





PERSONAL INFORMATION

Ivana Licul



-  Rijeka, Croatia
-  051 294 702
-  [ivana.licul@fthm.hr](mailto:ivana.licul@fthm.hr)
-  <https://www.fthm.uniri.hr/kontakti/115-ivana-licul>
- ID number of scientist: 353344

WORK EXPERIENCE

- 2016 - **Assistant at the Department of Management**  
University of Rijeka, Faculty of Tourism and Hospitality Management  
**Business** Higher education activities
- 2015 - 2016 **Assistant at the Department of Marketing**  
University of Rijeka, Faculty of Tourism and Hospitality Management  
**Business** Higher education activities
- 2014 - 2015 **Professional Associate for Working on International Projects**  
University of Rijeka, Faculty of Tourism and Hospitality Management  
**Business** Administrative work activities
- 2013 - 2014 **Professional Associate for Administrative Affairs**  
University of Rijeka, Centre for Micro and Nano Science and Technology  
**Business** Administrative work activities

EDUCATION AND TRAINING

- 2011 - **Postgraduate Doctoral Program in Economics and Business Economics**  
University of Rijeka, Faculty of Economics
- 2009 - 2010 **Master of Economics (MA), 300 ECTS**  
University of Rijeka, Faculty of Tourism and Hospitality Management
  - Graduate university study "Hospitality Management"
  - 90% of the knowledge acquired, the first class
- 2005 - 2009 **Bachelor of Economics (BSc. Bacc. Econ.); 240 ECTS**  
University of Rijeka, Faculty of Tourism and Hospitality Management
  - Undergraduate University Study in Hospitality Management
  - 81% of the knowledge acquired, the first class
- 2001 - 2005 **High school education**  
The first Rijeka Croatian gymnasium in Rijeka
  - Gymnasium program of language orientation

PERSONAL SKILLS

Mother tongue Croatian

Other language(s)	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C1	C1	C1	C1	C1
German	B1	C1	B1	B1	C1
Italian	A2	A2	A2	A2	A2

Levels: A1/A2: Basic user - B1/B2: Independent user - C1/C2 Proficient user  
[Common European Framework of Reference for Languages](#)

**Communication skills**

- team work experience (member of several project teams)
- communicative skills acquired through:
  - work in educational and scientific institutions
  - direct contact with media representatives within the organization and implementation of various promotional activities of the Faculty
- effective adaptation to changes in work and dynamic working environment

**Organisational skills**

- experience in the planning, organization and implementation of various events and professional and scientific conferences
- experience in technical coordination / administration and implementation of projects
- a high level of organizational abilities and skills acquired by performing teaching and administrative activities specific to the science and higher education system

Digital skills	SELF-ASSESSMENT				
	Information processing	Communication	Content creation	Safety	Problem solving
	Proficient user	Proficient user	Proficient user	Proficient user	Proficient user

Levels: Basic user - Independent user - Proficient user  
[Digital competences - Self-assessment grid](#)

**Other**

- Secretary of the 24th International Congress of Tourism and Hospitality Industry 2018, Trends and Challenges (April 2018)
- External associate within the course *Advanced Microeconomics* at the Faculty of Economics, University of Rijeka (from 2012 to 2015)
- Member of the Commission for Evaluation of Works within the Consumer Research Competition for the needs of the Jadran Galens Laboratory d.d. (June - July 2015)
- Team member for the organization of a doctoral workshop "Efficient Thesis Writing & Presenting" within the ToSEE Conference (May 2015)
- The scholarship winner of the University of Rijeka for the academic year 2008/09

Driving licence B

## ADDITIONAL INFORMATION

## TRAINING

- February, 2021 **Learning Catalytics i Perusall – student-centered teaching tools**  
Faculty of Tourism and Hospitality Management, Opatija
- January, 2021 **Constructive connection of learning outcomes with other elements of the teaching process**  
Faculty of Tourism and Hospitality Management, Opatija
- October, 2020 **Publishing in Top SSCI Journals and Get Recognition For Your Research**  
Emerald Publishing
- September, 2020 **Publishing in top international journals: how to develop properly each part of the manuscript**  
Faculty of Economics, Rijeka
- September, 2018 **Erasmus+ training**  
ISAG - Instituto Superior de Administração e Gestão, Porto, Portugal
- February, 2018 **Introduction to panel econometrics**  
Faculty of Tourism and Hospitality Management, Opatija and Faculty of Economics, University of Zagreb
- June, 2017 **Methodology of scientific research work**  
Faculty of Economics, University of Rijeka and Faculty of Economics, Ljubljana
- February, 2017 **Applied econometrics**  
Faculty of Tourism and Hospitality Management, Opatija and Faculty of Economics, University of Zagreb
- November - December, 2016 **Creating an e-course in Moodle**  
Faculty of Tourism and Hospitality Management, Opatija and CARNet
- October, 2016 **CESIM OnService - Simulation of and small and service companies**  
University Petar Zrinski, Zagreb
- June - July, 2016 **Statistical methods in research work**  
Faculty of Economics in Osijek and Faculty of Management in Tourism and Hospitality, Opatija
- February, 2016 **Academic Teaching excellence - English as the Medium of Instruction**  
British Council and Faculty of Management in Tourism and Hospitality, Opatija
- October, 2015 **Cromar doctoral colloquium**  
Faculty of Economics in Split
- February, 2015 **Academy on Implementation of Structural Fund Projects**  
Projekt jednako razvoj d.o.o.
- February, 2015 **Education "Structural Funds of the European Union"**

