


PERSONAL INFORMATION



Lidija Bagarić

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Scientific number: 287376

WORK EXPERIENCE

- 2019. – present **Associate professor, Head of Marketing Department**
University of Rijeka, Faculty of Tourism and Hospitality Management
Sector HEI
- 2014. – 2019. **Assistant professor**
University of Rijeka, Faculty of Tourism and Hospitality Management
Sector HEI
- 2015. – 2016. **Secretary General of the Croatian Parliament**
Croatian Parliament (Sabor), Trg sv. Marka 6
Sector State Administration
- 2011. – 2014. **Member of Parliament**
Croatian Parliament (Sabor), Trg sv. Marka 6
Sector Legislation
- 2008. – 2011.. **Expert Assistant - Researcher**
University of Rijeka, Trg braće Mažuranića 10, 51000 Rijeka
Sector HEI
- 2006. – 2008. **Project Developer**
Royal Hotel Opatija, Viktora Cara Emina 10, 51410 Opatija
Sector Hospitality Industry
- 2004. – 2006. **Head of Sales and Export**
Lozni cijepovi Kutjevo, Trg sv. Trojstva 7, 34000 Požega
Sector Sales and Promotion
- 2001. – 2004. **Head of Product Development**
Istravinoexport, Tome Strižića 8, 51000 Rijeka
Sector Marketing

EDUCATION AND TRAINING

- 2012. **PhD in Economics**
University of Rijeka, Faculty of Tourism and Hospitality Management, Opatija

200 **Master of Science**

University of Rijeka, Faculty of Tourism and Hospitality Management, Opatija

2000. **Economy Graduate**

University of Rijeka, Faculty of Tourism and Hospitality Management, Opatija

PERSONAL SKILLS

Mother tongue(s) Croatian

Other language(s)

| | UNDERSTANDING | | SPEAKING | | WRITING |
|---------|---------------|---------|--------------------|-------------------|---------|
| | Listening | Reading | Spoken interaction | Spoken production | |
| English | B2 | B2 | B2 | B2 | B2 |
| German | A2 | A2 | A2 | A2 | A2 |

Communication skills

- Communication and presentation skills acquired through teaching activities. Developed sense for team work through participation in number of projects and through experience of working in marketing on promotional and sales activities.

Organisational / managerial skills

- Organizational and coordination skills acquired through leading the inter-parliamentary friendship group, Council for Economy, Tourism and Entrepreneurship of the City Opatija, leading the Committees of the City Council of the City of Opatija and through the work on the European, scientific and professional projects.

Job-related skills

- market research and analysis, strategic planning and branding

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 2016 – 2017. Creating of a tourism product club with the aim of repositioning a tourist destination ZP UNIRI 1/15
 2013 – 2017. Supply chain management in hospitality, 13.03.1.2.01.1
 2009 – 2011. Quality Models and Public-Private Partnership in Croatian Tourism, MB: 116-1162459-2456

EU projects 2010.- 2012. Research Infrastructure for Campus-based Laboratories at University of Rijeka (ERDF)

Commercial (professional) projects 2016: Strategic Plan for Tourism Development of Kvarner with the strategic and operational marketing plan 2016.-2020.
 2014: Regional program of planning and management of the beaches in Šibenik - Knin County
 2010: Strategy of Economic Development of the City of Novalja 2010-2020;
 2009: Action plan for the development of tourism in Lokve Municipality;
 2009: Development Strategy of Pula city;
 2009: Master plan for the development of tourism in Kupres;
 2008: A Destination Management Company (DMC) as a model and mechanism of activation and management implementation in the tourist sector of the Primorsko-goranska County;
 2008: Eco-ethno village in Gorski kotar;
 2007.-2008. Strategy of tourism development in the Federation of Bosnia and Herzegovina;
 2005: Main plan for developing tourism in the Primorsko-goranska County

TRAINING - Workshop – Teaching directed at students, Faculty of Philosophy Rijeka, 2018.
 - Workshop - Defining learning outcomes and aligning them with other elements of the teaching process: Curriculum-Competitive Approach in Higher Education, Faculty of Philosophy Rijeka, 2018.
 - Creating E-course through MOODLE system, FMTU and CARNet, Opatija, 2016.
 - The training program in the field of preventive measures for fire protection, fire fighting and rescuing people and property endangered by fire, TIM d.o.o., Rijeka, Opatija, 2015.
 - Introduction to Structural Funds and Cohesion Fond, Central State Administrative Office for the Development Strategy and EU Funds Coordination, Zagreb, 2011.
 - Project Cycle Management, Central State Administrative Office for the Development Strategy and EU Funds Coordination, Zagreb, 2010.
 - Strengthening Local Capacities for EU Structural Funds, Primorsko – goranska County and the Regional Development Agency PORIN, 2009.
 - Hotel manager training, Harrah's hotels, Lake Tahoe, USA, 2001.

