



# FINAL PROGRAMME

**8<sup>TH</sup> INTERNACIONAL SCIENTIFIC CONFERENCE**

*Science and Higher Education in Function of Sustainable Development*

## **SED 2015**

*and*

**2<sup>ND</sup> INTERNACIONAL CONFERENCE**

*Higher Education in Function of Development of Tourism in Serbia and  
Western Balkans*

**mhtsps**  
MODERNIZATION AND  
HARMONIZATION OF TOURISM  
STUDY PROGRAMS IN SERBIA

**Business Technical College, Užice**

**02 - 03 OCTOBER**

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49. Sevastita Muste, PhD, University of Agricultural Sciences and Veterinary Medicine of Cluj-Napoca (Romania)
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53. Marija Knežević, PhD, assistant professor, Dean of Faculty of Tourism and Hotel Management, University of Business Studies, Banja Luka (Serb Republic, Bosnia and Herzegovina)

***ORGANIZING COMMITTEE***

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- **Slobodan Petrović, MSc** - vice-president of the Organizing Committee
- **Dragoljub Drndarević, PhD**
- **Radmila Drobnjak, PhD**
- **Milan Martinović, PhD**
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- **Boško Furtula, PhD**
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- **Dragomir Petronijević**
- **Verica Mišević**
- **Dragana Knežević**

The Business and Technical College of Vocational Studies, Užice, wishes you a warm welcome to the 8<sup>th</sup> international conference entitled:

## **Science and higher education in function of sustainable development – SED 2015**

The conference will gather the representatives of science, our country, society, economy, media, and others involved in the development of science and higher education through various activities, especially through the promotion of higher education in the Zlatibor district.

### ***General topics***

Bearing in mind that sustainable social and economic development requires contemporary knowledge, the conference will include scientific papers in eight programme areas:

Mechanical Engineering, Informatics and Mathematics, Civil Engineering, Environmental Protection, Management, Tourism, Economics and Students' Papers.

The aim of the conference is to highlight the role of science and higher education in achieving the sustainable development, to promote and popularize science, to improve the international scientific exchange and cooperation, as well as to strengthen the bonds between our educational institution and other institutions in our society.

We wish all the participants a successful conference and a pleasant stay in Užice and Serbia.

# FINAL PROGRAMME

of the 8<sup>th</sup> International Scientific Conference  
**"SCIENCE AND HIGHER EDUCATION IN FUNCTION OF  
 SUSTAINABLE DEVELOPMENT– SED 2015"**

**FIRST DAY - Friday, 2<sup>nd</sup> October 2015**

**(09:00 - 11:00) First Floor Lobby** – Registration of  
 conference participants

**(11:00 - 11:30) Amphitheatre 302** - Opening of  
 conference– welcome speeches

**(11:30 - 11:35) Room 301** - Break

**(11:35 - 13:00) Amphitheatre 302 - PLENARY SESSION**

<b>CHAIRMAN:</b>	<b>NADA NEDOVIĆ, PhD</b>
<b>VICE-CHAIRMAN:</b>	<b>ROB DAVIDSON, PhD</b> <b>MILUTIN ĐJURIČIĆ, PhD</b> <b>JELENA MARKIČEVIĆ, MSC</b>
<b>Author(s)</b>	<b>Title of the paper</b>
<b>Miloš Jovanović, PhD*,</b> <b>Nataša Jovanović, PhD**</b> *Business and Technical College of Vocational Studies, Užice, Serbia, Miloš.jovanovic@vpts.edu.rs **Singidunum University, Belgrade, Serbia, natasajovanovic@sbb.rs	<b>IMPLEMENTATION OF MARKETING CONCEPT IN INTERNATIONAL BUSINESS - A CASE STUDY OF COMPANIES IN WESTERN SERBIA</b>
<b>Polonca Trebše, PhD,</b> Professor at Faculty of Health Sciences, University of Ljubljana	<b>REACTIONS OF SELECTED UV FILTERS UNDER DISINFECTION CONDITIONS – PRODUCTS IDENTIFICATION AND TOXICITY ASSESSMENT</b>
<b>Radmila Drobnjak, PhD*,</b> <b>Drobnjak M. Predrag**,</b> <b>Vesna Vasović PhD*</b> * Business and Technical College of Vocational Studies, Užice, ** College of Applied Studies in Engineering "Tehnikum Taurunum", Belgrade,	<b>METHODS AND METHODOLOGY FOR RISK ASSESSMENT IN A WORKPLACE</b>
<b>Rob Davidson, PhD,</b> MICE Knowledge, London, UNITED KINGDOM	<b>BRANDING UZICE FOR TOURISM BY EXPLOITING THE CITY'S NIKOLA TESLA CONNECTION</b>

