



**Europass
Curriculum Vitae**



Personal information

First name(s) / Surname(s) **SILVANA DURAŠEVIĆ, born ANĐELIĆ**

Address Work: Mediterranean University Podgorica, Montenegro
Josipa Broza bb
81000 Podgorica
MTS – Montenegro Tourism School

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Nationality: Montenegrin
Date of birth: April, 27th 1954.
Place of birth: Split, Croatia
Gender: Female
Marital status: Married, three children

Occupational fields: Marketing management in tourism and media

Work experience

	Dates	
Occupation or position held	2014-	Associate Professor, DEAN.
Name and address of employer		Mediterranean University Montenegro, Podgorica
Type of business or sector		MTS – Montenegro Tourism School
		High- school education
	2009 – 2014	Assistant Professor,
		Mediterranean University Montenegro, Podgorica
		MTS – Montenegro Tourism School
		High- school education
	2008.	Sales manager
		FOX TV , Montenegro
		Podgorica
		Broadcasting
	2004 – 2008	Advisor to general director
		RTCG – Radio Television of Montenegro
		Podgorica,
		Public broadcasting
	2002- 2004	Deputy general director &
		Marketing manager
		RTCG - Radio Television of Montenegro,
		Podgorica
		Public broadcasting
	1999-2002	Lecturer –Tourism agencies
		(part-time engagement)
		University of Banja Luka,
		Faculty of Natural Sciences & Mathematics,
		High- school education
	1998-2002	Marketing Director,
		Independent Daily "Vijesti",
		Podgorica
		Printed media
	1995-1998	General director,
		National Tourism Organisation of Montenegro,
		Podgorica
		Public Institution
	1990-1994	Deputy Minister for Tourism
		Government of Republic of Montenegro,
		Podgorica
		The State sector
	1989 -1990	Sales director
		HTP "Montenegro-tourist",
		Budva
		Tourism sector
	1986-1989	Senior referent –
		Advertising and propaganda
		HTP "Montenegro-tourist",
		Budva
		Tourism sector
	1984-1986	Chief of development sector
		The Institute for Construction & Development of
		Budva, Budva
		Public sector – Planning & Development

1980-1984	Senior referent - investments The Institute for Construction & Development of Budva, Budva
1979-1980	Public sector – Planning & Development Export Referent Progres, OOUR Viskoza, Belgrade, Serbia. Foreign Trade
1978 – 1979	Trainee – export sector Progres, OOUR Viskoza, Belgrade, Serbia Foreign Trade

Education:

Title of qualification awarded
Principal subjects/occupational skills covered

Dates:

2005-2007	Ph.D., Doctor of economic science, University Singidunum in Belgrade, Faculty of Tourism and Hospitality Management Tourism Management
1994-1995	M.Sc. Master of economic science University of Surrey, Guildford, Great Britain Tourism Marketing
1973-1977	Graduated Economist, University of Belgrade, Faculty of Economics Tourism and Traffic
1969-1973	High School - Uroš Predić, Pančevo, Gymnasium

Advanced training :

Guest lectures:

➤ *In abroad:*

May 2017.	CEEPUS 2017, Visiting lecturer at University of West Hungary, Faculty of Economics Sopron, Hungary.
June 2016.	Bilateral Cooperation Montenegro & BiH, 2016/2017. Visiting lecturer at the University of Business Banja Luka, Faculty of Tourism and Hospitality
May 2016.	CEEPUS 2016, Visiting lecturer at Warsaw School of Economics Department of Tourism, Warsaw, Poland.
October 2015.	Co-moderator and lecturer on the 23rd World Travel Monitor Forum Pisa: Global Tourism shakes off crises, IPK International Pisa, Italy.

