



PERSONAL INFORMATION

Ana Stranjančević



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Gender Female

Date of birth 02/09/1981

Nationality Montenegrin

POSITION

Assistant Professor

WORK EXPERIENCE

2013- **Assistant Professor**
Mediterranean University Podgorica, Montenegro

Faculty of Tourism
Undergraduate studies - Natural and Cultural Resources Management in Tourism, Intercultural Management, Sport and Recreation in Tourism, Controlling, Business Communication
Graduate studies - Contemporary Trends in Tourism

2013-2015 Faculty of Foreign Languages
Undergraduate studies - The Culture of Business Communication

2013 **Assistant Professor**
Faculty of International Management in Tourism and Hospitality Budva, Montenegro / Algonquin College Canada
Undergraduate - Operative Management of MICE events, Conferences and Seminars Organisation, Sales Management

2010-2013 **Teaching Assistant**
Mediterranean University Podgorica, Montenegro
Faculty of Tourism
Undergraduate studies - Tourism Economics, Hotel Management, Controlling, Entrepreneurship in Tourism and Hospitality
Graduate studies - Contemporary Trends in Tourism
Faculty of Foreign Languages
Basics of Tourism, The Culture of Business Communication

2007-2010 **Teaching Associate**
Mediterranean University Podgorica, Montenegro
Faculty of Tourism
Tourism Economics, Hotel Management, Controlling

2006-2007 **Sales and Marketing Manager**
5-star hotel „Park“ Novi Sad, Serbia
Sales and Marketing Manager

EDUCATION

2014/15 **Post doctorate six months mobility program**

Program: "*Leisure – Culture, Tourism, Sport and Recreation as a Human Development Factor*" at the Faculty of Social and Human Sciences at the University of Deusto in Bilbao, Spain, Erasmus Mundus scholarship grantee

2012 **PhD**

in an interdisciplinary area of Sport and Tourism Management, at the University of Novi Sad in Serbia, the Association of Centers for Interdisciplinary and Multidisciplinary Studies and Research, on the topic: "*Sports-recreational tourism development in Montenegro Coast*"

2005-2009 **MSc**

in an interdisciplinary area of Sport and Tourism Management, at the University of Novi Sad, in Serbia, the Association of Centers for Interdisciplinary and Multidisciplinary Studies and Research; Two years long master studies, Average Mark 9,67

2000-2005 **Graduate studies**

Graduate geographer-tourismologist of hotel management, at the University of Novi Sad in Serbia, Faculty of Sciences, Department of Geography, Tourism and Hotel Management; Course: Hotel Management, Average Mark 8,68, Thesis 10

1996-2000 **High School**

Science-Mathematics studies, Čačak, Serbia

SPECIALIZATION

May-June 2016 **Visiting professor**

Warsaw University of Life Sciences in Poland, Faculty of Economic Sciences, granted a scholarship within CEEPUS - Central European Exchange Program for University Studies - professors' exchange

November 2015 **Seminar**

HERE Seminar "Implementing Research Based Education", Wolfgang Deicke - academic expert from Humboldt University, Berlin; University of Montenegro

October 2015 **Study visit**

Study visit to Slovenia (Ljubljana, Nova Gorica) and Italy (Gorizia), School of Advanced Social Studies in Nova Gorica

August 2015 **Visiting professor**

Akdeniz University in Antalya, Turkey, Faculty of Tourism at the Tourism Management Program, Scholarship within Mevlana Exchange Program - Academic Staff Mobility Program

January 2015 **FITUR 2015**

International Tourism Trade Fair, Madrid, Spain, as an representative of Tourist Organization of Belgrade, Serbia

December 2014 **Training**

CTW-Chinese Tourist Welcome Train-the-trainer Workshop, Ljubljana; prof. Wolfgang Georg Arlt, COTRI-China Outbound Tourism Research Institute, Germany and CEATM-COTRI Country Partner in Slovenia

