PARALLEL BLOCK I • 11:30–13:00

SESSION 3 — HOSPITALITY, TOURISM EXPERIENCE AND HUMAN CAPITAL

MODERATORS: Vedran Milojica; Stevcho Mecheski

TIME	#	PAPER	AUTHORS
11:30–11:40	1	ANALYSIS OF TOURIST´S ATTITUDES TOWARDS TOURIST OFFER OF THE COUNTY OF SPLIT-DALMATIA	Vedran Milojica; Aleksandar Trajkov; Goran Perić
11:40–11:50	2	RISK MANAGEMENT IN HOTELS	Faton Sherifi; Faton Haziraj; Përparim Qahili
11:50–12:00	3	DEVELOPMENT AND CHARACTERIZATION OF VALUE-ADDED FUNCTIONAL FRESH CHEESE ENRICHED WITH MENTHA PIPERITA L.	Borche Makarijoski; Elena Joshevska; Gordana Dimitrovska; Blagojche Najdovski; Milena Magerovska
12:00–12:10	4	THE ROLE OF FOREIGN LANGUAGES IN THE TOURISM AND HOSPITALITY INDUSTRY IN THE REPUBLIC OF NORTH MACEDONIA	Irina Petrovska
12:10–12:20	5	WOMEN'S EDUCATION, ENTREPRENEURIAL INTENTIONS AND BARRIERS IN TOURISM: EVIDENCE FROM SERBIA	Mirjana Radović-Marković; Dušan Marković; Zorica Medić; Jovan Živadinović
12:20–12:30	6	TOURISTS' ATTITUDES TOWARD THE DEVELOPMENT OF SUSTAINABLE TOURISM IN THE SARAJEVO–ROMANIJA REGION	Bojan Ćorluka; Dragan Vojinović; Marko Đogo; Mladen Rebić
12:30–12:40	7	THE INTERCONNECTEDNESS OF COMMUNICATION AND SUSTAINABLE TOURISM IN OHRID	Lidija Simonceska; Nina Kepeska
12:40–12:50	8	PARENTAL SUPPORT FOR STUDENTS' CAREER CHOICE IN THE HOSPITALITY AND TOURISM INDUSTRY	Jelena Tepavčević; Ivana Blešić; Nikolina Pavičić Rešetar
12:50–13:00	9	HOTEL PRODUCTIVITY, EMPLOYEE TRAINING, MOTIVATION, AND TECHNOLOGICAL SUPPORT: EVIDENCE FROM CROATIA	Sanela Grujo Vrkljan; Zrinka Marušić