SCIENTIFIC PAPERS

1. Meštrović, Dunja; Bagarić, Lidija; Jakominić Marot, Nataša: Acceptance of e-book reading applications – scale development and validation // 24th Biennial International Congress: Tourism & Hospitality Industry 2018, Congress Proceedings, Faculty of Tourism and Hospitality Management Opatija, 2018. str. 246-259
2. Križanec, Ivona; Lončarić, Dina; Bagarić, Lidija: STAVOVI POTROŠAČA O EKOLOŠKI UZGOJENOJ HRANI I IMPLIKACIJE NA UGOSTITELJSTVO // Zbornik radova Veleučilišta u Šibeniku, 3-4 (2018), 99-110
3. Lončarić, Dina; Perišić Prodan, Marina; Bagarić, Lidija
4. The Relationship Between Tourism Experience Co- Creation, Life Satisfaction and Behavioural Intentions // Central European business review, 7 (2018), 4; 1-14
5. Meštrović, Dunja; Bagarić, Lidija; Jakominić Marot, Nataša
6. INFORMATION SOURCES AND FACTORS INFLUENCING ENROLMENT IN ICT AND STEM UNIVERSITY STUDY PROGRAMMES // Economic and business review : for Central and South- Eastern Europe, 21 (2019)
7. Bagarić, Lidija; Barišić, Mateja; Martić Kuran, Linda
8. ZNAČAJ PERCEPCIJE OSOBNE SIGURNOSTI U TURISTIČKOJ DESTINACIJI S ASPEKTA MLADIH TURISTA // Zbornik Veleučilišta u Rijeci / Journal of the Polytechnic of Rijeka, 7 (2019), 1; 209-221
9. Lončarić, Dina; Dlačić, Jasmina; Bagarić, Lidija

10. Exploring the relationship between satisfaction with tourism services, revisit intention and life satisfaction // Economic and Social Development, 41st International Scientific Conference on Economic and Social Development, Book of Proceedings , Belgrade 2019.
11. Martić Kuran, Linda; Bagarić, Lidija; Baković, Ana Marija
12. GENDER ROLES IN THE FIELD OF SUCCESSFUL LEADERSHIP // Journal of Business Paradigms, 2 (2020), 1; 21-39 Bagarić, Lidija; Jelić, Antonia; Meštrović, Dunja: Filmska industrija kao promotor turističke destinacije za mlađu populaciju // *Zbornik Veleučilišta u Rijeci / Journal of the Polytechnic of Rijeka*, 6 (2018), 1; 113-126 (WoSCC)
13. Brlečić Valčić, S., Bagarić, L. (2017): "Return on strategic effectiveness - the need for synchronizing growth and development strategies in the hotel industry using revenue management", *Economic Research-Ekonomska Istraživanja*, vol 30, 1631-1654, ISSN 1331-677X (Print), 1848-9664 (WoSCC, Scopus)
14. Brlečić Valčić, Sonja, Bagarić, Lidija (2015): Value creation and value capture in the hotel industry; *ToSEE – Tourism in Southern and Eastern Europe*, Vol 3, 35-48, Opatija 2015. (WoSCC)
15. Bagarić, L., Žitinić, D. (2013): „Competitiveness of Kvarner region : challenges for destination management and branding“, *Tourism and Hospitality Management*, vol 19 (2), ISSN 1330-7533 (Tisak), ISSN 1847-3377 (Online) (Scopus, EconLit)
16. Bagarić, Lidija: effective destination management and its influence on the image of tourist destination; *Journal of International Scientific Publications: Economy & Business*, Volume 7, Part 1, 2013. 459-469, ISSN 1313-2555, Published at: <http://www.scientific-publications.net>
17. Bagarić, Lidija; Dvorski, Katarina; Factors of destination management and their influence on the brand of Kvarner destination; 2nd International Scientific Conference on Economic and Social Development, 05 April 2013, Paris, France, Maison De La Chimie
18. Bašan, Lorena; Bagarić, Lidija; Lončarić, Dina; Impact of brand recognition on reinforcing the destination's image; *Tourism in Southern and Eastern Europe 2013*, 2nd International Scientific Conference; Crisis - a challenge of sustainable tourism development?; 15 – 18 May 2013, Opatija, Croatia, University of Rijeka, Faculty of Tourism and Hospitality Management Opatija (WoSCC)
19. Bagarić, Lidija; Jakominić Marot, Nataša: EU Funds for support and research infrastructure in the aim of University development: Case study of the University of Rijeka // 3 EMUNI Higher Education and Research Conference: Entrepreneurial Learning and the Role of Universities 2010, Portorož
20. Bagarić, Lidija: Tourist destination management and Public-Private Partnership // 20th Biennial International Congress TOURISM & HOSPITALITY INDUSTRY 2010., Opatija: Fakultet za menadžment u turizmu i ugostiteljstvu, Opatija, 2010. (predavanje, međunarodna recenzija, objavljeni rad, znanstveni) (ABI/INFORM, ProQuest)
21. Bezić, Heri; Gašparini, Astra; Bagarić, Lidija: Elektronička trgovina u malim i srednjim poduzećima Republike Hrvatske. // *Ekonomski vjesnik : časopis Ekonomskog fakulteta u Osijeku*. XXII (2009) , 2; 266-281 (Sociological Abstracts)
22. Šverko Grdić, Zvonimira; Radolović, Jasminka; Bagarić, Lidija: Solventnost poduzeća u Republici Hrvatskoj i u Europskoj Uniji. // *Ekonomski pregled : mjesečnik Hrvatskog društva ekonomista Zagreb*. 60 (2009) , 5-6; 250-266 (Scopus, EconLit)
23. Jakominić - Marot, Nataša; Bagarić, Lidija: Linije financiranja EU: Transport . Rijeka : Sveučilište u Rijeci, 2010. (monografija).