

PERSONAL INFORMATION

Nataša Slavić



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Sex female | Date of birth 07.02.1984. | Nationality Croatian

WORK EXPERIENCE

- 10.2021. – **Head of the Logistics and tourist resources department**
 University of Rijeka Faculty of Tourism and Hospitality Management
- 10.2018. – 10.2021. **Head of the Department of Work Organization in Hospitality**
 University of Rijeka Faculty of Tourism and Hospitality Management
- 12.2016. - **Assistant professor**
 University of Rijeka Faculty of Tourism and Hospitality Management

 - at the undergraduate level: participation in teaching the course *Promet u turizmu*;
 - at the graduate study: lecturer of the course *Mobilnost u turizmu*, as well as the course *Tourism Mobility and Logistics in Tourism*, co-holder of the course *Logistika turističke destinacije*;
 - at the doctoral study: co-holder of the course *Logistics*
 Business or sector: public sector (education)
- 12.2014. – 12.2016. **Senior Assistant**
 University of Rijeka Faculty of Tourism and Hospitality Management

 - Educational and administrative tasks related to the courses: *Logistika turističke destinacije*, *Promet u turizmu*, *Organizacija prometa u turističkoj destinaciji*, *Mobilnost u turizmu*
 Business or sector: public sector (education)
- 12.2008. – 12.2014. **Assistant**
 University of Rijeka Faculty of Tourism and Hospitality Management

 - Educational and administrative tasks related to the courses: *Logistika turističke destinacije*, *Promet u turizmu*, *Organizacija prometa u turističkoj destinaciji*)
 Business or sector: public sector (education)
- 11.2007. – 12.2008. **Project associate / project coordinator**
 Business incubator PINS d.o.o., Skrad

 - Realization of project activities and objectives of Interreg/Cards-Phare project *AMAMO*; managing implementation of the *Sustainable future of Rural Areas in Croatia* on local level according to LEADER methodology
 Business or sector public-private partnerships (micro-regional development agency)

EDUCATION

12.2010. – 11.2014.

PhD in economics

University of Rijeka Faculty of Tourism and Hospitality Management

- Postgraduate (doctoral) study of the Faculty of Tourism and Hospitality Management, *Opatija Business Economics in Tourism and Hospitality Industry*
- Doctoral thesis: *Hotel logistic product in sport tourism supply*

10. 2002. – 2.2007.

Master of Economics

Faculty of Tourism and Hospitality Management, Opatija

Thesis: *The applicability of the sustainable development principles in tourism valorisation of Gorski kotar*

- Study programme: *Hospitality Management*

PERSONAL SKILLS

Mother tongue(s)

Croatian

Other language(s)

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C2	C2	B2	B2	B2
Italian	B2	B1	B1	B1	B1

Communication skills

- the ability to communicate in native language, and foreign languages, appropriately to the situation and interlocutor specifics
- the ability to communicate to the laics in the field of research interest

Organisational / managerial skills

- management (head of the scientific project of the University of Rijeka ZP UNIRI 5/18 Smart mobility and tourism: Alternative ways of moving in destination tourism; head of the EU projects *Center of Competences for Smart Cities – CEKOM*, and *SmartMed – Empower Mediterraneanum for SMART tourism* - for FMTU)
- determination and perseverance in performing tasks and commitments (member of the working group for self-analysis of FMTU in the re-accreditation process 2018; member of the team in self-analysis of FMTU in the process of obtaining UNWTO.TedQual certificate of excellence in education in tourism 2019)
- ability to plan and manage time (leader and researcher on scientific, professional and EU projects; member of the working group for self-analysis FMTU in the process of re-accreditation 2018; member of the working group for self-analysis FMTU for TedQual UNWTO certification program 2019; coordinator of students' scientific research projects)

Job-related skills

- ability to link theory and practice / research and teaching (author of scientific papers and researcher of topics in the field of mobility and logistics, and sports tourism - the results of which are used in teaching)
- ability of continuous improvement in the field of scientific research interest
- ability to think critically, analyse and reason

Digital skills

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

▪ good command of MS Office (word processor, spread sheet, presentation software)