**(13:00 – 14:00) Room 301** – Gala cocktail

**(14:00 -18:00)** – Paper presentations

<b>(14:00) Room 318 - SESSIONS</b>		
<b>Environmental Protection Civil Engineering</b>		
<b>CHAIRMAN:</b>		<b>OLIVERA NOVITOVIĆ, PhD</b>
<b>VICE-CHAIRMEN:</b>		Polonce Trebše, PhD, Jelena Markičević, MSc
<b>№</b>	<b>Author(s)</b>	<b>Title of the paper</b>
1.	<b>Ivana M. Čirović, PhD*, Ljiljana Petruševski, PhD **,</b> * Business and Technical College of Vocational Studies, Užice, Serbia, ** Faculty of Architecture, Belgrade, Serbia,	<b>ANALOGICAL TRANSFER FROM NATURE TO ARCHITECTURE</b>
2.	<b>Drndarević Filip*, Dejan Milivojević, MSc**</b> *Fakultät für Architektur, Graz, Österreich, ** Business and Technical College of Vocational Studies, Užice, Serbia,	<b>INTEGRATION VON NATUR UND NEUBAUTEN: DAS PROJEKT DER STUDENTENWOHNHEIM</b>
3.	<b>Radmila Zotović, PhD</b> Archaeological Institute, Belgrade, Serbia	<b>JUPITER'S CULT ON THE AREA OF UŽICE AND SURROUNDING</b>
4.	<b>Danijela Zlatković, PhD*, Jelena Zlatković**</b> *College of technical Sciences, Niš, Serbia, **Faculty of Civil Engineering and Architecture, Niš, Serbia,	<b>PASIVNE KUĆE I PRIMENA TROMBOVOG ZIDA</b>
5.	<b>Jelena Markičević MSc*</b> * Business and Technical College of Vocational Studies, Užice, Serbia,	<b>THE INFLUENCE OF SAND CONTENT TO THE PHISICAL-MECHANICAL PROPERTIES OF EPS COMPOSITES</b>
6.	<b>Irena Nikolić*, Radomir Zejak**, Vuk Radmilović***, Velimir Radmilović****</b> *Faculty of Metallurgy and Technology, University of Montenegro, Podgorica, Montenegro, **Faculty of Civil Engineering, University of Montenegro, Podgorica, Montenegro ***Innovation Center, Faculty of Technology and Metallurgy University of Belgrade, Belgrade, Serbia ****Faculty of Metallurgy and Technology, University of Belgrade, Serbian Academy of Sciences and Arts, Belgrade,	<b>EFFECT OF SUBSTITUTION OF FLY ASH WITH STEEL SLAG ON THE MECHANICAL PROPERTIES OF ALKALI ACTIVATED MORTARS</b>
7.	<b>Stefan Denda, Jasna Stojanović ,</b> University of Belgrade, Faculty of Geography, Belgrade, SERBIA,	<b>PROTECTION OF THE "SKADAR LAKE" NATIONAL PARK IN THE FUNCTION OF SUSTAINABLE DEVELOPMENT OF TOURISM</b>

8.	<b>Kiurski Jelena, PhD *</b> , <b>Aksentijević Snežana, PhD**</b> , <b>Oros Ivana, MSc *</b> , <b>Kecić Vesna, MSc *</b> * Faculty of Technical Sciences, University of Novi Sad, Novi Sad, SERBIA, ** Business and Technical College, Užice, SERBIA,	<b>APPLICATION OF TWO-WAY ANOVA ON CARBON MONOXIDE EMISSION DURING PHOTOCOPYING PROCESS</b>
9.	<b>Nada Jovičić, MSc *</b> , <b>Ljiljana Trumbulović, PhD**</b> *Technical School, Užice, Serbia ** Business and Technical College of Vocational Studies, Užice, Serbia,	<b>EFFECT OF MICROCLIMATE THE PERFORMANCE OF MAN</b>
10.	<b>Sonja Ketin*</b> , <b>Mirjana Vojinović Miloradov*</b> *Faculty of Technical Science, University of Novi Sad	<b>THE TREATMENT OF HAZARDOUS WASTE-SOLIDIFICATION</b>
11	<b>Vlado Radić, PhD ,</b> <b>Jovanka Popović, PhD,</b> <b>Nikola Radić</b> Faculty of Business Economics and Entrepreneurship, Belgrade, Serbia,	<b>SAFETY CULTURE AND MANAGEMENT</b>
12.	<b>Vesna Marjanović, PhD *</b> , <b>Rada Petrović, PhD **</b> * Business and Technical College of Vocational Studies, Užice, Serbia, **Faculty of Technology and Metallurgy, University of Belgrade, Serbia,	<b>THE APPLICABILITY OF THE MODEL OF ADSORPTION ISOTHERMS TO DESCRIBE OF CR(VI) SORPTION ON ORGANOSILANE FUNCTIONALIZED SEPIOLITES</b>
13.	<b>Aleksandar Novitović, MSc *</b> , <b>Olivera Novitović, PhD **</b> , <b>Dušan Leon-Čitić, MSc ***</b> *Geograditelj, Belgrade, Serbia, **Business and Technical College of Vocational Studies, Užice, Serbia, ***Faculty of Organizational Sciences, Belgrade, Serbia,	<b>PEER INSTRUCTION: THREE YEARS OF EXPERIENCE AND RESULTS</b>
14.	<b>Vidoje Milovanović, PhD</b> Business and Technical College of Vocational Studies, Užice, Serbia,	<b>PREVENTIVE INSPECTION OF ELECTRICAL LOW VOLTAGE INSTALLATIONS WITH THERMOVISION CAMERA</b>
15.	<b>Vesna Vasović, PhD *</b> , <b>Drobnjak Predrag **</b> , <b>Zorica Aćimović *</b> *Business and Technical College of Vocational Studies, Užice, Serbia, **High Engineering School of Professional Studies "Tehnikum-Taurunum", Belgrade, Serbia,	<b>SCIENCE AND RESEARCH PROCEDURE</b>



<b>(14:00) Room 109 – Sessions</b>		
<b>Management Economics</b>		
<b>CHAIRMAN:</b>		<b>Milan Martinović, PhD</b>
<b>VICE-CHAIRMEN:</b>		<b>Biljana Đuričić, MSc, Aleksandar Stojanović, PhD</b>
<b>No</b>	<b>Author(s)</b>	<b>Title of the paper</b>
<b>1.</b>	Ana Aksentijević Jelić, PhD*, Miloš Jelić, PhD **, Miomir Stanković, PhD *** * The College of Design, Textile and Management - DTM, Belgrade, SER, ** ALFATEC R&D Centre, Niš, SERBIA, *** Faculty of Occupational Safety, Niš, Serbia	<b>HUMAN RESOURCE MANAGEMENT APPROACH IN EXCELLENT ORGANIZATIONS</b>
<b>2.</b>	<b>Zoran Katanić, MSc</b> Singidunum, Belgrade, Serbia	<b>DEFINITION OF EFFECTIVENESS AND MODERN CHALLENGES OF CRISIS MANAGEMENT</b>
<b>3.</b>	<b>Zorica Lazić, MSc *, Dragiša Mičić, MSc **</b> *Užice, Serbia ** Business and Technical College of Vocational Studies, Užice, Serbia	<b>STRATEGIJA I ORGANIZACIONI RAZVOJ SISTEMA TROŠKOVA KVALITETA</b>
<b>4.</b>	<b>Aco Dogandžić, PhD</b> Business and Technical College of Vocational Studies, Užice, Serbia,	<b>THE TRAP OF GROUP</b>
<b>5.</b>	<b>Anđela Mikić, PhD*, Dragoslav Jokić, PhD**</b> *Belgrade Business School – Higher Education Institution of Applied Sciences, Belgrade **Business and Technical College of Vocational Studies, Užice, Serbia	<b>THE INFLUENCE OF THE INFORMATION AND COMMUNICATION TECHNOLOGIES ON THE MODERN BUSSINESS</b>
<b>6.</b>	<b>Ljubica Đurđević, BA Economics* Milan Martinović, PhD</b> *Inmold Plast Ltd., Požega, Republic of Serbia, **Business and Technical College of Vocational Studies, Užice, Serbia	<b>THE ROLE OF MANAGEMENT IN PLANNING HUMAN RESOURCES ACCORDING TO THE PRINCIPLE OF DUAL SYSTEM EDUCATION AS IN INMOLD PLAST LTD. POŽEGA</b>
<b>7.</b>	<b>Milan Martinović, PhD* Slavoljub Vujović, PhD** Saša Martinović***</b> *Business and Technical College of Vocational Studies, Užice **Belgrade Business School-Higher Education Institution of Applied Sciences ***Societe Generale Serbia, Belgrade	<b>ORGANIZATION OF THE HOTEL AS A FUNCTION MANAGEMENT</b>
<b>8.</b>	<b>Milica Ilić, LL.B. spec.*. Ljubica Janjić Baduli, MSc**</b> *Leskovac, Serbia, **Higher Business School of Leskovac, Serbia,	<b>THE ROLE OF NOTARIES IN TEH EXCHANGE BUSINESS</b>
<b>9.</b>	<b>Aleksandar Stojanović, PhD</b> University of East Sarajevo, Faculty	<b>EUROPE 2020 - ECONOMIC GROWTH BASED ON THE KNOWLEDGE AND</b>

	of Economics, Pale, BiH	<b>INNOVATION</b>
<b>10.</b>	<b>Tanja Spasić, MSc *</b> , <b>Marko Janačković, MSc *</b> , *High Business School Leskovac, Leskovac, SERBIA,	<b>MODERN INFORMATION TECHNOLOGIES IN TOURISM</b>
<b>11</b>	<b>Rajko Macura *</b> , <b>Slavoljub Vujović ,PhD**</b> , <b>Zoran Kalinić, PhD***</b> *College of Banja Luka, Banja Luka, BOSNIA&HERZEGOVINA: ** Business and Technical College of Vocational Studies, Užice, SERBIA. ***Independent University, Banja Luka, Bosnia and Herzegovina;	<b>SOCIAL ENTREPRENEURSHIP IN FUNCTION OF SUSTAINABLE DEVELOPMENT</b>
<b>12.</b>	<b>Đerđi Petković, PhD *</b> , <b>Biljana Đuričić , MSc **</b> * Faculty of Economics Subotica, University of Novi Sad, Subotica, Republic of Serbia, ** Business and Technical College Užice, Užice, Republic of Serbia,	<b>FINANCING PRIVATE HIGHER EDUCATION INSTITUTIONS IN REPUBLIC OF SERBIA</b>

**(14:00) Room 207 – Sessions****Informatics and Mathematics  
Mechanical Engineering**

<b>CHAIRMAN:</b>		<b>Dragoljub Drndarević, PhD</b>
<b>VICE-CHAIRMEN:</b>		Milovan Milivojević, MSc Slobodan Petrović, MSc
<b>No</b>	<b>Author(s)</b>	<b>Title of the paper</b>
<b>1.</b>	<b>Hana Stefanović,</b> <b>Svetlana Štrbac-Savić,</b> <b>Dejan Milić</b> High School of Electrical Engineering and Computer Applied Studies	<b>DETECTION OF STRAIGHT-LINE SEGMENTS IN DIGITAL IMAGE USING THE HOUGH TRANSFORM IN MATLAB</b>
<b>2.</b>	<b>Borivoj Subotić, PhD*</b> <b>Ilija Subotić **</b> *Faculty of Business Studies and Law, Belgrade **Faculty of Mathematics, Belgrade	<b>GRAFOVI TOMASENA, PETERSENA I HERŠELA - NJIHOVE ZAJEDNIČKE OSOBINE I RAZLIKE</b>
<b>3.</b>	<b>Svetlana Štrbac-Savić,</b> <b>Ana Miletić,</b> <b>Hana Stefanović</b> High School of Electrical Engineering and Computer Applied Studies,	<b>THE ESTIMATION OF PI USING MONTE CARLO TECHNIQUE WITH INTERACTIVE ANIMATIONS</b>
<b>4.</b>	<b>Stefan R. Panić PhD *</b> . <b>Milena J. Petrović PhD*.</b> <b>Nataša Z. Kontrec MSc *..</b> <b>Vladimir D. Stefanović**, BSc</b> * Faculty of Sciences and Mathematics ** Clinical Center of Niš, Serbia,	<b>ACCELERATED PARAMETERS IN NONLINEAR UNCONSTRAINED OPTIMIZATION</b>

5.	<b>Mikloš Pot, MSc*, Milovan Milivojević, MSc **</b> *Polytechnical Engineering College, Subotica ** Business and Technical College of Vocational Studies, Užice, SERBIA	<b>TOMOGRAPHIC RECONSTRUCTION OF BINARY MATRICES USING TWO ORTHOGONAL PROJECTIONS</b>
6.	<b>Diković Ljubica, PhD*, Stefanović Slobodan, PhD**, Ivković Nebojša, MSc*, Milivojević Milovan MSc *</b> * Busienss and Technical College of Vocational Studies, Užice, SERBIA, **College of Applied Sciences, Vranje, SERBIA,	<b>TEACHING AND INVESTIGATION STATISTICAL CORELLATION PROCESS</b>
7.	<b>Др Светлана Терзич</b> Высшая деловая-техническая школа Ужице, Србия,	<b>ИСПОЛЬЗОВАНИЕ КОМПЬЮТЕРА НА УРОКАХ РУССКОГО ЯЗЫКА</b>
8.	<b>Vojko Radomirović, PhD*, Vidoje Milovanović, PhD **</b> *Teacher-training Faculty, Užice, *** Business and Technical College Užice, Užice, Republic of Serbia,	<b>MULTIMEDIA RESOURCES AND FACILITIES AND THEIR IMPACT ON PSYHOHYSICAL HEALTH OF THE INDIVIDUAL</b>
9.	<b>Milovan Milivojević, MSc*, Đorđe Forst, BSc*, Mikloš Pot, MSc**, Ljubica Diković, PhD *</b> * Business and Technical College Užice, Užice, Republic of Serbia, **Polytechnical Engineering College, Subotica, Serbia,	<b>DEMO SOFTWARE FOR SIMPLE GENETIC ALGORITHMS</b>
10.	<b>A.I. Bury1, PhD.*, N.T. Arlamova, PhD.*, A.M. Tomina*, M.Sc, Zhu Yang**</b> *Dneprodzerzhynsk State Technical University, Dneprodzerzhynsk, Ukraine, **Northwestern Polytechnical University, Xi'an, China	<b>INFLUENCE OF CARBON FIBERS TO PROPERTIES OF POLYETHERETHERKETONES</b>
11.	<b>Gavilović Branislav, PhD*, Bundalo Zoran, PhD **,</b> * Railway College, Belgrade, SERBIA, ** Railway College, Belgrade, SERBIA,	<b>RESEARCHING THE INFLUENCE OF LOCOMOTIVES WITH DC TRACTION MOTORS AND DIODE RECTIFIERS ON POWER QUALITY IN THE SERBIEN RAILWAY</b>
12.	<b>Lj. Milić*, D. Lazić*, Đ. Forst**</b> **High technical school "Radoje Ljubičić", Užice, Serbia, **Technical and Business College, Užice, Serbia,	<b>HERMITE AND BEZIER SPLINES IN MECHANICAL DRAWING AND CAD PACKAGES</b>
13,	<b>Ljiljana Milić</b> Technical school "Radoje Ljubicic", Užice, Republic of Serbia,	<b>CONTEMPORARY TENDENCIES OF HIGH EDUCATION IN ENGINEERING</b>
14.	<b>Damnjan Radosavljević, PhD, Dragomir Aćimović, MSc, Dragoljub Drndarević, PhD</b> Business and Technical College of Vocational Studies, Užice, SERBIA	<b>BASIC ELEMENTS FOR USE OF SOLAR ENERGY AND CHARACTERISTIC PROBLEMS (IN UŽICE CITY AND AT MT. ZLATIBOR)</b>

15.	<b>Damnjan Radosavljević, PhD,</b> <b>Dragomir Aćimović, MSc,</b> <b>Slobodan Petrović, MSc</b> Business and Technical College of Vocational Studies, Užice, SERBIA	<b>PRESENTATION OF BASIC DESIGN PRINCIPLES OF THERMALHEATING SYSTEMS WITH BOILER ROOMS AND WITH RENEWABLE HEAT SOURCES IN THE CASE OF HOTEL BUILDING</b>
16.	<b>Dragoljub Drndarević PhD,</b> <b>Milovan Milivojević, MSc</b> Business and Technical College of Vocational Studies, Užice, SERBIA	<b>TWO MODELS OF A POWDER METALLURGY PROCESS USING NEURAL NETWORKS</b>
17.	<b>A.I. Burya, PhD *</b> , <b>N.T. Arlamova, PhD*</b> , <b>A.M. Tomina *</b> , <b>Zhu Yang MSc**</b> *Dneprodzerzhynsk State Technical University, Dneprodzerzhynsk, Ukraine, **Northwestern Polytechnical University, Xi'an, China	<b>INFLUENCE OF CARBON FIBERS TO PROPERTIES OF POLYETHERETHERKETONES</b>

**2<sup>nd</sup> International Conference**  
**" HIGHER EDUCATION IN FUNCTION OF DEVELOPMENT**  
**OF TOURISM IN SERBIA AND WESTERN BALKANS"**

**14:00 – 18:00 – Paper presentations**

***(14:00) Room 205 - TOURISM SESSION 1***

<b>CHAIRMAN:</b>		<b>Michalis Koniordos, PhD</b>
<b>VICE-CHAIRMEN:</b>		<b>Marija Mandarić, PhD, Rob Davidson, PhD, Nenad Milutinović, MSc</b>
<b>№</b>	<b>Author(s)</b>	<b>Title of the paper</b>
<b>1.</b>	<b>Michalis Koniordos, George Skourtis,</b>	<b>SERBIAN TOURISM IN GREECE: AN ANALYSIS OF PUSH TRAVEL MOTIVATION</b>
<b>2.</b>	<b>Marija Mandarić</b>	<b>CITY BRANDING, ICT AND CORPORATE SOCIAL RESPONSIBILITY: CASE "TELEKOM SERBIA - KRAGUJEVAC TALKING"</b>
<b>3.</b>	<b>Mitar Lutovac, Milan M. Đuričić, Milutin R. Đuričić, Nenad I. Milutinović</b>	<b>ECOLOGY AND ECOLOGICAL PROBLEM – AN IMPORTANT ISSUE OF MAN'S ATTITUDE TOWARD THE WORLD</b>
<b>4.</b>	<b>George Skourtis, Anna Chatzopoulou, Michalis Koniordos,</b>	<b>VALUE CO-DESTRUCTION PROCESS IN THE TOURISM INDUSTRY</b>
<b>5.</b>	<b>Boris Michalík, PhD, Jaroslav Čukan,</b>	<b>DESTINATIONS IN SLOVAKIA WITH EMPHASIS ON ACTUAL TRENDS IN TOURISM</b>
<b>6.</b>	<b>Lukrecija Đeri, Dragana Ilić, Predrag Stamenković,</b>	<b>ANALYSIS OF INTERNATIONAL TOURIST TRAFFIC AND THE IMPORTANCE OF SUSTAINABLE TOURISM DEVELOPMENT</b>
<b>7.</b>	<b>Tamara Gajić, Aleksandra Vujko Nataša Papić- Blagojević</b>	<b>FORECASTING TOURIST ARRIVALS IN NOVI SAD BY USING THE ARIMA MODEL</b>
<b>8.</b>	<b>Miodrag Komarčević, Maja Marković, Bogdan Marković,</b>	<b>TOURIST POTENTIAL AND SECURITY LANDSCAPE OF ZVORNIK-BIJELJINA REGION AS A TOURIST DESTINATION</b>
<b>9.</b>	<b>Branko Stevanović, Slobodan M. Petrović</b>	<b>DEVELOPMENT OF WEB PORTAL OF TEMPUS PROJECT MHTSPS 544543</b>

**15:45-16:00 - Coffee Break**

<b>10.</b>	<b>Rajko Macura, Slavoljub Vujović, Nenad Vujić</b>	<b>EFFECT OF ADVERTISEMENT ON THE PURCHASE OF CONSUMER GOODS USE OF BANKING SERVICES IN TOURIST DESTINATIONS</b>
<b>11.</b>	<b>Đorđe Pavlović, Branko Gledović,</b>	<b>THE IMPACT OF ELECTRONIC MEDIA MESSAGES ON THE IDEA OF THE REALITY OF THE TOURISM</b>

12.	Ljiljana Berezljav Bećir Kalač, Jokić Dragoslav, Čuturić Simeun	SPECIFICS OF PROJECT MANAGEMENT IN THE FIELD OF TOURISM BUSINESSES
13.	Ivana Marinković, Dragana Pešić	ENGLISH FOR SPECIFIC PURPOSES
14.	Miodrag Komarčević, Maja Marković, Milovan Tadić	WAR TOURISM POTENTIAL IN B&H
15.	Marija Perić, Slobodanka Marković Sanja Krsmanović,	PLACE OF TOURISM IN REGIONAL DEVELOPMENT OF THE MUNICIPALITY OF VALJEVO
16.	Anđelina Marić, Demir Saćirović	SWOT ANALYSIS OF THE TOURISM POTENTIAL ON VLASINA LAKE
17.	Irena Manojlović,	CHALLENGES AND OPPORTUNITIES FOR SUSTAINABLE TOURISM DEVELOPMENT IN THE AREA OF SPECIAL NATURE RESERVE DELIBLATO SANDS (VOJVODINA, SERBIA)
18.	Kristina Spasić Žarko Rađenović	THE IMPACT OF TOURISM ON SERBIAN ECONOMIC DEVELOPMENT AND SOME FORMER YUGOSLAV REPUBLICS IN XXI CENTURY
19.	Jelena Avakumovic, Julija Avakumovic,	IMPORTANCE OF MANAGEMENT OF INVENTORY IN BUSINESS FINANCE OF TOURIST DESTINATION
20.	Dalibor Panić Nenad Milutinović,	IMPLEMENTATION OF THE ENTREPRENEURSHIP CONCEPT – STRATEGIC OBJECTIVE IN THE PROCESS OF AGRIBUSINESS DEVELOPMENT IN SERBIA
21.	Dalibor Panić Nenad Milutinović,	INNOVATION IN FUNCTION OF INCRISING COMPETITIVENESS OF SMALL AND MEDIUM SIZED ENTREPRISES IN THE FOOD INDUSTRY

### **(14:00) Room 317 - TOURISM SESSION 2**

CHAIRMAN:		Miloš Jovanović, PhD
VICE-CHAIRMEN:		Dragan Stojanović, PhD. Radmila Novaković-Kostić, PhD
No	Author(s)	Title of the paper
1.	Milan Antonijević Milan M. Đuričić, Milutin R. Đuričić,	DEVELOPMENT OF ECO-TOURISM ITS IMPORTANCE, CHALLENGES AND STUDENTS PARTICIPATION IN EDUCATIONAL PROCESSES
2.	Slobodan Nešković	BUSINESS ESPIONAGE AND INTELLECTUAL CAPITAL AS RELEVANT ASPECT OF TOURISM INDUSTRY
3.	Miloč Tucović Tatjana S. Vilcek Dimitrije M. Tucovć	USE INFORMATION TECHNOLOGY IN THE TOURISM INDUSTRY
4.	Srećko Simović	ENERGY-EFFICIENT RENOVATION OF LIGHTING IN A MULTI-PURPOSE SCHOOL LECTURE ROOM
5.	Srećko Simović Milan M. Đuričić Milutin R. Đuričić Nedeljko Tucović	INTEGRATED MANAGEMENT SYSTEM AND MARKETING IN TOURISM

6.	Mladen Bodiroža Stevan Petković	PERSPECTIVES OF DEVELOPMENT OF INTERNATIONAL TOURISM AND ITS IMPACT ON THE FORMATION OF DOMESTIC (NATIONAL) PRODUCT AND BALANCE OF PAYMENTS
7.	Irina Kovačević Vujičić Slađana Nikitović Zorana	THE INFLUENCE OF TOURISM ON THE UNEMPLOYMENT IN THE REPUBLIC OF SERBIA
8.	Miloš Jovanović, Slavko Lukić, Nenad Milutinović,	CREATION OF DESTINATION MARKET RESEARCH SYSTEM FOR THE NEEDS OF ECO- TOURISM DEVELOPMENT
9.	Radmila Novaković -Kostić	ECOTOURISM OF THE DANUBE REGION

**15:30-15:45 - Coffee Break**

10.	Zorica Sagić, Ljiljana Trumbulović Bujić, Miloš Jovanović,	PUBLIC RELATIONS AND ITS USES IN THE TOURISM INDUSTRY
11.	Nebojša Gijić, Ljubomir Miljković, Oliver Dimitrijević,	ECONOMIC IMPACTS OF TOURISM AND FLUCTUATING MARKET
12.	Milan M. Đuričić, Ljiljana Maksimović- Rubežanović, Brankica Todorović	VIRTUAL BUSINESS SYSTEMS - GREAT OPPORTUNITY FOR EMPLOYMENT GRADUATES TOURISM
13.	Zorica Sagić, Ljiljana Trumbulović Bujić, Miloš Jovanović,	TOURISM ADVERTISING
14.	Nataša Jovanović, Miloš Jovanović, Nikola Jovanović	COMPARATIVE FINANCIAL ANALYSIS OF BUSINESS OPERATIONS OF HOTEL COMPANIES IN A SPA AND MOUNTAIN TOURISM CENTER OF THE REPUBLIC OF SERBIA
15.	Milan Martinović Slavoljub Vujović	ROLE OF RECEPTION IN HOTEL
16.	Marko Pavlović, Milan Đuričić, Ahmed Mumdić.	BASALT APPLICATION PROSPECTS FOR TOURISTIC FACILITIES FURNISHING
17.	Sanja Obradović,	GEOHERMAL POTENTIAL OF THERMO- MINERAL WATERS IN THE BASIN OF DJETINJE AS THE POSSIBILITY OF HEALTH TOURISM
18.	Maja Obradović	HYDROGEOLOGICAL RESEARCH FOR DEVELOPMENT OF WELLNESS AND SPA CENTAR IN THE TERRITORY OF THE OVČAR BANJA
19.	Jovica Stefanović	TOURISM OF THE THESSALONIKI DISTRICT
20.	Jovica Stefanović, Ljiljana Trumbulović	HEALTH TOURISM - SPECIAL HOSPITAL ČIGOTA
21.	Zorka Jugović, Danijela Pecarski, Miodrag Pantelić	TOURISM IN ZLATIBOR, ETHNO VILLAGE SIROGOJNO
22.	Dunja Đenić, Zorica Svirčev	BLOOMING CYANOBACTERIA IN THE RESERVOIR VRUTCI
23.	Zorica Tanasković Gordana Milošavljević Vesna Vasović	HUMAN RESOURCES DEVELOPMENT IN AGRICULTURAL SECTOR
24.	Dragana Randelović Tadija Đukić	FINANCIAL ACCOUNTING ANALYSIS AND MANAGERIAL ACCOUNTING IN BUSINESS HOSPITALITY