	2006-2007.	Visiting lecturer in the project: Education of personnel in Tourism, Ministry of Tourism of Serbia and University Singidunum Belgrade, On the course: Tourist agencies
	2006-2007.	Visiting lecturer in the project: Education of personnel in Tourism, Ministry of Tourism of Serbia and University Singidunum Belgrade, on the course: Tourist Destinations
➤ In the country		
	October 2017.	Panelist at the III Tourist Forum of Montenegro: "The concept of destination management organization" National Tourism Organization of Montenegro, Petrovac
	Mart 2017.	IPA program, SMART tourism – innovation and knowledge transfer in tourism sector, theme: "Practical teaching in tourism at the university" Delegation of European Union in Montenegro, Podgorica
	Mart 2016.	Lecturer at the course: "Small business – big chance" , The course for entrepreneurs to persons with disabilities, Ulcinj, organized by EAM and Mogul Group.
	June 2015.	Moderator on the 2nd UNWTO Conference on Destination Management in the Mediterranean "Quality: the key driver for success in the Mediterranean destinations", Budva
	2013.	Panelist on UNESCO Programme: UNESCO world science day for peace and development water cooperation: <i>Importance of water in terms of tourism</i> , Ministry of Science and UNESCO Regional Bureau for Science and Culture in Europe. Podgorica.
	2009-2011.	Lecturer at PR School - Areas: "Business Communication and Presentation skills", Media Institute of Montenegro, Podgorica
	October 2003.	Lecturer within the framework of the project Staff Training in written and electronic media - "Marketing in written and electronic media", Media Institute of Montenegro, Podgorica
	June 2000.	Lecturer within the framework of the project Staff Training in media , "Sales Strategy in Written Media", Media Institute of Montenegro, Podgorica

Specialization:

➤ In abroad

July 2017.

Staff Mobility for training - Cooperation in the fields of education, science and research, Università degli Studi di Bari Aldo Moro, Bari, Italy.

July 2003.

- August 2002. **Certificate - Media Professional**
EGTA Summer University Diploma, Brussels
- September 2001. **Certificate - Media Professional**
EGTA Budapest Academy Diploma, Budapest
- June 2001. **Certificate - Trainer in Tourism**
Swiss Agency for Development and Cooperation
Dubrovnik, Croatia
- May 2001. **Diploma - Professional Trainer in Tourism**
Human Resource Development for Skills in
Tourism, International Management Center
Krems, Austria.
- July 2000. **Certificate - Strategic Newspaper Management**
Training, World Association of Newspapers,
Skopje, Makedonija
1994. **Certificate - Newspaper Management Advertising,**
World Association of Newspapers, Bukurest, Romania
1990. **Proficiency in English Language,**
London Chamber of Commerce, London,
Great Britain.
1990. **Upper International Course of English Language,**
International Colleagues School of English, Norwich,
Norfolk, Great Britain.

In the country:

- October 2007. **Certificate - PR Trainer in Media**
Danish School of Journalism &
Montenegro Media Institute, Podgorica
- February 2000. **Newspaper Management Certificate**
Thompson Foundation & British Council,
Podgorica
- October 1997. **Diploma - International Marketing,**
European Center for Peace and Development
established by the UN, Sveti Stefan

Consultant, reviews, membership:

➤ **Consultant:**

- 2014-2015. **Consultant for textbook for secondary schools – Sales Techniques.** Institute for textbooks and teaching aids - ZUNS, Podgorica
2014. **Co-Chair of the Expert Advocacy Team** and further development of the National Tourist Brand Montenegro Wild Beauty, Government of Montenegro.
- 2013-2014. **The reviewer and consultant for a textbook for secondary schools – “The Basics of Tourism,”** Institute for Textbooks and teaching resources - ZUNS, Podgorica
2013. **The reviewer and consultant for a textbook for secondary schools – “Business Communications”,** Institute for textbooks and teaching resources – ZUNS, Podgorica.
2016. ➤ **Reviews:**
Reviewer for International Thematic Monograph – “
“Modern Management tools and economy of tourism sector and present era, UdEkoM Balkan, Belgrade, the topic of the paper: "Development strategies in tourism management"

2016. **The reviewer for the Journal Economic Research, Pula,** Department of Economics and Tourism 'Dr. Mijo Mirkovic ', the topic of the paper: "Quality of services - a key factor for the image creation of a tourist destination "
2016. **The reviewer for the Journal for Social Sciences - TEME,** The University of Niš, the topic of the paper: "Location attractiveness for investments as competitiveness factor in tourism"
2015. **The reviewer for the Journal for Social Sciences- TEME,** The University of Niš, paper with the topic: "The state of hotel management in Montenegro"
2015. **The reviewer of scientific papers for SITCON 2015** for works: "Event Tourism, vector for a competitive destination CASE STUDY: Timisoara, Romania"; and "The strategic adjustment as a basis for sustainable management of an integrated tourist product destination – Case study – Tourist destination of Kotor".
- **Membership:**
- 2014-2017. **Member of the BITCO Programming Council,** Belgrade International Tourism Conference
2014. **Member of the Council for Tourism Development and Monitoring of Preparation tourist season - Government of Montenegro**
- 2013- President of the Committee for Science and Innovation, Montenegrin National Commission for UNESCO
- 2013- **Member of the National Committee of ISME,** Institute for standardization of Montenegro, responsible for harmonization of standards with the EU in the field of tourism
- 2012-2013. **Member of the commission of the Ministry of Sustainable Development and Tourism** for taking the exam for Tourist guides.