Driving licence

B, G and H category

ADDITIONAL INFORMATION

Publications

- Slavić, Nataša, and Tanja Ivek. 2021. **Standardization of services as key components of cycling tourism destination development**. 6th International Scientific Conference Tourism in Southern and Eastern Europe ToSEE – Smart, Experience, Excellence & ToFEEL – Feelings, Excitement, Education, Leisure, May 30 – July 2, 2021, Opatija: University of Rijeka Faculty of Tourism and Hospitality Management.
- Slavić, Nataša, Edna Mrnjavac, and Ivana Paušić. 2020. Croatian urban transportation systems in 2020: sustainable urban mobility survey. In Proceedings of the 20th International Scientific Conference Business Logistics in Modern Management, October 7-9, 2020, ed. Davor Dujak, 251–274. Osijek: Josip Juraj Strossmayer University of Osijek, Faculty of Economics in Osijek. http://blmm-conference.com/wp-content/uploads/BLMM-book_2020_online.pdf
- Slavić, Nataša, and Paula Horvat. 2020. Sustainability in transportation behaviour in relation to an event organization. In Proceedings of the 25th biannual international congress Tourism & Hospitality Industry 2020: Trends and challenges, May 4-6, 2020, eds. Kristina Črnjar and Dora Smolčić Jurdana, 242–264. Opatija: University of Rijeka Faculty of Tourism and Hospitality Management. <https://thi.fthm.hr/congress-proceedings/send/6-2020/153-sustainability-in-transportation-behaviour-in-relation-to-an-event-organization>
- Perić, Marko, and Nataša Slavić. 2019. Event Sport Tourism Business Models: The Case Of Trail Running. *Sport, Business and Management: An International Journal* 9 (2): 164–184. <https://doi.org/10.1108/SBM-05-2018-0039>
- Slavić, Nataša, and Edna Mrnjavac. 2019. How smart is the mobility of Croatian citizens? Behaviour patterns of local population as an indicator of tourist destination transportation supply. In Proceedings of the 5th International Scientific Conference Tourism in Southern and Eastern Europe Creating Innovative Tourism Experiences: The Way to Extend the Tourist Season, May 16–18, 2019, eds. Zrinka Zadel and Dora Smolčić Jurdana, 621–640. Opatija: University of Rijeka Faculty of Tourism and Hospitality Management. <https://doi.org/10.20867/tosee.05.24>
- Mlaker Kač, Sonja, Edna Mrnjavac, and Nataša Slavić. 2019. Relationship factors in tourism supply chain management in Slovenia and Croatia. In Proceedings of the 5th International Scientific Conference Tourism in Southern and Eastern Europe Creating Innovative Tourism Experiences: The Way to Extend the Tourist Season, May 16–18, 2019, eds. Zrinka Zadel and Dora Smolčić Jurdana, 475–487. Opatija: University of Rijeka Faculty of Tourism and Hospitality Management. <https://doi.org/10.20867/tosee.05.25>
- Mrnjavac, Edna, and Nataša Slavić. 2018. Mobilnost građana Republike Hrvatske: iskustva i stavovi, s osvrtom na turizam / Mobility of citizens of Croatia: Experiences and attitudes, with special reference to tourism. *Acta turistica* 30 (2): 129–154. <https://doi.org/10.22598/at/2018.30.2.129>
- Slavić, Nataša. 2018. The model of a logistics system for small family-run hotels offering product for bicycle tourists. In Supply chain management in hospitality industry, ed. Edna Mrnjavac, 73–94. Opatija: Fakultet za menadžment u turizmu i ugostiteljstvu.
- Slavić, Nataša. 2017. The logistics system of bicycle tourism destination. *TOURISMOS: An International Multidisciplinary Refereed Journal of Tourism* 12 (2): 40–71. <http://etem.aegean.gr/images/TourismosVOL12NO2.pdf>
- Kovačić, Nataša. 2015. Profiling bicycle tourists: A case of Croatia. *Tourism and Hospitality Management* 21 (2): 159–177. <https://doi.org/10.20867/thm.21.2.4>