September 2014 **Workshop**

2nd South East European (SEE) UNESCO Science Communication Workshop, UNESCO, Ministry of Science, Montenegro, Podgorica

March-May 2014 **Visiting professor**

University of Belgrade, Serbia, Faculty of Agriculture, at the Rural Tourism Program, Scholarship within CEEPUS – Central European Exchange Program for University Studies - professors' exchange

October 2013 **Study visit**

Study visit to Albania (Shkodra, Tirana), Faculty of Economics, University of Shkodra "Luigi Gurakuqi"

June 2012 **Seminar**

National ReCAP Seminar on Climate Change, Delegation of the European Union, Ministry of Sustainable Development and Tourism, Montenegro, Podgorica

October 2011 **Course**

Amadeus Functionality Course - Amadeus Certified Agent, Amadeus Commercial Organization Belgrade

September 2011 **Training**

- November 2010 **Seminar and workshop**
 Training for Project managers, EUREKA Secretariat, Brussels, Ministry of Science, Montenegro, Podgorica
- September 2008 **Course**
 Seminar and workshop „Criteria for an effective quality management systems“, EU delegation in Montenegro, Ministry of Education and Science, University of Montenegro
- June 2008 **Seminar**
 Curriculum Development course, Tilburg University, Fontys Business School, Fontys Academy for Public Administration, Netherlands, University Mediterranean Bar
- May 2008 **Seminar**
 Seminar "How to deal with fundamental marketing challenges?", Philip Kotler, University Mediterranean Bar
- 2000-2007 **Practice and internship**
 Seminar „Destination excellence measurement“, George Washington University, prof. Donald Howkins, Budva
 Student practice and internship in hotel companies and international fairs of tourism in Montenegro, Serbia, Hungary, Greece, Great Britain

ADDITIONAL PROFESSIONAL ENGAGEMENT

- 2010-2015 **The Dean Assistant for Education**
 on Undergraduate, Graduate and Post-graduate studies, Faculty of Tourism, Mediterranean University
- 2009-2013 **Organisation of scientific meetings**
 Horwath Hotel Industry Survey Montenegro, Ministry of Tourism, Montenegro, Horwath Consulting Zagreb, Faculty of Tourism, Bar, METUBES - Budva
- 2009- **Guest lecturer**
 Guest lecturer at summer students Environmental camps - Montenegro
- 2010-2014 **Project coordinator**
 Student practical training in the hotel Industry, Faculty of Tourism, 4-star Hotel "Princess" Bar
- 2010- **Member of the Committee**
 at the Faculty of Tourism, Mediterranean University - Selfevaluation Committee, Student opinion poll Committee, Quality-ensuring Committee, Reaccreditation Committee
- 2013-2014 **Reviewer and consultant**
 of the Institute for textbooks and teaching materials of Montenegro, textbooks: "Basics of Tourism", "The Business Communication
- 2013 **Guest speaker**
 at the First International Conference on Medical Tourism in Montenegro, Ministry of Sustainable Development and Tourism, National Tourism Organization of Montenegro
- 2013 **Member of the Expert Group**
 Member of the Expert Group for Tourism, Trade and Hospitality, formed by Ministry of Education, Montenegro, Luxembourg Agency for Development Cooperation

ADDITIONAL INFORMATION

- Profession** Graduate geographer-tourismologist of hotel management
- Specialization** Tourism Management
- Narrow specialization** Sports-recreational tourism
- Code of researcher** E CRIS CG 01397
- Computer skills** Computers programs - MS OFFICE: Word, Excel, Power Point, Outlook
- Memberships** The Center for Young Scientists MASA-The Montenegrin Academy of Sciences and Arts - 2014
 Rotary International - Rotaract Club Ulcinj - 2010, Rotary Club Bar - 2012
 NGO "Geoeco Montenegro" Podgorica - 2011
 Bizkaia Talent Bilbao, Spain - 2015
- Driving licence** Category B
- Foreign languages**
- Mother tongue(s)** Serbian

