct and indirect presence.

Participation with the paper *DEVELOPMENT OF ENTREPRENEURSHIP BASED ON VALORIZATION OF THE PROTECTED PARTS OF NATURE ZADAR COUNTY*

Link: <https://www.info.hazu.hr/events/znanstveni-kolokvij-turizam-i-zasticena-podrucja/>

7th UNESCO UNITWIN Conference "World Heritage & Tourism Innovation: Responding to the challenges in a changing world"

[Portorož, Slovenia, 15/05/2022 – 20/05/2022]

The 7th UNESCO UNITWIN Conference "World Heritage & Tourism Innovation" is organised by the UNESCO UNITWIN Network 'Culture, Tourism, Development' and its member, the University of Primorska, TURISTICA - Tourism Studies Faculty. This international and interdisciplinary forum addresses the emerging need for sustainability-oriented innovations in tourism management of heritage sites.

With 122 academic studies and examples of good practice from 35 countries, the need for new approaches in tourism is discussed by world-renowned experts in the field of heritage, sustainable development, digital communications and climate change management.

Participation with the paper *SUSTAINABLE MANAGEMENT OF CULTURAL HERITAGE IN THE INITIAL DEVELOPMENT PHASE OF A RURAL TOURISM DESTINATION*

Link: <https://unitwin2022.turistica.si/en>

entreTime pilot

[Virtual education, 08/10/2021 – 03/12/2021]

entreTime is a new entrepreneurship education initiative, funded by the European Union, aimed at upskilling educators within higher education.

Following our specific philosophy "*teaching through entrepreneurship*", a pool of experienced professionals in the domain has developed a **three-month train-the-trainer programme**. The entreTime training programme is an excellent learning experience for:

- Improving an educator's personal development
- Understanding the value of entrepreneurial competences as practical life skills
- Triggering entrepreneurial spirit and societal responsibility among enterprising students

Link: <https://www.entretime.eu/>

FEB Zagreb 12th Odyssey Conference on Economics and Business

[Šibenik, Croatia, 09/06/2021 – 12/06/2021]

The Conference aims to bring together researchers and practitioners to present their research and discuss recent challenges in business and economics.

Participation with the paper *YOUTH ENTREPRENEURSHIP IN RURAL AREAS – REFLECTION ON CROATIA*

Link: <https://odyssey.net.efzg.hr/BOLD>

FEB Zagreb 11th Odyssey Conference on Economics and Business

[Virtual conference, 19/06/2020 – 19/06/2020]

The Conference aims to bring together researchers and practitioners to present their research and discuss recent challenges in business and economics.

Participation with the paper *STAKEHOLDERS' PERCEPTIONS TOWARD TOURISM DEVELOPMENT IN A RURAL DESTINATION: A CASE STUDY FROM CROATIA*

Link: <https://odyssey.net.efzg.hr/BOLD>

PROJECTS

INVESTINFISH

[01/01/2019 – 16/03/2020]

"INVESTINFISH" project's main objective is strengthening of competitiveness of F&A production system, through promotion of investment programs aimed at acquisition of innovation services. After having conducted an in-depth analysis of:

- poles of excellence able to trigger innovation in 5 Regions concerned;

- funding schemes;
- innovation requirements from SMEs and best advanced solutions;

“INVESTINFISH” project implements pilot actions providing some Italian and Croatian F&A SMEs with a roadmap to innovation instruments & services, boosting creation of marketable innovative products and/or processes that will improve the SMEs potential market positioning.

E-CITIJENS

[01/01/2019 – 15/03/2020]

Project overall objective will be achieved with three specific objectives:

1. To endow Chain of Command of Civil Protection with a “social media based” Emergency Decision Support System (EDSS);
2. To activate the participatory citizens` role as “active sensor” of emergencies (citizen journalism);
3. To harmonize Croatian and Italian risk management current legislation.

As a result of pursuing the above targets, project E-CITIJENS will contribute to:

1. Improved Coordination of Civil Protection risk management measures
2. Increased involvement of citizens in natural and man-made disaster management

Apprenticeship HUB

[01/01/2019 – 15/03/2020]

Project objective is to contribute to better employment chances of students and graduates and better qualifications matching the needs of the small farms through the engagement of agricultural small and medium enterprises (SMEs) in apprenticeship schemes.

Sustourismo

[01/02/2020 – 31/07/2022]

The aim of the project is to improve and better manage the existing tourist offer of the city and strengthen the off-season tourist offer and the development of tourist infrastructure.

Link: <https://sustourismo.adrioninterreg.eu/>

Take It Slow

[01/06/2020 – 30/06/2023]

TAKE IT SLOW is designed to establish, manage & promote Adriatic Region as smart, integrated, sustainable, accessible, year-round, green & slow tourist destination of the Mediterranean based on accessible, protected, valorised & promoted tangible & intangible joint natural & cultural heritage of its islands, coastal, inland & rural Adriatic. With realization of project activities within 36 months, DNC & 11 project partners & 1 AP will trigger high-quality level of services and products of tourism value chain through smart specialization concepts stimulating innovation, knowledge, competitiveness, networking and CB partnership processes.

