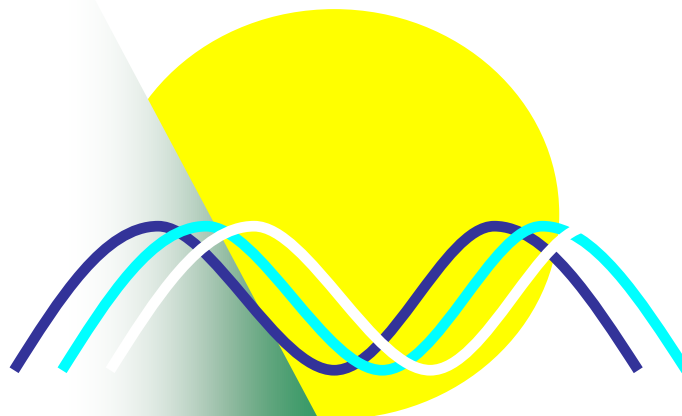




UNIVERSITY OF ZADAR
**Department of tourism and
communication science**

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

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

9.00 – 9.15 a.m.

COFFEE BREAK

9.15 – 10.15 a. m.

Session A: FUTURE OF EUROPEAN MEDIA AND COMMUNICATION PRACTICES

- Kalajžić, Vesna; Sušac, Vlado; Ražnjević, Marijana (University of Zadar): ***Culture and Media - Challenge of the Future***
- **Discussion**
- Sušac, Vlado (University of Zadar): ***European Language Policy Between Theory and Practice***
- **Discussion**
- Zgrabljic-Rotar, Nada (University of Zadar): ***Media of the Future – Creating the Profile of a New Radio: The Case of Croatian Radio***
- **Discussion**
- Malović, Stjepan (University of Zadar): ***Double Standards of the EU Media Companies***
- **Discussion**

10.15 – 10.30 a.m.

COFFEE BREAK

10.30 – 11.30 a.m.

Session B: VISION FOR THE DEVELOPMENT OF EUROPEAN TOURISM

- 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*

11.30 – 11.45 a.m.

COFFEE BREAK

11.45 – 12.30 a.m.

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

- 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**

12.30 – 3.00 p.m.

LUNCH & FREE TIME

3.00 – 3.45 p.m.

Session D: TRENDS AND PERSPECTIVES IN EUROPEAN EDUCATIONAL PRACTICES

- 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**

3.45 – 4.00 p.m.

COFFEE BREAK

4.15 – 5.15 p.m.

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

- 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**

5.15 – 5.30 p.m.

COFFEE BREAK

5.30 – 6.30 p.m.

SUMMARY AND CONCLUSION

6.30 p.m. -

DINNER

September 5, 2009 (morning hours)

OPTIONAL EXCURSION TO THE CITY OF *NIN*