Other language(s)	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C1	C1	C1	C1	C1
	EDI Level 2 Certificate in ESOL International JETSET Level 6 (CEF C1), London Chamber of Commerce and Industry International Qualifications				
Italian	B1	B1	B1	B1	B1
	IV livello – corso di lingua italiana (intermediate level – B1), Oxford Center, ILC – International Language Center, Podgorica, full member of The European Association for Quality Language Services				
Spanish	A2	A2	A2	A2	A2
	Español 2, Educación de personas adultas, Bilbao, Spain				

PROJECTS

- 2007- **Horwath Hotel Industry Survey Montenegro**, Government of Montenegro, Ministry of Tourism, Horwath Consulting Zagreb-member of Horwath International, Faculty of Tourism Bar, Researcher
- 2008-2009 **Research of the Contribution of Tourism Sector to Socio-Economic Development in Montenegro**, Government of Montenegro, Ministry of Tourism, GTZ – German Agency for Technical Cooperation, Faculty of Tourism Bar, Researcher
- 2009 **Tour Guide Training 2009**, Government of Montenegro, Ministry of Tourism, Faculty of Tourism Bar, Project coordinator and Lecturer
- 2009 Establishment of **Distance Learning System** at the Faculty of Tourism Bar
- 2010-2012 **Tempus Project: Ref.No.158675 DEBUT-M**: Development of Business Training in Montenegro, course: Management in tourism, Budapest Business School, Hungary, Mediterranean University, Montenegro, Researcher and Trainer
- 2010 **Test Learning System** at the Faculty of Tourism Bar, Coordinator
- 2012 **Tour Guide Training 2012**, Government of Montenegro, Ministry of Tourism, Faculty of Tourism Bar, Lecturer
- 2012- **On the paths of Vladimir and Kosara - tourist destination of international character**, Ministry of Education and Science of the Republic of Macedonia, Ministry of Science of Montenegro, Faculty for Natural Sciences and Mathematics, Institute of geography, Skopje, Faculty of Tourism Bar, Project promoter and Researcher
- 2013-2015 **Aspects of sustainable tourism development in National Park of Skadar Lake in the function of economic activation of natural and cultural resources**, Government of Montenegro, Ministry of Science, Faculty of Tourism Bar, Researcher
- 2013 **Tour Guide Training 2013**, Government of Montenegro, Ministry of Tourism, Faculty of Tourism Bijelo Polje, Faculty of Tourism Bar, Project coordinator and Lecturer, Bijelo Polje, Bar
- 2013 **Study** of the development of sports-recreational tourism in the municipality of Bar, Municipality of Bar, Consultant
- 2014-2016 **The development of integrated offer of sustainable tourism of Slovenia and Montenegro to the market modal East (Chine)**, Government of Slovenia, Ministry of Science, Government of Montenegro, Ministry of Science, School of Advanced Social Studies, Nova Gorica, Slovenia, Faculty of Tourism Bar, Researcher
- 2014- **Study** of the development of the religious tourism as a part of cultural tourism in the municipality of Cetinje, Municipality of Cetinje, Consultant