Projekt jednako razvoj d.o.o.

- June, 2014 **Seminar "Horizon 2020 and Erasmus - new tenders open for social and humanistic directions (2014-2015)"**  
European Union Agency for Mobility and Programs, Faculty of Political Science, Zagreb
- December, 2012 **Seminar "New Sales Tools"**  
Znanstveno-tehnološki park Sveučilišta u Rijeci d.o.o. with the support of the Ministry of Labor, Economy and Entrepreneurship of the Republic of Croatia
- September, 2011 **Seminar "Entrepreneur - beginner"**  
Znanstveno-tehnološki park Sveučilišta u Rijeci d.o.o. with the support of the Ministry of Labor, Economy and Entrepreneurship of the Republic of Croatia
- July, 2010 **Alpen Adria Summer University, "International Tourism and Marketing Intelligence"**  
WU (Wirtschaftsuniversität Wien), Austria , University of Primorska, Slovenia, University of Rijeka, Croatia

#### PUBLISHED PAPERS

SCIENTIFIC PAPERS	<ol style="list-style-type: none"> <li>1. Milohnić, I., Bonifačić, J. C., &amp; Licul, I. (2019). Transformation of Camping into Glamping–Trends and Perspectives. In: <i>Proceedings of ToSEE - Tourism in Southern and Eastern Europe, Creating Innovative Tourism Experiences: The Way to Extend the Tourist Season</i>, University of Rijeka, Faculty of Tourism and Hospitality Management, Opatija, pp. 457-473.</li> <li>2. Milohnić, I., Licul, I., &amp; Predović, I. (2019). Važnost razumijevanja povezanosti između obilježja i motivacije posjetitelja: empirijska analiza hrvatskog turističkog događaja. <i>Zbornik Veleučilišta u Rijeci</i>, 7(1), pp. 109-125.</li> <li>3. Milohnić, I., &amp; Licul, I. (2018). Entrepreneurial management and education: Experiences in the application of business simulations. <i>Informatologia</i>, 51(3-4), pp. 172-181.</li> <li>4. Vrtodušić Hrgović, A. M., Cvelić Bonifačić, J., &amp; Licul, I. (2018). Glamping–New Outdoor Accommodation. <i>Ekonomska misao i praksa</i>, (2), pp. 621-639.</li> <li>5. Denona Bogović, N., &amp; Licul, I. (2018). From classical to contemporary ecological economics theory. <i>Ekonomski vjesnik: Review of Contemporary Entrepreneurship, Business, and Economic Issues</i>, 31(2), pp. 361-370.</li> <li>6. Milohnić, I., Licul, I., and Marincel, S. (2018) Sportski događaji u razvoju turizma ruralnih područja – primjer Gorskoga kotara. <i>Zbornik radova 4. međunarodnog kongresa o ruralnom turizmu" Novo vrijeme-vrijeme za ruralni turizam</i>, pp. 151-160</li> <li>7.</li> <li>8. Licul, I. (2017). Challenges of the European Union after Brexit. In: <i>Proceedings of 26th International Scientific Conference on Economic and Social Development "Building Resilient Society"</i>. Varazdin Development and Entrepreneurship Agency in cooperation with Faculty of Management University of Warsaw, Poland University North, Croatia. pp. 618-627.</li> <li>9. Perišić Prodan, M., Lončarić, D. and Ribarić, I. (2016). Marketing Planning: A Key to Successful Business Performance in the Hospitality Industry. In: <i>Proceedings of the 4th International Conference on Management, Marketing, Tourism, Retail, Finance and Computer Applications (MATREFC' 16): Recent Advances in Energy, Environment and Financial Science</i>. Venice:WSEAS Press, pp. 37-44.</li> <li>10. Loncaric, D., Ribaric, I. &amp; Farkas, V. (2016.) The role of electronic word-of-mouth in the tourism market. In: <i>Proceedings of 23rd Biennial International Congress – Tourism &amp; Hospitality Industry 2016: Trends and Challenges</i>. University of Rijeka, Faculty of Tourism and Hospitality Management, Opatija. pp. 188-203.</li> <li>11. Lončarić, D., Perišić Prodan, M. and Ribarić, I. (2016), "The influence of a visitor's perceptions of a museum's website design on behavioural intentions" <i>Ekonomski vjesnik/Econviews – Review of contemporary business, entrepreneurship and economic issues</i>, Vol. 29, No.1, pp. 65-79.</li> <li>12. Perišić Prodan, M., Lončarić, D. and Ribarić, I. (2016). Modeli upravljanja u funkciji unapređenja marketinga turističke destinacije. In: <i>Proceedings of 5th PAR International Leadership Conference: PILC 2016 Leadership through partnership</i>. Rijeka: Visoka poslovna škola PAR. pp. 31-43.</li> <li>13. Milohnic, I., Licul, I. and Andjelic, J. (2016). The importance of event impacts in the tourist destination. In: <i>Proceedings of the 18th International Scientific Conference on Economic and Social Development "Building Resilient Society"</i>.Varazdin Development and Entrepreneurship Agency in cooperation with Faculty of Management University of Warsaw, Poland University North, Croatia. pp. 373-382.</li> <li>14. Ribarić, I. and Dadić, L. (2015). Karakteristike ponude u turizmu ruralnih područja Hrvatske i Slovenije. In: <i>Sedmak, G., et. al., (Ed.), Poticanje ruralnog turizma (monografija)</i>. Univerza na Primorskom/Fakultet za menadžment u turizmu i ugostiteljstvu, Kopar/Opatija, pp. 149-157.</li> <li>15. Maškarin Ribarić, H. and Ribarić, I. (2013). Government intervention in driving the development of sustainable tourism. In: <i>Proceedings of the 2nd International Scientific Conference: Tourism in Southern and Eastern Europe 2013</i>, University of Rijeka, Faculty of Tourism and Hospitality Management, Opatija. pp.-231-240.</li> <li>16. Rendulic, S. and Ribaric, I. (2013). The Display Pallet Serving The Purpose Of Optimization Of Merchandize Secondary Distribution And Merchandize Manipulation. In: <i>Proceedings of XIII INTERNATIONAL SCIENTIFIC CONFERENCE - Business Logistics in Modern Management</i>. Faculty of Economics in Osijek, Osijek. pp. 153-162.</li> </ol>
-------------------	--