Projects:

- 2016-2018 **Coordinator of the project** "Connecting the coastal and inland tourism in the framework of the Adriatic-Ionian strategy "- Bilateral cooperation between Montenegro and Bosnia & Herzegovina.
- 2016- **Coordinator of the project** "Education program for training for the profession tourist-guide, University Mediterranean Podgorica.
- 2014-2017. **National Project Coordinator – Horwath,** "Hotel Industry in Montenegro", Horwath & Horwath, Montenegro Tourism School and Faculty of Business Budva.
- 2013- 2015 **National project "Aspects of sustainable tourism in the Skadar Lake in the function of the activation of natural and cultural resources "**, Ministry of Science of Montenegro. Author of two separates: Possibilities for the development of small and medium-sized enterprises with particular emphasis on tourism, and Tourism policies.
- 2010-2011. **Researcher and trainer at TEMPUS Project,** Ref. No. 158675 - Gastronomy Debut-M Course Project II, Tourism Management - module Catering. Cooperation of the Mediterranean University and Institute of Catering and Tourism, Budapest.

May 2004.	Coordinator of EUROSONG project for SCG Istanbul, Turkey.
July- August 1998.	Author and director of the festival of classical music , "Music eternal theme - Forte Fortissimo", Podgorica, Cetinje, Kotor, Bar, Ulcinj.
December 1997.	Editor of the first CD , from the field of tourism of Montenegro, "Tourism in Montenegro"
September 1996.	Montenegro – Ecological State , Organizer of promotional activities, 'Know-How' Fund of British Government, Žabljak
1995-1998.	As the first director of the National Tourism Organization of Montenegro, coordinated and participated in the drafting of regulations The Government of the Republic of Montenegro from the scope of work of the NTO, as well as in numerous projects of the Government on the promotion of Montenegro in foreign countries. In accordance with the Law of TOCG and the Book of Visual Standards identity of MONTENEGRO, established and organized Tourists centers by municipalities. Organizer of numerous scientific conferences on tourism in that period.
1993.	Project Coordinator - Tourism Development Strategy of Montenegro, Institute of Economic Sciences, Belgrade
1993.	Organizer and Director of the I Music Festival, Mediterranean Song, Budva
1992.	The author of the project Montenegro-scene , the company for organizing musical and stage performances
May 1992.	The author of the project , "The new image of tourism in Montenegro", Podgorica.
1990-1994.	In the capacity of Deputy Minister of Tourism of Montenegro, she was a coordinator and participant in the preparation of numerous regulations in the field of tourism.

List of Publications

Books:

- Djurasevic, S. (2008). *TOURISM TRAVELING, Contemporary concepts of selling*, CID, Podgorica, Montenegro. ISBN 978-86-495-0374-8 COBISS.CG-ID 12889360
- Djurasevic, S. (2008). In the book *MANAGEMENT OF TOURISM DESTINATION*, editor Jovan Popesku, Published Chapters: "Relation of Tourism Destination and Cluster", (111-126) and "Creation of Image of Tourism Destination", (143-156), University Singidunum, Belgrade, Serbia. ISBN: 978-86- 7912-041-0 , COBISS.SR-ID 146978060

Published articles:

Scientifically popular articles and reviews, foreign journals:

- Đurašević, S., Kavarić, A. (2017). *International Hotel Chains in Montenegro - Focus on Ramada Hotel Podgorica*, International Scientific Journal "Turizam", Vol. 21 (4). Novi Sad: Faculty of Sciences, Department of Geography, Tourism and Hotel Management. ISSN: [ISSN 1450-6661 \(Hard Copy\)](#) | [ISSN 1821-1127 \(Online\)](#)
Access to articles: Directory of Open Access Journals (DOAJ), ResearchBib, MIAR, Directory of open access scholarly resources (ROAD), CIRET's Data bases on the tourism, leisure, outdoor recreation and hospitality industry, SCIndex - Serbian Citation Index, Google Scholar. (printing in the procedure)
- Bulatović, I., Đurašević, S. (2017). *New Trends in Tourism – A Challenge for Montenegro as a Tourist Destination*, Book of proceedings, XI Hotelska kuća 2017, (78-90). Beograd: HORES. ISBN: 978-86-905315-7-8
- Adžić, S., Đurašević, S. (2017). *The Influence of Structural Changes to the Tourist Industry in Montenegro*, Scientific Journal „The Business of Tourism” 19 (15-27), Belgrade: College of Tourism. ISSN: 0354-3099. COBISS.SR-ID152936460