PUBLISHED ARTICLES

1. **Stranjančević, A., Bulatović, I. (2015). "Customer satisfaction as an indicator of service quality in tourism and hospitality"**, International Journal for Quality Research - IJQR, Volume 9(4), pp. 689–704, Center for Quality, University of Kragujevac, Serbia and Center for Quality, University of Montenegro; ISSN:1800-6450(Print), e-ISSN:1800-7473 (EBSCO, Google Scholar, Scopus, Ulrich's periodicals, Worldcat, ZBD, Zentralblatt MATH)
2. **Stranjančević, A., Kovačević, B. (2012). "Human resources in sports and recreational tourism in Montenegro Coast: situation and perspectives"**, Journal of the Geographical Institute "Jovan Cvijić" of SASA (Serbian Academy of Sciences and Arts), Belgrade, Editor: Željko Bjeljac, Beograd, Srbija, UDC: 911.3:380.8(497.16), DOI: 10.2298 / IJG120113, COBISS.SR-ID: 8471810, **M 51, pp 135-156** (DOAJ, Sweden, DoiSerbia, Google Scholar)
3. **Stranjančević, A., Bulatović, I. (2014). "The possibilities of the sports and recreational tourism development in Skadar Lake sub region"**, International Conference "Higher Education in Function of Sustainable Development of Tourism in Serbia and Western Balkans", Publisher: Business Technical College of Vocational Studies, Editors: Milutin Đuričić, PhD, Miloš Jovanović, PhD, Užice, 3-4. October 2014, ISBN 978-86-83573-45-5, ISBN 978-86-83573-44-8, COBISS.SR-ID 209981452, **pp 143-158**
4. **Stranjančević A., Mitrović, L. (2013). "Natural tourism values of National Park Skadar Lake – significant resource for development of sports and recreational tourism (Montenegro)"** International Conference "Contemporary Trends in Tourism and Hospitality, with topic Peace, Culture and Tourism, 2013", Publisher: University of Novi Sad, Faculty of Science, Department of Geography, Tourism and Hotel Management, Editor in Chief: prof. Neda Mimica-Dukić, Novi Sad, 26-27. September 2013, ISBN 978-86-7031-310-1, COBISS.SR-ID 280467943, **pp 541-553**
5. **Stranjančević A., Kovačević B., Tripković A. (2011). "Natural tourist resources of Budva – sub region significant for the development of sport-recreational tourism"** International Conference "Contemporary Trends in Tourism and Hospitality, 2011 Via Danube, the Main Street of Europe" Publisher: University of Novi Sad, Faculty of Science, Department of Geography, Tourism and Hotel Management, Editor in Chief: prof. Neda Mimica-Dukić, Novi Sad, 29-30. September 2011, ISBN 978-86-7031-233-3, COBISS.SR-ID 266478855 (A), **pp 132-137**
6. **Kovačević B., Stranjančević A., Gajić T. (2011). "Congress Tourism in Novi Sad (Vojvodina, Serbia) - Opportunities for organization multiple sport activity holidays in Šajkaska as part of sports-recreational tourism development"**, International Conference "Contemporary Trends in Tourism and Hospitality, 2011 Via Danube, the Main Street of Europe" Publisher: University of Novi Sad, Faculty of Science, Department of Geography, Tourism and Hotel Management, Editor in Chief: prof. Neda Mimica-Dukić, Novi Sad, 29-30. September 2011, ISBN 978-86-7031-233-3, COBISS.SR-ID 266478855 (A), **pp 226-234**
7. **Mitrović, L., Micev, B., Stranjančević A. (2011). "Climate change identification and aspects of impacts and vulnerability of natural environment in Montenegro"**, Conference Proceedings – Plenary session, Conference Proceedings: International Conference "Nature Protection in XXI Century", Organizator: Zavod za zaštitu prirode, Zabljak, September 2011 **pp 87-93**
8. **Tripković-Marković A., Stranjančević A. (2010). "MICE tourism development: Possibilities and prospects of Montenegro"**, International Tourism Conference EIAT – Education and Industry Advancing Together, Publisher: The Centre for Tourism Research and Studies, 24-26. September 2010.g, Beograd, CIP 338.48(082), COBISS.SR-ID 259062791, ISBN 978-86-88145-01-5, **pp 129-140**
9. **Stranjančević A., Kovačević B. (2009). "The hotel industry offer in Budva region due to the sports and recreational tourism development"**, The Thirteenth International Scientific Meeting "Contemporary Trends in Tourism Hotel Industry and Gastronomy 2009", Europe" Publisher: University of Novi Sad, Faculty of Science, Department of Geography, Tourism and Hotel Management, Editor in Chief: prof. Neda Mimica-Dukić, Novi Sad, October 2009, ISBN 978-86-7031-213-5, COBISS.SR-ID 241121543, **pp 130-135**
10. **Kovačević B., Stranjančević A. (2009). "Sports and recreational tourism development in Šajkaska region based on human resources"**, The Thirteenth International Scientific Meeting "Contemporary Trends in Tourism Hotel Industry and Gastronomy 2009", Europe" Publisher: University of Novi Sad, Faculty of Science, Department of Geography, Tourism and Hotel Management, Editor in Chief: prof. Neda Mimica-Dukić, Novi Sad, October 2009, ISBN 978-86-7031-213-5, COBISS.SR-ID 241121543, **pp 155-159**

