

PERSONAL INFORMATION

Lorena Bašan



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Academia.edu <https://independent.academia.edu/LorenaBa%C5%A1an>

Mendeley.com <https://www.mendeley.com/research-papers/?query=lorena+ba%C5%A1an>

ResearchGate [https://www.researchgate.net/profile/Lorena\\_Basan](https://www.researchgate.net/profile/Lorena_Basan)

Sveučilište u Rijeci <https://portal.uniri.hr/Portfelj/Index/134>

Crosbi: <https://www.bib.irb.hr/pretraga?operators=and|ba%C5%A1an%20lorena|text|author>

Google Znalac:  
[https://scholar.google.com/scholar?hl=hr&as\\_sdt=0%2C5&q=lorena+ba%C5%A1an&btnG=](https://scholar.google.com/scholar?hl=hr&as_sdt=0%2C5&q=lorena+ba%C5%A1an&btnG=)

Scientific number: 215611

WORK EXPERIENCE

2020. - **Full Professor**  
(the area of Social Sciences, the field of Economics, the brach of Marketing)

University of Rijeka, Faculty of Tourism and Hospitality Management

Main activities and responsibilities: Holder of the course

University graduate study : Strategic marketing in tourism; Tourist destination marketing

University undergraduate study : Marketing (2nd year); Sustainable marketing (3rd year);  
Marketing (Erasmus)

University doctoral study: Sustainable marketing

2015. – 2020.

**Associate Professor, Head of the Marketing Department**  
(the area of Social Sciences, the field of Economics, the brach of Marketing)

University of Rijeka, Faculty of Tourism and Hospitality Management

Main activities and responsibilities: Holder of the course

University graduate study : Strategic marketing in tourism; Tourist destination marketing

University undergraduate study : Marketing (2nd year); Sustainable marketing (3rd year);  
Marketing (Erasmus)

University doctoral study: Sustainable marketing

**Sector** H.E.I.

2010. - 2015. **Assistant Professor, Head of the Marketing Department (since 2012.)**  
(the area of Social Sciences, the field of Economics, the branch of Marketing)  
University of Rijeka, Faculty of Tourism and Hospitality Management  
Main activities and responsibilities: Holder of the course  
University graduate study : Marketing of natural and cultural resources  
University undergraduate study : Marketing (2nd year); Travel agencies (3rd year);  
Travel agencies (Erasmus);  
Marketing of travel agencies (3rd year);  
Marketing of travel agencies (Erasmus)  
Professional study: Basics of marketing (1st year)  
Sector H.E.I.
2007. - 2010. **Senior Assistant**  
(the area of Social Sciences, the field of Economics, the branch of Entrepreneurial Economics)  
University of Rijeka, Faculty of Tourism and Hospitality Management  
Main activities and responsibilities: Collaborator in teaching  
University graduate study : Marketing of natural and cultural resources  
University undergraduate study : Marketing, Marketing of travel agencies, Travel agencies,  
Tour operators, Hotel marketing  
Professional study: Basics of marketing, Basics of travel agencies business, Principles of hotel marketing, Entrepreneurial workshops  
Sector H.E.I.
2003. - 2007. **Assistant**  
(the area of Social Sciences, the field of Economics, the branch of Entrepreneurial Economics)  
University of Rijeka, Faculty of Tourism and Hospitality Management  
Main activities and responsibilities: Collaborator in teaching  
Courses: Marketing, Marketing and management of travel agencies  
Sector H.E.I.
1997. - 2003. **Young Assistant**  
(the area of Social Sciences, the field of Economics)  
University of Rijeka, Faculty of Tourism and Hospitality Management  
Main activities and responsibilities: Collaborator in teaching  
Courses: Management of natural and cultural resources. Travel agencies business and Travel agencies  
Sector HEI

## EDUCATION AND TRAINING

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- 2007 **PhD in the area of Social Sciences, the field of Economics, the branch of Entrepreneurial Economics)**  
University of Rijeka, Faculty of Tourism and Hospitality Management
- 2002 **Master of Science**  
(M.Sc. in the area of Social Sciences, the field of Economics)  
The University of Rijeka, Faculty of Economics in Rijeka