<b>PROFESSIONAL PAPER</b>	1. Maškarin Ribarić, H., Ribarić, I., Jurčević, V. and Brezovec, A. (2015), <i>Potencijali razvoja muzejskog turizma u priobalnom dijelu istarskog poluotoka (professional study)</i> , Sveučilište u Rijeci, Fakultet za menadžment u turizmu i ugostiteljstvu, Opatija.
---------------------------	---

**PARTICIPATION IN PROJECTS**

**SCIENTIFIC PROJECTS**      **GLAMPING - a factor of quality in camps**

- ZP UNIRI 5/17
- 2017. - , researcher

Stručni projekti      **"Strateški plan razvoja turizma Kvarnera sa strateškim i operativnim marketing planom 2016 – 2020."**

- 2016, researcher

**"Strategija razvoja turizma Grada Koprivnice i okolice do 2025. godine"**

- 2016, researcher

EU projekti      **FUTURE-PROOF YOUR CLASSROOM: TEACHING SKILLS 2030 – Teaching 2030**

- 2017-1-AT01-KA203-034984
- Erasmus+, KA2 - Cooperation for Innovation and the Exchange of Good Practices, (2017.-), researcher

**HINT LAB, Poticanje poduzetništva u turizmu ruralnih područja**

- SI-HR-3-1-13
- Operativni program Europske teritorijalne suradnje Slovenija-Hrvatska 2007.-2013, (2014-2015), administrator

**HISTUR – Turizam kao zajednička (kulturalna) baština obalnog dijela istarskog poluotoka**

- 4300-220/2012-SVLR
- Operativni program Europske teritorijalne suradnje Slovenija-Hrvatska 2007.-2013 (2014-2015), administrator

**Prizes and awards**

- The University of Rijeka Award for Educational Excellence in 2017
- CUM LAUDE Winner for Success at Graduate Study 2009/10
- Winner of the Dean's Praise (CUM LAUDE) for successful results achieved in the VII semester