- Bulatović, I., Đurašević, S. and Stranjančević, A. (2016). *Human resources as a factor of competitiveness and quality in the hospitality industry*, Belgrade: Singidunum University. DOI: 10.15308/Sitcon-2016-143-149; p. (143-149).
- Djurasevic, S., Kavarić, A. (2016). *Theory and Practice: Essential balance in the education of staff in the hotel industry*, Scientific Journal „The Business of Tourism” 17 (35-45), Belgrade: College of Tourism. ISSN: 0354-3099. COBISS.SR-ID28575500
- Djurasevic, S. (2015). *Human capital: The fundamental strength of Montenegro's hospitality industry*, Book of proceedings, Hotelska kuća 2015, Beograd:HORES. ISBN: 978-86-905315-7-8, COBISS.SR-ID 223276300
- Djurasevic, S. (2015). *The Aman Sveti Stefan Resort: a challenge for destination management*, SITCON 2015, Tourism Destination Competitiveness, Book of proceedings, p. (18-22), Belgrade: Singidunum University. ISBN: 978-86-7912-615-3; Access to articles: Singipedia (www.singipedia.com), Google (www.scholar.google.com) and ResearchGate (www.researchgate.net)
- Djurasevic, S. (2015). *Tourism In Montenegro: A Destination Management Perspective*, Tourism: An International Interdisciplinary Journal, Zagreb: Institute for Tourism. Vol. 63(1), p. (81-96), ISSN 1332-7461 (Print), ISSN 1849-1545 (Online), UDK: 338.48. Referred to: C.I.R.E.T., France; C.A.B., UK; Cabell's Directory of Publishing Opportunities in Management and Marketing, USA; SOPODA, USA; EBSCO, USA; IBZ, CD-ROM; IBR, CD-ROM, Germany; Boletín de Novedades, Spain; EMBASE, Elsevier Science, Netherlands; Elsevier Geo Abstracts, UK; SCOPUS, Netherlands; CSA, USA; PsycINFO, USA.
- Djurasevic, S. (2014). *Development of small businesses in tourism in the lake Skadar National park*, Zbornik geografskog instituta "Jovan Cvijic", Belgrade: SANU, No. 64(3), p. (311- 328). UDC: 911.3:658:380.8, DOI: 10.2298/IJGI1403311D, ISSN: 0350-7599; e ISSN: 1821-2808, COBISS 8471810. Referred to: Australian Society for Commerce Industry Engineering (SCIE) - World Scientist Index (WSI) 2014, Chapter 128: 63681, Sydney Australia.
- Djurasevic, S. (2014). *Thematic tourism as an important segment in the business of modern tour operators*, Scientific Journal “The Business of Tourism” 13 (109-118), Belgrade: College of Tourism. ISSN: 0354-3099. COBISS.SR-ID28575500
- Djurasevic, S. (2012). *The Strategy for Bringing Hotel Brands in Montenegro*, The third Festival of Real Estate Investments, FREI Book, Miločer: Ministry of Tourism
- Djurasevic, S. (2011). *The establishment the function of destination management in Montenegro' tourism*, seminar Destination management in Montenegro. Bečići: NGO Tourism Forum
- Djurasevic, S. (2010). *The impact of information technology on the structure and choice of distribution channels in tourism of Montenegro*, Scientific Journal “The Business of Tourism”, (5), (187-195). Belgrade:The College of Tourism. ISSN 0354-3099, COBISS.SR-ID 28575500
- Djurasevic, S. (2009). *Clusters as the base for the regional development in tourism*, Montenegrin Journal of Economics, Vol. V, (9), (101-109) Podgorica: ELIT - Economic Laboratory for Transition Research, University of Montenegro - Faculty of Economics. UDC 33 (51) ISSN 1800-5845 COBISS. CG-ID 9275920 Jel Clasification: L83 Pittsburgh, the AEA (American Economic Association) electronic index, involved in JEL CD, e-JEL; the EBSCO Publishing; the Index Copernicus International S.A. database; the Index Copernicus International S.A. database; Ulrich's Periodicals Directory; RePEC; WorldWide Web Virtual Library; Genamics JournalSeek; Cabell's ECONIS Datenbank, NewJour; DOAJ Directory of Open Access Journals ProQuest (ABI/Inform, Research Library, Social Sciences).
- