

## LIČNE INFORMACIJE



Doc.dr Iva Bulatović

 Univerzitet Mediteran, Josipa Broza n.n., 81000 Podgorica, Montenegro

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## RADNO ISKUSTVO

- 2007 Turistička agencija "Jamb" - Budva
- 2008 Hotel "Maestral", Hit Montenegro - Pržno, Budva
- 2009 Hotel "Maestral", Hit Montenegro - Pržno, Budva
- 2010 - 2015 Fakultet za turizam, Montenegro Tourism School, Univerzitet Mediteran- Podgorica - Saradnik I asistent  
Montenegro Tourism School, Univerzitet Mediteran- Podgorica
- 2014 - 2016 Pomoćnik rukovodica za postdiplomske studije
- 2014 - Montenegro Tourism School, Univerzitet Mediteran- Podgorica  
Sekretar za projekte
- 2016 - Montenegro Tourism School, Univerzitet Mediteran- Podgorica  
Docent
- 2012 - Faculty of Business and Tourism Budva (part-time engagement)  
Docent
- 2016 - Montenegro Tourism School, Univerzitet Mediteran- Podgorica  
Prodekan

## DODATNI PROFESIONALNI ANGAŽMAN

- 2017- Predsjednik komisije za akreditaciju i reakreditaciju Fakulteta za turizam MTS
- 2017- Predsjednik komisije za eksternu evaluaciju Fakulteta za turizam, član univerzitetske komisije
- 2017- Komisija za promotivne aktivnosti Univerziteta Mediteran – član
- 2016 - Komisije za osiguranje kvaliteta Fakulteta za turizam
- Economic Research Journal, Economics, 2016 - Recezent
- Ministarstvo nauke, 2016 Program za sufinansiranje doktorskih I postdoktorskih studije– jedan od osam članova ekspertske komisije na nivou Crne Gore
- Government of Montenegro, 2011 Sektorska komisija za turizam i ugostiteljstvo – član
- 2014 - Program obuke za turističkog vodiča, predavač na predmetu Menadžment grupe (Organizaciono ponašanje)

## OBRAZOVANJE I OSPOBLJAVANJE

- 1994-2002 **OŠ " Savo Pejanović" - Podgorica**  
Diploma "Luča"
- 2002-2006 **Gimnazija " Slobodan Škerović" - Podgorica**

- Diploma "Luča"
- 2006-2009 **Fakultet za turizam, Montenegro Tourism School - Bar, Univerzitet Mediteran - Podgorica**  
Bečelor menadžmenta u turizmu (PROSJEČNA OCJENA A)
- 2009-2010 **Montenegro Tourism School - Bar, Univerzitet Mediteran - Podgorica**  
Specijalista menadžmenta u turizmu ( PROSJEČNA OCJENA A)
- 2010-2011 **Montenegro Tourism School - Bar, Univerzitet Mediteran - Podgorica**  
Magistar menadžmenta u turizmu (PROSJEČNA OCJENA A)
- 2012- 2015 **Montenegro Tourism School - Bar, Univerzitet Mediteran – Podgorica**  
Doktor menadžmenta u turizmu (PROSJEČNA OCJENA A)
- 2013 **Ekonomski fakultet, Univerzitet u Ljubljani – Ljubljana, Slovenia**  
Istraživački rad
- 2014 **Fakultet za turistički i hotelski menadžment, Sveučilište u Rijeci, Opatija, Hrvatska**  
Istraživački rad

## SPECIJALIZACIJA

- 2017 - **Kurs**  
Entrepreneurship in Emerging Economies, Harvard Business School
- 2017 **Seminar and Workshop**  
HERE seminar on Recognition of Prior Learning, National Erasmus + Office, Ministry of Education, Hanne Smidt, Senior Advisor EUA/ Hanne Smidt Consulting, 29-30 November 2017.
- 2017 **Konferencija**  
European Tourism Day, "The future of EU tourism", European Commission, Brussels, November, 28, 2017.
- 2017 **Webinar**  
Harvard Business Review, How to choose and Execute the Right Strategy, Martin Reeves, a senior partner and managing director in the Boston Consulting Group's New York office and the director of the BCG Henderson Institute. November 21, 2017.
- 2017 **Seminar and Workshop**  
Entrepreneurship and innovations in tourism sector, BSC Startup Bar, Faculty of Tourism, This project is funded by The European Union, Amila Pilav Velic, phd, assistant professor, expert, 20<sup>th</sup> November, 2017.
- 2017 **Trening**  
Universita Pegasso, Rim, Italija, jul 2017
- 2017 **Gost predavač**  
Faculty of economics, University of Zagreb, Zagreb, Hrvatska, mart 2017.
- 2017 **Gost predavač**  
Fakultet za turizam, Univerzitet za poslovne studije, Banja Luka, april 2017.
- 2016 **Seminar and Workshop**  
HERE seminar on Internationalization of higher education, National Erasmus + Office, Ministry of Education, Irina Ferencz HERE Expert decembar 2016
- 2017-2016 **Studijska posjeta**  
Slovenija (Ljubljana, Nova Gorica) i Italija (Gorizia), FUDŠ, oktobar 2015
- 2015 **Konferencija**  
Sajam nekretnina i investicija Frei 2015 Milocer/Budva, Montenegro 11-14 maj2015
- 2014 **Seminar and Workshop**  
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, December 2014
- 2010-2012 **Trening**  
University of Debrecen, Mađarska, Tourism Management Certificate

**2009 ITB Berlin 2009**

Svjetska berza turizma, član delegacije Crne Gore

**2008 Seminar**

Course Curriculum Development course, Tilburg University, Fontys Business School, Fontys Academy for Public Administration, Holandija, Univerzitet Mediteran Bar, September 2008.

**2008 Seminar**

Seminar "How to deal with fundamental marketing challenges?", Philip Kotler, Univerzitet Mediteran Bar, June 2008.

**VJEŠTINE**

Maternji jezik Crnogorski-srpski, bosanski, hrvatski

Other language(s)

	RAZUMIJEVANJE		GOVOR		PISANJE
	Slušanje	Čitanje	Govorna interakcija	Govorna produkcija	
English	C2	C2	C1	C1	C1
Russian	C1	C1	B2	B2	B2
Italian	A1	A1	A1	A1	A1

IT vještine

▪ Microsoft Office Package, IBM SPSS, Internet Explorer, Amadeus Reservation System, Prezi, PowToo, eViews (Basic). Android, Photoshop (Basic), Illustrator (Basic), InDesign(Basic), Tableau (Basic)

**NAGRADE**

2008 Atlas Foundation Award za najbolje studente u Crnoj Gori "10 za 10"

2009 Najbolji student generacije Fakulteta za turizam

2010 EIAT (Education and Industry Advancing Together)

**PROJEKTI**

Deutsche Gesellschaft für Technische Zusammenarbeit – GTZ 2008

Uticaj turizma na crnogorsku ekonomiju (Istraživač)

Ministry of sustainable development and tourism and Horwath Consulting Zagreb, 2011, 2012, 2013, 2014, 2015, 2016, 2017-

Analiza poslovanja hotelijerstva u Crnoj Gori (Istraživač)

DEBUT-M Tempus project, 2010-2011

Tourism Management Course (Predavač)

Euroweb – Erasmus Mundus, 2011 -2017

Kontakt osoba

Ministry of sustainable development and tourism, Ministry of science, Montenegro Tourism School –Bar 2012-2016

Vidovi održivog turizma u Nacionalnom parku Skadarsko jezero u funkciji valorizacije prirodnih i kulturnih resursa ( Istraživač)

Montenegro Tourism School 2012

Strateški pravci razvoja turizma u Prijestonici Cetinje ( koordinator i autor )

Montenegro Tourism School 2013

Strateški pravci razvoja sportskog turizma na području opštine Bar (koordinator i autor )

Faculty for business and tourism Budva 2013

Zadovoljstvo gostiju restoranskom uslugom u Budvi ( koordinator)

School of Advanced Social  
Studies, Nova Gorica, Slovenia,  
Montenegro Tourism School  
2014-2015

Razvoj turističkog proizvoda Crne Gore i Slovenije za daleka istočna tržišta (Kina) (Istraživač)

HORIZON 2020 Spreading  
Excellence and Widening  
Participation 2016-  
University of Business Studies,  
Faculty of tourism and  
hospitality, Republika Srpska,  
Bosna i Hercegovina,  
Montenegro Tourism School  
2016-2017

Nacionalna kontakt osoba

School of Advanced Social  
Studies, Nova Gorica, Slovenia,  
Montenegro Tourism School  
2016-2017

Istraživač  
Povezivanje kontinentalnog i primorskog turizma u okviru Jadransko-jonske strategije

Zajednička iskustva u razvoju kazino turizma Crna Gora i Slovenija Istraživač

COST Action From Sharing to  
Caring: Examining Socio-  
Technical Aspects of the  
Collaborative Economy 2017 -

Management Committee Member

#### DODATNE INFORMACIJE

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Šifra Istraživača  
Šifra Istraživača  
Web link:

E – COBISS.CG 01396  
Naučna mreža: 4257 Available online: <https://naucnamreza.me/me/istrazivaci/ivabulatovic>  
<https://me.linkedin.com/in/iva-bulatovic-a8329054>  
[https://www.researchgate.net/profile/Iva\\_Bulatovic](https://www.researchgate.net/profile/Iva_Bulatovic)

#### BIBLIOGRAFIJA

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##### Knjige:

Raspor, A., Lacmanović, D., Stranjančević, A., Bulatović, I. (2017). "Tourism invisible part of exports: the analysis of Slovenia and Montenegro on the Chinese outbound tourism", chapter in book: International Trade - On the Brink of Change, InTech, London, United Kingdom, book edited by Anita Macek, ISBN 978-953-51-2912-7, Print ISBN 978-953-51-2911-0.

Raspor, A., Lacmanović, D., Stranjančević, A. and Bulatović, I. (2016). Chinese tourist in Slovenia and Montenegro: preferences, characteristics and trip motivation, Vega Press LTD, London, Great Britain. ISBN: 978-1-909736-09-2

Sanja Vlahović i Iva Bulatović, Menadžment – priručnik, Univerzitet Mediteran, Fakultet za turizam Bar, Podgorica, 2013. ISBN 978-9940-514-27-3 COBISS.CG-ID 21475088

Uvod u menadžment – u pripremi

Menadžment turističke destinacije u pojmovima – u pripremi

##### Radovi:

Bulatović, Iva, Ana Stranjančević, Darko Lacmanović, and Andrej Raspor. "Casino Business in the Context of Tourism Development (Case: Montenegro)." Social Sciences 6, no. 4 (2017): 146. MDPI, Basel, Switzerland. **SCOPUS**

Sanja Vlahović and Iva Bulatović. "Computer Simulations and Video Games in Education (Case: Montenegro)." *Advanced Science Letters* 22, American Scientific Publishers, no. 8 (2016): 1993-1996. ISSN 1936-6612 (Print) **SSCI-SCOPUS**

Ana Stranjančević and Iva Bulatović, "Customer satisfaction as an indicator of service quality in tourism and hospitality", *International Journal for Quality Research – IJQR*, Center for Quality, University of Montenegro and Center for Quality, University of Kragujevac, 9 (4), 2015, pp.689-704. ISSN: 1800-6450 e-ISSN: 1800-7473 **SCOPUS**

Rade Ratković and Iva Bulatović, „Impact of economic crisis on sustainable tourism (Case: Montenegro)“, 2nd International Scientific Conference, Tourism in Southern and Eastern Europe 2013, Crisis – a Challenge of Sustainable Tourism Development?, University of Rijeka, Faculty of tourism and hospitality management Opatija, Vol.2, Opatija, Hrvatska, 2013, pp. 355-370. **CPCIS**  
ISSN 1848-4050.

Iva Bulatović and Silvana Đurašević, „New Trends In Tourism - A Challenge For Montenegro As A Tourist Destination“, *Hotelska kuca*, Zlatibor. 7th December 2017.

Bofulin, M., Raspor, A., Stranjančević, A., Bulatović, I., Lacmanović, D. (2016). "Small destinations in large tourism market: the analysis of Western Balkan countries and the Chinese outbound tourism", *International Scientific Journal*, No. 8, pp. 130-143, Institute for Scientific research and development Ulcinj-Ulqin, Montenegro; ISSN 1800-9794, e-ISSN 2337-0521, COBISS.CG-ID 20586256

Stranjančević, A., Bulatović, I., Lacmanović, D., Raspor, A. (2016). "Tourist destination strengths and opportunities: Is Montenegro ready for Chinese tourists?", *Economics - Economic Theory and Analysis Journal*, Volume 4(1), pp. 151-164, OIKOS Institute Bijeljina, Bosnia and Hercegovina; ISSN: 2303-5005(Print), e-ISSN: 2303-5013

Bulatović, I., Stranjančević, A., Lacmanović, D., Raspor, A. (2016). "The factors of satisfaction among Chinese tourists in Montenegro and Slovenia", 8th Slovenian Social Science Conference on "Contemporary social transformations: Reflecting inter-cultural encounters", Piran, Slovenia, 15-17th September 2016

Raspor, A., Lacmanović, D., Stranjančević, A., Bulatović, I. (2016). "Using Web applications for travel planning: Case study for Chinese tourists in Slovenia and Montenegro", 8th Slovenian Social Science Conference on "Contemporary social transformations: Reflecting inter-cultural encounters", Piran, Slovenia, 15-17th September.

Bulatović, I., Đurašević, S., Stranjančević, A. (2016). "Human resources as a factor of competitiveness and quality in the hospitality industry", *SITCON – Singidunum International Tourism Conference*, Belgrade, Serbia, 30th September. Available online: <https://singipedia.singidunum.ac.rs/preuzmi/42427-human-resources-as-a-factor-of-competitiveness-and-quality-in-the-hospitality-industry/2625>

Iva Bulatović and Ana Tripković Marković, "Strategic management of tourism in the national parks (Case: National Park Skadar Lake)", *Turizam - International Scientific Journal*, University of Novi Sad, Faculty of sciences, Department of Geography, Tourism and Hotel Management, Novi Sad. 2015, pp.127-138.  
ISSN 1450-6661 (Hard Copy)  
ISSN 1821-1127 (Online)

Sanja Vlahović and Iva Bulatović, „Leadership in times of economic crisis“, 5th Montenegrin International Conference for Entrepreneurial Development – MICED 2015, Ekonomski fakultet, Univerzitet Crne Gore, Podgorica, 17.09.-18.09., .pp.194-204. ISBN 978-86-80133-72-0 COBISS.CG-ID 28928272

Darko Lacmanović and Iva Bulatović, "Faktori zadovoljstva posjetilaca Nacionalnog parka Skadarsko jezero (Crna Gora) u marketing planiranju održivog turizma", *Ekonomski izazovi – časopis departmana za ekonomske nauke Internacionalnog Univerziteta u Novom Pazaru*, Godina 3, broj.6, novembar 2014, Novi Pazar, pp.1-20. ISSN: 2217-8821

Darko Lacmanović and Iva Bulatović, „The role of local community in marketing planning for sustainable tourism National Park Skadar Lake (Montenegro)“, *Turizam - International Scientific Journal*, Vol.18, Issue 3, University of Novi Sad, Faculty of sciences, Department of Geography, Tourism and Hotel Management, Novi Sad, Serbia, 2014, pp.113-129.

ISSN 1450-6661 (Hard Copy)  
ISSN 1821-1127 (Online)

Iva Bulatović, Rade Ratković, Ana Tripković-Marković, „Ecotourism at the Skadar Lake in Montenegro: Possibilities and Challenges“, 2nd Belgrade international tourism conference – BITCO, Thematic Tourism in a Global Environment: Advantages, Challenges and Future Developments, Conference Proceedings, College of tourism, Belgrade, Serbia, 27-29 March, 2014, pp.633-651.

ISBN 978-86-82371-66-3

Iva Bulatović, Rade Ratković, „Sustainable development of tourism in the Skadar Lake zone“, 22nd Biennial International Congress, Tourism and Hospitality Industry, Trends in Tourism and Hospitality Management, University of Rijeka

Faculty of Tourism and Hospitality Management – Opatija, Opatija, Hrvatska, May 8th and 9th, 2014, pp. 33-55.

ISSN 1848-4581

Ana Stranjančević and Iva Bulatović, „The possibilities of the sports and recreational tourism development in Skadar lake sub region“, 1st International Conference, Higher education in function of sustainable development of tourism in Serbia and Western Balkans, Business and technical College of Vocational Studies, Užice, Serbia, October 3rd and 4th, 2014, pp.143-159.

ISBN 978-86-83573-44-8

Rade Ratković and Iva Bulatović, „Impact of economic crisis on sustainable tourism (Case: Montenegro)“, 2nd International Scientific Conference, Tourism in Southern and Eastern Europe 2013, Crisis – a Challenge of Sustainable Tourism Development?, University of Rijeka, Faculty of tourism and hospitality management Opatija, Vol.2, Opatija, Hrvatska, 2013, pp. 355-370.

ISSN 1848-4050.

Iva Bulatović, Ana Tripković, „Management of tourism development (Case study of the Old Capital Cetinje)“, 15th International Conference »Contemporary Trends in Tourism and Hospitality - CTTH 2013, Peace, Culture and Tourism«, Conference Proceedings, University of Novi Sad, Faculty of sciences, Department of Geography, Tourism and Hotel Management, Novi Sad, Serbia, September 26-27th, 2013, pp. 5-17.

ISBN: 978-86-7031-310-1

Iva Bulatović, Ana Tripković, „Strategies for sports tourism development (Case: the municipality of Bar, Montenegro)“, International Conference for Business, Economy, Sport and Tourism 2013, The Third International Scientific Congress – Biennale 5th October, University of tourism and management, 2013, Skopje, Makedonia, pp.181-194.

eISSN: 1857-6982

ISSN: 1857-6974

Darko Lacmanović and Iva Bulatović, „The attitudes of local residents in the marketing plan for sustainable tourism National Park „Skadar Lake“ (Montenegro)“, 15th International Conference »Contemporary Trends in Tourism and Hospitality - CTTH 2013, Peace, Culture and Tourism«, Conference Proceedings, University of Novi Sad, Faculty of sciences, Department of Geography, Tourism and Hotel Management, Novi Sad, Serbia, September 26-27th, 2013, pp. 127-141. ISBN: 978-86-7031-310-1