1996 **Bachelor in Economics**  
The University of Rijeka, Faculty of Hotel Management, Opatija

PERSONAL SKILLS

Mother tongue(s) Croatian

Other language(s)

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C2	C2	C2	C2	C2
Italian	C1	C1	C1	C1	C1

Communication skills ▪ communication and presentation skills acquired in teaching and project work, preference for teamwork, openness to new ideas

Organisational / managerial skills

**SOCIAL AND PROFESSIONAL ENGAGEMENT**

**a) Faculty of Tourism and Hospitality Management**

- 2019. - - The member of the examination board for travel agency office managers by the Ministry of Tourism and Sport, the Republic of Croatia
- 2018.-2020. - The member of the disciplinary committee, FTHM
- 2017. – 2018. - Head of graduate studies, FTHM
- 2017. - The member of the working group for self-analysis of FTHM
- 2014.-2018. - The member of the Quality Assurance and Improvement Board, FTHM
- 2014. – 2017. - Head of undergraduate studies, FTHM
- 2014. - 2018. - Member of the Teaching Committee, FTHM
- 2012. – 2018. - Head of the Marketing Department, FTHM
- 2012. – 2018. - The president of the examination board on the seminars for travel agency office managers and tourist guides, FTHM
- 1997. – 2012. - The secretary of the examination board on the seminars for travel agency office managers and tourist guides in the Primorje-Gorski Kotar County and Lika-Senj County at the Faculty of Tourism and Hospitality Management, Opatija

**b) Other institutions and organizations**

- 2019. - - The president of the local board Dobreć, City of Opatija
- 2014. – 2020. - The president of the supervisory board in Tourist Board Opatija
- 2012. – 2019. - The member of the local board Dobreć - City of Opatija
- 2009. – present - The president of the governing council of The Institution for organization, promotion and mediation in culture "Festival Opatija."
- 2003.-2018. - The member of the school board in the gymnasium "Eugen Kumičić," Opatija
- 2003. – 2005. - The member of the City Government – City of Opatija (for Early Childhood, Science and Education)
- 2003. - present - The Member of the school board - Gymnasium "Eugen Kumičić" in Opatija

- Job-related skills
- strategic marketing, sustainable marketing, destination marketing, travel agency business, marketing business simulation

Digital skills

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

ADDITIONAL INFORMATION

Scientific projects

Projects of the Ministry of science, education and sports of the Republic of Croatia (researcher)

- 2007. – 2013. - "Quality Models and Public-Private Partnership in Croatian tourism."
- 2007. – 2011. - "Management of logistics processes in a tourist destination."
- 1998. – 2002. - "Tourism of Croatian Cities "

E.U. projects

/10./2017 – 31/12/2019.

- The project manager and the researcher for FTTHM in "Joint heritage for joint international promotion 365 days of green tourism on the Opatija and Portorož Riviera ", Interreg V – A Slovenia – Croatia

10./2012 – 6/2015

- The project manager and the researcher in «Zero Waste Adriatic net for events and festivals (Zero Waste)» I.P.A. Adriatic Cross Border Cooperation, Leading Beneficiary – Faculty of Tourism and Hospitality Management, Opatija

10/2012. – 6/2015.

- The member and the researcher for FTTHM "Tourism as a common (cultural) heritage of the Istria peninsula's coastal part, Operational program Slovenia-Croatia 2007-2013.

1/2014. – 9/2015.

- As a Researcher, Member of the Scientific Committee and Coordinator for Croatian Partners involved in the Interreg III A project – «Pan Adriatic Destination Management Learning Laboratory - PADMA LAB»

1/2007 – 12/2008.

Perić, J., Bašan, L., Smolčić Jurdana, D., Črnjar, K.: "Territorial Excellence of Croatia " (study)

Commercial (professional) projects

2016.

- Destination Action Plan of Opatija 2016-2020 "(researcher)

2014.

- "Development Strategy for the City of Opatija 2014-2020 "(researcher)

2014.