11. Kovačević B., **Stranjančević A.** (2009). **“Sports and recreational tourism development in Titel region – situation and perspectives“**, The Thirteenth International Scientific Meeting “Contemporary Trends in Tourism Hotel Industry and Gastronomy 2009“, Europe” Publisher: University of Novi Sad, Faculty of Science, Department of Geography, Tourism and Hotel Management, Editor in Chief: prof. Neda Mimica-Dukić, Novi Sad, October 2009, ISBN 978-86-7031-213-5, COBISS.SR-ID 241121543, **pp 159-163**
12. Kovačević B., **Stranjančević A.** (2009). **“Implementation of La Manga Golf Resort model on accommodation and sports and recreational facilities development in Vojvodina“**, International Tourism Conference EIAT – Education and Industry Advancing Together, Publisher: The Centre for Tourism Research and Studies, Editor in Chief: dr Bojan Zečević, 25-27. September 2009.g, Beograd, CIP 338.48(082), COBISS.SR-ID 245707783, ISBN 978-86-88145-00-8, 2009., **pp 42-49**
13. **Stranjančević A.**, Kovačević B. (2009). **“Accommodation facilities in the villages in the peninsula Lustica in terms with the sustainable tourism“**, EnE09 – The Fifth Regional Conference “Environment for Europe“ – “Climate Change and Sustainable Tourism Conference 2009“, Publisher: Environmental Ambassadors and Chamber of Commerce of Serbia, ISBN 978-86-910873-2-6 (AŽS), COBISS.SR-ID 148979724, Belgrade, June 2009, **pp 103-106**
14. Kovačević B., **Stranjančević A.** (2009). **„Opportunities for Eco-tourism and recreational tourism development in park of nature „Jegrička““**, EnE09 – The Fifth Regional Conference “Environment for Europe“ – “Climate Change and Sustainable Tourism Conference 2009“, Publisher: Environmental Ambassadors and Chamber of Commerce of Serbia, ISBN 978-86-910873-2-6 (AŽS), COBISS.SR-ID 148979724, Belgrade, June 2009, **pp 124-129**
15. **Stranjančević A.**, Kovačević B. (2008). **„The possibilities of tourist valuation of rural and sports and recreational potentials in the peninsula of Lustica“**, Collection of Papers: The Twelfth International Scientific Meeting “Contemporary Trends in Tourism, Hotel Industry and Gastronomy 2008“, Publisher: University of Novi Sad, Faculty of Science, Department of Geography, Tourism and Hotel Management, Editor in Chief: dr Slavka Gajin, Novi Sad, October 2008, ISBN 978-86-7031-209-8, COBISS.SR-ID 241121543, **pp 231-235**
16. Kovačević B., **Stranjančević A.** (2008). **„The possibilities of the sports and recreational tourism development on the down flow of Jegrička river“**, Collection of Papers: The Twelfth International Scientific Meeting “Contemporary Trends in Tourism, Hotel Industry and Gastronomy 2008“, Publisher: University of Novi Sad, Faculty of Science, Department of Geography, Tourism and Hotel Management, Editor in Chief: dr Slavka Gajin, Novi Sad, October 2008, ISBN 978-86-7031-209-8, COBISS.SR-ID 241121543, **pp 37-40.**