**(14:00) Room 110 - TOURISM SESSION 3**

<b>CHAIRMAN:</b>		Ljiljana Trumbulović Bujić, PhD
<b>VICE-CHAIRMEN:</b>		Angeliki Latsi Marija Đorđević
<b>№</b>	<b>Author(s)</b>	<b>Title of the paper</b>
1.	Bojana Janković Milutin Đuričić	WAR TOURISM
2.	Angeliki Latsi Jovana Kovač	PEOPLE WITH DISABILITIES IN TOURISM & THEIR PERCEPTIONS
3.	Katarina Starčević, Milutin Đuričić, Radmila Novaković Kostić, Slobodan Petrović	URBAN TOURISM IN SERBIA
4.	Hatzopoulou Anna,	THE ROLE OF CONTEXT AND INTERACTIONS ON EMPLOYEES VALUE CREATION IN THE GREEK TOURISM INDUSTRY
5.	Ana Misailović, Vesna Marjanović, Milutin Đuričić,	MANASIJA MONASTERY
6.	Olgica Lakonić, Milutin Đuričić, Radmila Kostić Novaković, Slobodan Petrović	MONASTERIES OF FRUŠKA GORA AND OVČAR-KABLAR GORGE
7.	Slobodan Ivković Radmila Kostić-Novaković, Vesna Marjanović, Milutin R. Đuričić, Slobodan Petrović	INDUSTRIAL HERITAGE IN THE FUNCTION OF A UNIQUE OFFER OF THE MUNICIPALITY OF BOR
8.	Bojana Janković, Radmila Kostić Novaković	MORBID TOURISM
9.	Milica Pavlović, Milutin Đuričić, Radmila Kostić Novaković, Slobodan Petrović,	STOPIĆA CAVE AS A TOURIST OFFER OF THE ZLATIBOR REGION

**15:30-15:45 - Coffee Break**

10.	Dragan Gordić Slobodan Petrović Milutin Đuričić	POSSIBILITIES OF TOURISM DEVELOPMENT IN POZEGA WITH THE SURROUNDINGS
11.	Sanja Krsmanović,	PLANNING IN THE DEVELOPMENT OF TOURISM IN THE MUNICIPALITY LOZNICA
12.	Marija Đorđević, Ljiljana Trumbulović	EKOTOURISM ČAČKA
13.	Čečez Milijana Čeganjac Zoran Ristić Kristijan,	TOURIST DESTINATION VISEGRAD AS A DEVELOPMENT OPPORTUNITY

**(19:00) Gala dinner at the "Tabana" restaurant, Užice**



**SECOND DAY - SATURDAY, 3<sup>rd</sup> OCTOBER 2015**

**(10:00 -16:30)** Visit to Ovcar - kablar Gorge with lunch in Wellnes center Kablar .

**SCIENTIFIC FIELDS**

- Mechanical Engineering;
- Informatics and Mathematics;
- Civil Engineering;
- Environmental Protection;
- Management;
- Tourism;
- Economics;
- Students' papers.

**PARTICIPATION FEE**

The registration fee is RSD 7,000.00 per paper for participants from Serbia, or EUR 70.00 for participants from abroad. VAT is included in the price.

The registration fee includes a CD edition for all the authors and co-authors of a paper and the dinner and excursion costs for the first author only.

The registration fee for the participants who will not be attending the gala dinner and going on the excursion is **RSD 4,000.00**, VAT included.

The registration fee for the participants who will not be presenting their papers, but will be taking part in the conference programme, attending the dinner and going on the excursion is RSD 4,000.00, VAT included.

The students who will only be presenting their papers, without attending the gala dinner and going on the excursion, are exempted from paying the registration fee. However, for those who will be attending the dinner and going on the excursion, the registration fee is RSD 4,000.00.

The registration fee includes: admission to all the SED 2015 Conference sessions, conference proceedings (in the electronic form, on a CD), promotional material, cocktail, organized excursion and gala dinner on the first day of the conference.

For the business systems who want to present their products, technologies and services, the presentationspace has been provided. It will be possible to promote scientific books, technical information and otherpropaganda material. The registration fee for business systems is EUR 200.00, VAT included.

The registration fee payment deadline is no later than 5 days before the beginning of the conference or onthe first day of the conference. Otherwise, the paper will not be published.

***MORE INFORMATION***

For more information on the conference, please visit the following website:

**<http://sed.vpts.edu.rs/>**



***Business and Technical College of Vocational Studies***

***8<sup>th</sup> International Scientific Conference  
Science and Higher Education in Function of Sustainable Development***

***SED 2015***



***Acting Director of the Business and Technical College  
of Vocational Studies, Užice***

***and***

***Chairman of the Organizing Committee***

***Nada Nedović, PhD***

**Užice  
October 2015**