- Expertise "Health tourism of the City of Rab "(researcher)

2012. – 2013.

- The pilot project "Adriatic Sea Stars " the project is co-financed by the Ministry of Tourism Republic of Croatia and Primorje-Gorski-Kotar County (researcher and head of the research team for sub-region Opatija Riviera

2011.

- Study "Analysis of tourism situation on the Croatian side – Riviera Opatija (City of Opatija) with an emphasis on cultural tourism in the framework of the project "365 days of tourism "(researcher)

2010.

- Project "1000 Croatian beaches, the project is co-financed by the Ministry of Tourism Republic of Croatia (researcher)

2006.

- The study conducted as a part of the Development Strategy of the University of Rijeka Bašan, L., Dlačić, J., First, I., Stipanović, Ch.: "Analysis of the needs of Primorje Gorski-Kotar County economy for higher education profiles and ways to improve perception of the University of Rijeka "(co-author)

## TRAINING

- 25/11/2020 Workshop "How to get published "  
Taylor & Francis Group
- 7/10/2020 Workshop "Publishing in Top SSCI Journals and Get recognition for Your Research, "  
Emerald Publishing
- 10/10/2019 Workshop "Application of teaching methods and methods of evaluation aligned with learning outcomes, " FTHM in cooperation with the Faculty of Philosophy in Zagreb
- 23/3/2019 Workshop "Tools for publishing scientific papers "is part of the lifelong learning program "Information tools for research."  
University library Rijeka
- 16/4/2019 Workshop "Tools for managing scientific information, " as a part of the lifelong learning program "Information tools for researches."  
University library Rijeka
- 5/7/2018 Workshop "Peer-review of teaching. "  
FMTU in cooperation with the Faculty of Philosophy in Rijeka
- 29/5/2018 Workshop "Student-centered learning and teaching."  
FMTU in cooperation with the Faculty of Philosophy in Rijeka
- 7/5/2018 Workshop "Defining learning outcomes and align them with the other teaching process elements: curriculum-competence approach in higher education. "  
FMTU in cooperation with the Faculty of Philosophy in Rijeka
- 27-28/10/2016 *Mentoring doctoral students*  
The University of Rijeka, Faculty of Humanities and Social Sciences  
Rijeka
- 28/4/ - 29/4/2014 Visiting professor – lectures with the following topics:
  - Croatian Experiences in Coordination of Marketing Activities in Cultural Tourism
  - Croatian Experiences in projects and initiatives in Cultural Tourism and SustainabilityUniversity of Udine, Study Program: Economia e gestione d'impresa", Course: Tourism marketing, Udine, Italia
- 28/4/-1/7/2014 *Specialist for web marketing*  
Web Marketing Academy, Zagreb
- 7-18/7/2013 *IP Erasmus Summer School "Innovative Marketing for Coastal Destinations IMCD 2013 "*  
The University of Primorska, Faculty of Tourism Studies Portorož – Turistica, Portorož, Slovenia
- 12-26/5/2013 *CEEPUS Mobility Grant Programme / Teaching Staff Mobility Grant*  
The University of Maribor, Faculty of Economics and Business, Maribor, Slovenia
- 18-24/4/2013 *Erasmus Teaching Staff Mobility / Teaching program*  
The University of Udine, Department of Humanities, Udine, Italy
- 10-11/4/2013 *Workshop "Internal audit system ISO 9001:2008 for travel agencies."*  
Faculty of Tourism and Hospitality Management, Opatija & UHPA (Association of Croatian Travel Agencies), Opatija

- /7/2012 *UNISTAT 2: Fundamentals of Analysis of variance and regression analysis*  
 IT Academy – University of Rijeka & Technical faculty in Rijeka, Rijeka
- /3/2012 *Training for the instructor of business simulation*  
 Zrinski group, Zagreb, Croatia & CESIM – practice makes a profit, Finland – Zagreb
- /11/2011 *Teaching with Case Studies: Tips and Technique for Instructors*  
 Faculty of Tourism and Hospitality Management in Opatija & Rochester Institute of Technology
- 20/9-25/9/2010 *FOIP studij – Priprema i ocjena investicijskih projekata*  
 18/10-23/10/2010 FOIP 1974 d.o.o. Zagreb, Baška, otok Krk
- /4/2010 *E-learning in the teaching process*  
 University of Rijeka - I.T. Academy, Rijeka, Croatia
- 10/7/2009 *E.U. legislation in the area of standards, norms and qualification framework in the training of tourist guides – Seminar on tourist guiding*  
 The Croatian Chamber of Economy, Zagreb, Croatia and Technical Assistance Information Exchange Instrument (TAIEX) – Office of the European Commission, Zagreb, Croatia
- 30/5-1/6/2007 Educational program for certification «*Certified E.U. Project Manager.*»  
 Project «Know-How Transfer and Capacity Building for participation in E.U. Community Programmes in Croatia by using Certified E.U. Project Manager Skills Scheme» (CROmEU), within TEMPUS program, Rijeka, Croatia
- /10/2005 Scientific seminar: "*Postgraduate Curriculum Design, Teaching and Pedagogies in Tourism & Hospitality*" in the framework of the Tempus Joint European Project CD-JEP-17121-2002  
 University of Aegean and the T.E.I. of Thessaloniki, Thessaloniki, Greece
- /12/2004/ *Research fellowship*  
 University of Rostock, Faculty of Economics and Social Studies, Institute for Transport and Logistics, Rostock, Germany
- /1/2004 *Seminar "Managing Project Cycle"*  
 Ministry of European integrations, Rijeka, Croatia
- /12/2003 *Research fellowship*  
 University of Rostock, Faculty of Economics and Social Studies, Institute for Transport and Logistics, Rostock, Germany
- /1/2002 *Training seminar "Quality Management Development Programme ISO 9001:2000 Quality System Auditing"*  
 S.G.S. International Certification Service, Rijeka, Opatija
- 17-20/4/2000 *Seminar "Project management"*  
 18-20/9/200 The Croatian Chamber of Economy, Zagreb, Croatia & Ost – West Zentrum, München, Germany  
 25/2/-4/3/2001 Poreč, Poreč, München
- /7/1999 *International Summer University – courses:*  
 1) *Cross Cultural Management (Core Course)*  
 2) *Retail Marketing (Elective Course)*  
 3) *German Language (advanced level)*  
 Wirtschaftsuniversität Wien, Wien, Austria  
*International Summer University – courses:*  
 1) *Cross Cultural Management (Core Course)*  
 2) *Retail Marketing (Elective Course)*  
 3) *German Language (advanced level)*

- /5/1998 Seminar "Sociocultural System of Tourism"  
The Institute for Tourism, Zagreb – Lovran, Croatia

#### HONOURS AND AWARDS

2018. Award for mentorship on the best-evaluated students' teamwork with the topic "Let's buy Croatian" and the contribution in the promotion of Croatian economy, Croatian Chamber of Commerce
2015. Award for special contribution to the development of CROMAR – Croatian Association for Marketing, CROMAR

#### MEMBERSHIPS

- 2015-2019 The Editorial Board Member – Scientific journal "Tourism and Hospitality Management", Faculty of Tourism and Hospitality Management, Opatija
- 2013 – The member - EMAC (European Marketing Academy)
- 2013 – The member - CROMAR (The Croatian Marketing Association)
- 2013 – The member - Lions club, Opatija
- 2012 - The member - ALUMNI, Faculty of Tourism and Hospitality Management, Opatija

#### SCIENTIFIC PAPERS

1. Čuić Tanković, A., Kapeš, J., Bašan, L.: ***Investigating exhibitors' selling and non-selling motivations towards traditional festivals***, The Retail nad Marketing Review, Vol 15, Issue 2, 2019., pp. 89-97.; ISSN: 1817-4428; međunarodno priznati časopis sa međunarodnim uredništvom i inozemnim recenzentima; Baze u kojima se časopis referira: Web of Science Core Collection, ESCI – Emerging Sources Citation Index (Clarivate Analytics).
2. Droli, M., Sarnari, T., **Bašan, L.**: ***Defining evidence-based marketing strategies for wine producers and wine tourist destinations***, Zbornik Velučilišta u Rijeci/Journal of the Polytechnic of Rijeka, Vol. 7, No.1, Rijeka, 2019., pp. 239-255.; ISSN: 1848-1299 (tisak), ISSN: 1849-1723 (online); međunarodno priznati časopis sa međunarodnim uredništvom i inozemnim recenzentima; Baze u kojima se časopis referira: Web of Science Core Collection, ESCI – Emerging Sources Citation Index (Clarivate Analytics).
3. **Bašan, L.**, Ban, M.: ***The implementation of Facebook in destination marketing: The Case of Dubrovnik-neretva County***, Journal of Business Paradigm, Vol. 4, No. 2, Business School PAR, Rijeka, 2019., p.p.46-62.; ISSN: 2584-6612 (online), ISSN: 2459-5004 (print); međunarodno priznati časopis sa međunarodnim uredništvom i inozemnim recenzentima; Baze u kojima se časopis referira: ERICH PLUS – European Reference Index for the Humanities and Social Sciences; ROAD – Directory of Open Access Scholarly Resources, DOAJ – Directory of Open Access Journal.
4. Lončarić, D., **Bašan, L.**, Gligora, M.: ***Information search behaviour – is there a gap between tourist needs and DMO website performance***, znanstvena knjiga "Marketing insights from a changing environment", Grbac, B., Lončarić, D., Dlačić, J., Žabkar, V., Grünhagen, M. (urednici), Pearson Educatiol Limited, UK, 2015, pp. 3-23.; ISBN 978-1-78448-762-1; poglavlje u znanstvenoj knjizi sa međunarodnim uredništvom i inozemnim recenzentima.
5. Bašan, L.: ***Mjere za provođenje strateškog prioriteta 6 – Razvoj zaleđa temeljiti na poduzetništvu, ruralnom turizmu, eko-poljoprivredi, uzgoju autohtonih (tradicjskih sorti)***, u Blažević, B. (urednik): Strategija razvoja grada Opatije, znanstvena monografija, Fakultet za menadžment u turizmu i ugostiteljstvu, Opatija, 2015., pp. 253-268 (ISBN 978-953-7842-24-6); publikacija s domaćim uredništvom i recenzentima.
6. Perić M., Krstinić Nižić M., **Bašan, L.**: ***Zero Waste Strategy for events and festivals – Contribution to sustainable development***, znanstvena monografija "Cultural tourism and destination impacts", Gržinić, J., Vodeb, K. (editors), University of Pula „Juraj Dobrila“, 2015., pp. 93-119.; ISBN 978-953-7498-96-2; poglavlje u znanstvenoj monografiji sa međunarodnim uredništvom i inozemnim recenzentima.

7. Jere Jakulin, T., Fabjan, D., **Bašan, L.**: **Methodology for sustainable event and festival management**, "Zero Waste Guidelines for events and festivals", znanstvena monografija, Perić, M., Krstinić Nižić, M. (editors), University of Rijeka – Faculty of Tourism and Hospitality Management & University of Primorska – Faculty of Tourism Studies – Turistica, Portorož, Slovenia, 2015., pp. 27-55 (ISBN: 978-953-7842-23-9), publikacija s domaćim uredništvom i inozemnim recenzentima.
8. Lončarić, D., **Bašan, L.**, Sinkovič, Lj.: **Museum Websites Content as a Mean for Cultural Heritage Promotion and Attracting Visitors: The Case of Istria**, 6<sup>th</sup> International Conference on Applied Economics, Business and Development (AEBD '14), October 30 – November 1, 2014, Lisbon, Portugal pp. 71-78, Mastorakis, N.E., Pardalos, P.M., Katehakis, M.N. (editors), WSEAS Press, 2014.; ISBN: 978-960-474-394-0, ISSN: 2227-460X; znanstveni rad izložen na međunarodnom znanstvenom skupu, anonimno recenziran i objavljen u cijelosti u zborniku međunarodnog znanstvenog skupa sa međunarodnim uredništvom i inozemnim recenzentima.
9. **Bašan, L.**, Lončarić, D., Čuić Tanković, A.: **Local Residents as Visitors to Exhibitions: Investigating Motivation and Attitudes towards Traditional Food Festivals**, 6<sup>th</sup> International Conference on Applied Economics, Business and Development (AEBD '14), October 30 – November 1, 2014, Lisbon, Portugal pp. 27-33, Mastorakis, N.E., Pardalos, P.M., Katehakis, M.N. (editors), WSEAS Press, 2014.; ISBN: 978-960-474-394-0, ISSN: 2227-460X; znanstveni rad izložen na međunarodnom znanstvenom skupu, anonimno recenziran i objavljen u cijelosti u zborniku međunarodnog znanstvenog skupa sa međunarodnim uredništvom i inozemnim recenzentima.
10. Lončarić, D., **Bašan, L.**, Jurković, M.: **Destination Marketing in Cyberspace: Content Analysis of Croatian DMO Websites**, 3<sup>rd</sup> PAR International Leadership Conference – High performing Teams – A Formula For Success, University College PAR & Business Academy Rijeka, 5th-7th March 2014, Opatija, Croatia, Conference Proceeding: pp. 115-121 (ISBN: 978-953-57258-5-5); publikacija s međunarodnim uredništvom.
11. **Bašan, L.**, Bagarić, L., Lončarić, D.: **Impact of Brand Recognition on Reinforcing the Destination's Image**, 2<sup>nd</sup> International Scientific Conference "Crisis – a challenge of sustainable tourism development? ", Tourism in Sothern and Eastern Europe 2013 (ToSEE 2013), 15-18 May 2013, p.p. 87-100, University of Rijeka, Faculty of Tourism and Hospitality Management, Opatija (ISSN: 1848-4050, UDC 338.486:658.8](497.5-3Kvarner); Baze prilikom objave članka: Cabi Publishing – CAB Direct, EBSCO Publishing – EconLit (Journal of Economic Literature), Proquest – Research Library, SSRN (Social Science Research Network), WOS – CPCI (Conference Proceedings Citation Indeks); Dodatne baze danas: CAB ABSTRACTS.
12. Lončarić, D., **Bašan, L.**, Jurković, M.: **Website as a Tool for Promotion of Health Tourism Offering in Croatian Specialty Hospitals and Health Resorts**, 1<sup>st</sup> International Conference on Management, Marketing, Tourism, Retail, Finance and Computer Applications (MATREFC '13), 25 – 27 June 2013, Dubrovnik, p.p. 265-270, Recent Advances in Business Management & Marketing: Vrdoljak Raguz, Ivona; Roushdy, Mohamed; Salem, Abdel-Badeeh M. (ur.), WSEAS Press, 2013.; ISBN: 978-960-474-306-3, ISSN: 2227-460X; znanstveni rad izložen na međunarodnom znanstvenom skupu, anonimno recenziran i objavljen u cijelosti u zborniku međunarodnog znanstvenog skupa sa međunarodnim uredništvom i inozemnim recenzentima.
13. **Bašan, L.**, Dlačić, J., Trezner, Ž.: **Communication with market segments – travel agencies' perspective**, Tourism and Hospitality Management, Vol. 19 No. 1 (2013), pp. 49-64, pregledni rad (ISSN 1330-7533); Baze prilikom objave članka: Cabell's Directories, Cabi Publishing: Leisure, recreation and Tourism Abstracts, CIRET-International Center for Research and Study on Tourism, EBSCO Publishing: Hospitality & Tourism Complete, EconLit: Journal of Economic Literature, Hrčak, PROQUEST: ABI/INFORM, SSRN – Social Science Research Network, ZBW – Deutsche Zentralbibliothek fur Wirtschaftswissenschaften; Dodatne baze danas: Scopus, Web of Science Core Collection, ESCI – Emerging Sources Citation Index (Clarivate Analytics).
14. Lončarić, D., **Bašan, L.**, Gligora Marković, M.: **Importance of DMO Websites in Tourist Destination Selection**, Scientific paper, 23<sup>rd</sup> CROMAR Congress "Marketing in a Dynamic Environment – Academic and Practical Insights", Croatian Marketing Association (CROMAR) & Faculty of Tourism and Hospitality Management, Opatija, University of Rijeka, October 24-26, 2013, Lovran, Conference Proceeding: CD with full papers: pp. 373-385 (ISBN: 978-953-7842-18-5); publikacija s međunarodnim uredništvom.