Link: <https://programming14-20.italy-croatia.eu/web/take-it-slow>

Establishing the Infrastructure of the Regional Centre of Competence of School of Tourism and Hospitality, Split

[30/07/2019 – 31/12/2023]

The project is aimed at establishing the infrastructure of the Regional Competence Center of the Tourism and Hospitality School, Split, which will enable the Tourism and Hospitality School, Split to acquire the necessary spatial and technical conditions for the adequate performance of all activities and activities as a Regional Center of Competence for the field of tourism and hospitality in the following five years.

The project will carry out works on the reconstruction, extension and upgrading and equipping of the Regional Center of Competence of the Tourism and Hospitality School, Split. The project also envisages equipping assistant chef and pastry chef practicum for students with special needs

Link: <https://tusrck-st.eu/o-projektu/>

PODUZMI (Effective Active Teaching and Learning about Entrepreneurship in Economically Underdeveloped and Rural Areas)

[01/06/2022 – 31/12/2023]

Project PODUZMI aims to develop a teaching model based on raising creativity and entrepreneurial thinking in the context of the rural community and in the sustainable use of local resources for entrepreneurial purposes with raising awareness of scarce resources and climate change. Rural areas (Gračac municipality) have greater challenges than city centers in relation to educational development due to socio-economic and institutional structures. The project will encourage creativity, entrepreneurship awareness and create sustainable jobs in rural areas in the long run by increasing the entrepreneurial potential of the deprived, local communities at the same time contributing to reducing the gap and helping to ensure the rural-urban balance.

Link: <https://poduzmi.com.hr/>

System of indicators of sustainable development of tourism in rural areas (RURAL SPOT)

[01/10/2021 – Current]

The research focus of the project is on reaching answers to the following questions: What kind of development/return of tourism do we want in rural areas? How to achieve sustainable development of tourism in the future? How to reduce the sensitivity of tourism in rural areas to external influences? How to develop a high-quality development monitoring system based on which decision-makers in rural areas would balance the relationship between spatial development through the acceleration function of tourism and care for the local community with the ecological characteristics of the space?

The project focuses on achieving the following goals:

- establish a system of relevant general and specific indicators of sustainable tourism development, and test it in a pilot rural area,
- design and create databases for collecting data for calculating indicators and a methodology for measuring, monitoring and evaluating the sustainable development of tourism in rural destinations,
- determine the limit values of the indicators, which represent the minimum and maximum of the desirable values of the indicators,
- create a model of variables influencing tourism in rural areas and devise a methodology for reducing their negative impact on tourism in rural areas.

The scientific contribution of the project is reflected in the systematization of knowledge from the field of sustainable tourism, the development of tourism in rural areas and ecological certification, the acquisition of new scientific knowledge about the perceptions of stakeholders in tourism about the valorization of all forms of heritage, the need for its preservation and the importance of sustainable spatial development.

Link: <https://tikz.unizd.hr/znanost/projekti/rural-spot>

LANGUAGE SKILLS

Mother tongue(s): **Croatian**

Other language(s):

English

LISTENING C2 READING C2 WRITING C2

SPOKEN PRODUCTION C2 SPOKEN INTERACTION C2

German

LISTENING B1 READING B1 WRITING B1

SPOKEN PRODUCTION B1 SPOKEN INTERACTION B1

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

DIGITAL SKILLS

Microsoft Office: proficient user of Word, Excel and Powerpoint / Hotel Reservation System / Reference manager / E-learning platforms / Web of Science (WOS) / Online Meeting Tools

DRIVING LICENCE

Driving Licence: AM

Driving Licence: B

MANAGEMENT AND LEADERSHIP SKILLS

Management skills

Ability to adapt to teams acquired through work in the reception department of two hotels, but also while performing daily duties within the Department for International Cooperation at AGRRA and as a teaching & research assistant.

ORGANISATIONAL SKILLS

Organisational skills

Participation in the processes of quality control of daily activities (control and evaluation of the performance of the reception department at the Piniija Hotel) and preparation and communication of reports that monitor the daily operations of various segments of the reception business.

Professional and multidisciplinary approach to building a partnership network in the rural area of Zadar County (and beyond) that includes private and public entities: small and medium enterprises in various sectors, universities, chambers of commerce, regional development agencies and others.

COMMUNICATION AND INTERPERSONAL SKILLS

Communication skills

Expressed communication skills acquired through daily interaction with guests and colleagues in hotel organizations, as well as during educational work with students and colleagues at the University.

Team spirit, in addition to working in multi-member offices and groups throughout previous employment, further developed through twelve years of playing football and three years of playing futsal.