Publications

11. Kovačić, Nataša, Darja Topolšek, and Dejan Dragan. 2015. Tourism sector, Travel agencies, and Transport Suppliers: Comparison of Different Estimators in the Structural Equation Modeling. *Logistics & Sustainable Transport* 6 (1): 11–24. <https://doi.org/10.1515/jlst-2015-0007>
12. Topolšek, Darja, Edna Mrnjavac, and Nataša Kovačić. 2014. Integration of travel agencies with transport providers. *Tourism Management Perspectives* 9 (C): 14–23. <http://dx.doi.org/10.1016/j.tmp.2013.11.003>. 1 a.a. ISSN: 2211-9736.
13. Topolšek, Darja, Nataša Kovačić, and Tina Cvahte. 2014. Travel agencies' external integration. *8th International Scientific Conference: Business and Management 2014, May 15–16, 2014, 777–789*. Vilnius, Lithuania: Vilnius Gediminas Technical University. doi:10.3846/bm.2014.094. ISBN: 978-609-457-651-5; ISSN: 2029-929X.
14. Mrnjavac, Edna, Nataša Kovačić, and Darja Topolšek. 2014. The Logistic Product of Bicycle Destinations. *Tourism and Hospitality Management* 20 (2): 171–184. 1.3 a.a. ISSN: 1330-7533. <https://thm.fthm.hr/past-issues/send/12-vol20no2/47-the-logistic-product-of-bicycle-destinations>
15. Mrnjavac, Edna, and Nataša Kovačić. 2012. Cycling-Friendly Tourist Destination. In *Proceedings of the 2nd Advances in Hospitality and Tourism Marketing & Management Conference, May 31–June 3, 2012*. CD-ROM. Corfu, Greece: The Alexander Technological Institute of Thessaloniki, The Democritus University of Thrace, The Washington State University and The Research Institute for Tourism. 1.3 a.a. ISBN: 978-960-287-139-3.
16. Kovačić, Nataša. 2012. Managing cycle tourism flows. In *Logistics Flows Managing in Tourism Destination*, ed. Edna Mrnjavac, 27–37. Opatija, Croatia: Faculty of Tourism and Hospitality Management. ISBN: 978-953-7842-08-6.
17. Kovačić, Nataša. 2011. Special-interest management in emerging hospitality brands. In *Proceedings of the 30th International Conference on Organizational Science Development: Future Organization, March 23–25, 2011*, 634–642. CD-ROM. Portorož, Slovenia: University of Maribor, Faculty of Organizational Sciences. ISBN 978-961-232-246-5.
18. Mrnjavac, Edna, Nadia Pavia, and Nataša Kovačić. 2010. Special-interest Hospitality Logistics. In *Proceedings of the 7th International Conference On Logistics & Sustainable Transport, June 24–26, 2010*. CD-ROM. Celje, Slovenia: University of Maribor, Faculty of Logistics. ISBN 978-961-6562-39-3.
19. Kovačić, Nataša. 2010. Sports event logistics in tourism. In *Proceedings of the 20th Biennial International Congress Tourism and Hospitality Industry: New Trends in Tourism and Hospitality Management, May 6–8, 2010*, 976–988. Opatija, Croatia: Faculty of Tourism and Hospitality Management. 1.3 a.a. ISBN 978-953-6198-78-8.
20. Mrnjavac, Edna, Marina Perišić, and Nataša Kovačić. 2010. Correlation between nautical tourism development and road traffic in Primorsko-goranska County. In *Proceedings of the 7th International Scientific Conference Management in the function of increasing the tourism consumption, May 7, 2010*, 173–187. Opatija, Croatia: Faculty of Tourism and Hospitality Management. 1.4 a.a. ISSN: 1846-288X
21. Perišić, Marina, and Nataša Kovačić. 2010. Role of Internal Marketing and Logistic Process Management in the Hospitality Industry. In *Proceedings of the 29th International Conference on Organizational Science Development: People and Organization, March 24–26, 2010*, 1099–1108. CD-ROM. Portorož, Slovenia: University of Maribor, Faculty of Organizational Sciences. ISBN 978-961-232-238-0.
22. Mrnjavac, Edna, Nadia Pavia, and Nataša Kovačić. 2009. Implementation of Logistic Processes in Tourism. In *Proceedings of the 6th International Conference On Logistics & Sustainable Transport, November 5, 2009*. CD-ROM. Celje, Slovenia: University of Maribor, Faculty of Logistics. ISBN 978-961-6562-34-8.

Scientific projects

1. **Smart mobility and tourism: Alternative mobility in destinations' tourism**, University of Rijeka, 1.10.2018.-1.10.2020. – project leader ([link](#))
2. **Supply chain management in Hospitality**, University of Rijeka, 2013 – 2018. - researcher ([link](#))
3. **Management of sports experiences in the function of designing effective business models in less developed tourist destinations - SPORTBIZ model**, Croatian Science Foundation, 2015. – 2018. - project team member ([poveznica](#))
4. **Adoption of the CROQF principles in higher education institutions in the field of economics - ECONQUAL**, 2015. – 2016. - FMTU project team member
5. **Creating of a tourism product club with the aim of repositioning a tourist destination**, University of Rijeka, 1.12.2015.-1.12.2017. – project team member ([link](#))
6. **Managing logistics flows in tourism destinations**, Ministry of science, education and sport of the Republic of Croatia, 2007. – 2013. – researcher

Professional and EU-funded projects

1. **CEKOM – Competence Center for Smart Cities**, Competitiveness and Cohesion Operational Program 2014. – 2020., 3.2020. – 3.2023. - project manager for FMTU ([link 1](#); [link 2](#))
2. **SmartMed – Empower Mediterranean for SMART tourism**, Interreg MED 2014.-2020. sufinanciran iz Europskog fonda za regionalni razvoj, 4/2021. – 6/2022. tehnička podrška u provedbi aktivnosti projekta, voditeljica za FMTU ([link](#))
3. **Tourism development strategy of the city of Buzet 2020 - 2026**, client: City of Buzet, 3.2019. – 12.2019. - project team member ([link](#))
4. **Ride & Bike regulations - Ride & Bike standards**, client: Krapina-Zagorje County Tourist Board, 8.2019. – 01.2020. - project manager ([link](#))
5. **Baseline long-term development of tourism destinations Gorski Kotar**, client: Primorje - Gorski Kotar County, 2013. - project team member
6. **Plan proposal of the sports-recreational-commercial facilities in zone M2 od the settlement Ika-Oprić**, client: City of Opatija, 2011. - project team member

Training, workshops, seminars

1. **Održiva mobilnost u ruralnim područjima**. Tajništvo mreže CIVINET Slovenija-Hrvatska-JIE (online), 27. 9. 2021.
2. **Cycling cities V: Cost-benefit comparisons of bicycles versus cars**. Interreg Europe (online), 23.9.2021.
3. **Izazovi u prikupljanju primarnih podataka – metode, pristupi i tehnike prikupljanja podataka**. Fakultet za menadžment u turizmu i ugostiteljstvu (Opatija, Hrvatska), 17.6.2021.
4. **Radionica za mentore doktoranada**. Fakultet za menadžment u turizmu i ugostiteljstvu (Opatija, Hrvatska), 17.6.2021.
5. **Open Access visibility and analysis in the Web of Science**. Clarivate Analitcs (online), 17.02.2021.
6. **The Role of Smart Tourism & Smart Cities in Recovery and Development**. PATA (Pacific Asia Travel Association (online), 18.02.2021.
7. **Nastavni proces u visokom obrazovanju: Konstruktivno povezivanje ishoda učenja sa ostalim elementima nastavnog procesa**. Fakultet za menadžment u turizmu i ugostiteljstvu (Opatija, Hrvatska), Filozofski fakultet Sveučilišta u Rijeci, 22.1.2021.
8. **Mobilities transforming destinations. Urban and regional policies, digital regulatory mechanisms, and place prosperity and sustainability**. POLITUR International Workshop Webinar, Ajuntament of Barcelona, Faculty of Economics and Business Catalunya, Eurecat, Regional Studies Association (online), 16.12.2020.
9. **Publishing in Top SSCI Journals and Get Recognition For Your Research**. Emerald Publishing (online), 7.10.2020.
10. **9th Edamba-Eiasm Consortium on Doctoral Supervision and the New Global Research Landscape**. EDAMBA - European Doctoral Programmes Association in Management and Business Administration, EIASM - European Institute for Advanced Studies in Management (Barcelona, Španjolska), 8.1. – 10.1.2020.

Training, workshops, seminars

11. **Supervising doctoral students.** Durham University, UK, Sveučilište u Rijeci, Fakultet za menadžment u turizmu i ugostiteljstvu (Opatija, Hrvatska), 20.5. – 21.5.2019
12. **Issues in the Professionalization of Professoriate: Teaching and Working in Global Universities.** Institute of Higher Education University of Georgia, USA, Sveučilište u Rijeci, Doktorska škola (Rijeka, Hrvatska), 6.5. - 8.5.2019.
13. **Smart Cities & Communities: Mobility, Transport & Logistics.** University of Maribor, Faculty of Logistics (Celje, Slovenija), 23.9. – 29.9.2018.
14. **Academic Teaching Excellence – English as the Medium of Instruction.** British Council, Fakultet za menadžment u turizmu i ugostiteljstvu (Opatija, Hrvatska), 18.2. – 12.2.2016.
15. **Edukacija za primjenu online modela nastave.** Fakultet organizacije i informatike u Varaždinu, Sveučilište u Zagrebu (online), 2.12.-4.12.2020.; 9.12. – 17.12.2020.
16. **Alati za objavljivanje znanstvenih radova.** Sveučilište u Rijeci, Sveučilišna knjižnica Rijeka (online), 26.11.2020.
17. **Učenje i poučavanje u visokoškolskoj nastavi,** Filozofski fakultet Sveučilišta u Rijeci (Rijeka, Hrvatska), ožujak - listopad 2020.
18. **Edukacija za primjenu hibridnog modela nastave: Uvod u e-učenje i primjena u nastavnom procesu.** Centar za studije Sveučilišta u Rijeci i Fakultet organizacije i informatike u Varaždinu, Sveučilište u Zagrebu (online), 23.7.2020.
19. **Edukacija za primjenu hibridnog modela nastave: Oblikovanje e-predmeta za provedbu hibridne nastave.** Centar za studije Sveučilišta u Rijeci i Fakultet organizacije i informatike u Varaždinu, Sveučilište u Zagrebu (online), 13.7.2020
20. **Edukacija za primjenu hibridnog modela nastave: Online ispiti i kolokviji.** Centar za studije Sveučilišta u Rijeci i Fakultet organizacije i informatike u Varaždinu, Sveučilište u Zagrebu (online), 13.7.2020.
21. **Novi izazovi mentoriranja doktorskih studenata.** Doktorska škola Sveučilišta u Rijeci, Pravni fakultet Sveučilišta u Rijeci, Filozofski fakultet Sveučilišta u Rijeci (Rijeka, Hrvatska), 10.12.2019.
22. **Suradnička procjena nastave (peer-review).** Filozofski fakultet Sveučilišta u Rijeci, Fakultet za menadžment u turizmu i ugostiteljstvu (Opatija, Hrvatska), 5.7.2018.
23. **Definiranje ishoda učenja i njihovo usklađivanje s ostalim elementima nastavnog procesa: kurikulumsko-kompetencijski pristup u visokom obrazovanju.** Filozofski fakultet Sveučilišta u Rijeci, Fakultet za menadžment u turizmu i ugostiteljstvu (Opatija, Hrvatska), 7.5.2018.
24. **Učenje i poučavanje usmjereno na studente.** Filozofski fakultet Sveučilišta u Rijeci, Fakultet za menadžment u turizmu i ugostiteljstvu (Opatija, Hrvatska), 29.5.2018.
25. **Efficient thesis writing & presenting.** Fakultet za menadžment u turizmu i ugostiteljstvu (Opatija, Hrvatska), 15. – 16.5.2015.
26. **Case Studies for Management Education and Training.** La Fondation Pour la Formation Hotelire; Manchester Metropolitan University; Sveučilište u Rijeci, Fakultet za menadžment u turizmu i ugostiteljstvu (Opatija, Hrvatska), 25.9.2013.
27. **Kvantitativne metode istraživanja u turizmu.** Fakultet za menadžment u turizmu i ugostiteljstvu Sveučilišta u Rijeci (Opatija, Hrvatska), 2012.
28. **Primjena statističkih metoda u znanstvenom i stručnom radu – UniSTAT 2: Osnove analize varijance i regresijske analize.** IT Akademija Sveučilišta u Rijeci (Rijeka, Hrvatska), 2012.
29. **Primjena statističkih metoda u znanstvenom i stručnom radu – UniSTAT 1: Priprema podataka uz osnove deskriptivne i inferencijalne analize.** IT Akademija Sveučilišta u Rijeci (Rijeka, Hrvatska), 2012.
30. **Data Collection Using Quantitative and Qualitative Methodolgy: techniques and key considerations for publishing academic journals, strategies for research topics and Publications.** Rochester Institute of Technology, Sveučilište u Rijeci, Fakultet za menadžment u turizmu i ugostiteljstvu (Opatija, Hrvatska), 17.11.2011.

Other info

- **Member of the organizing committee of the international congress THI 2020** (Tourism and hospitality industry 2020: Trends and challenges), Opatija, 2020.
- **Representative of FMTU in the Technical Board of the Center of Competences for Smart Cities (CEKOM)** from September, 2019. until today
- **Member of the Commission for evaluation of student scientific - research projects of FMTU** in ac. yr. 2017/2018., 2018/2019., 2020/2021.
- **Administrator of activities of student scientific - research projects of FMTU** from ac. yr. 2017/2018 until today
- **Mentor of the student research project** *Effects of improving integrated transport on the mobility of the local population* in ac. yr. 2019/2020.