15. **Bašan, L.,** Brnjac, A.: ***Evaluating the image of tourist destination: The local residents' perspective***, Scientific paper, 23<sup>rd</sup> CROMAR Congress "*Marketing in a Dynamic Environment – Academic and Practical Insights*", Croatian Marketing Association (CROMAR) & Faculty of Tourism and Hospitality Management, Opatija, University of Rijeka, October 24-26, 2013, Lovran, Conference Proceeding: CD with full papers: pp. 251-263 (ISBN: 978-953-7842-18-5); publikacija s međunarodnim uredništvom.
16. **Bašan, L.,** Lepšić, V.: ***Destination marketing activities of cultural tourism***, Scientific paper, 23<sup>rd</sup> CROMAR Congress "*Marketing in a Dynamic Environment – Academic and Practical Insights*", Croatian Marketing Association (CROMAR) & Faculty of Tourism and Hospitality Management, Opatija, University of Rijeka, October 24-26, 2013, Lovran, Conference Proceeding: CD with full papers: pp. 264-279 (ISBN: 978-953-7842-18-5); publikacija s međunarodnim uredništvom.
17. **Bašan, L.:** ***Marketing macro-environmental factors: an opportunity for or threat to the travel agency business***, 2<sup>nd</sup> Advances in Hospitality and Tourism Marketing & Management Conference, Conference Proceeding: CD with full papers, pp. 1-7., 31<sup>st</sup> May-3<sup>rd</sup> June 2012, Corfu, Greece (ISBN: 978-960-287-139-3); publikacija s međunarodnim uredništvom.
18. Berc Radišić, B., **Bašan, L.,** Lasinger, J.: ***Promotion of health tourism in the Kvarner region***, International Journal of Management Cases, Vol. 14, No. 2, 2011, www.ijmc.org, pp. 170-177, Access Press, UK (ISSN 1741-6264); Baze: EBSCO - Business Source Complete i Cabell Publishing; publikacija s međunarodnim uredništvom.
19. **Bašan, L. :** ***Sustainability: an element of corporate and marketing strategies of European tour operators***, 3. znanstvena konferenca z mednarodno udeležbo „Management, izobraževanje in turizem – družbena odgovornost za trajnostni razvoj“, Conference Proceeding: CD with full papers, pp. 94-101, Univerza na Primorskem, Fakulteta za turistične študije Portorož TURISTICA, 20.-21. Oktober 2011, Portorož, Slovenia,. (ISBN: 978-961-6469-59-3); publikacija s međunarodnim uredništvom.
20. **Bašan, L.,** Črnjar, K., Hajduković, A.: ***Sustainability – The marketing and knowledge management perspective in hospitality industry***, 2. znanstvena konferenca z mednarodno udeležbo „Management, izobraževanje in turizem – družbena odgovornost za trajnostni razvoj“, Conference Proceeding: CD with full papers, pp. 91-98, Univerza na Primorskem, Fakulteta za turistične študije Portorož TURISTICA, 21.-22. Oktober 2010, Portorož, Slovenia. (ISBN 978-961-6469-51-7); publikacija s međunarodnim uredništvom.
21. Avelini Holjevac, I., **Bašan, L.:** ***Internal marketing factors and the performance of travel agencies***, Tourism and Hospitality Management, Vol. 15 No. 1 (2009), pp. 37-48, prethodno priopćenje, ISSN: 1330-7533; Baze prilikom objave članka: *Econlit and Journal of Economic Literature, CAB International, C.I.R.E.T., EBSCOHost Research Databases, Hospitality & Tourism Complete*; Dodatne baze danas: Web of Science Core Collection, ESCI – Emerging Sources Citation Index (Clarivate Analytics).
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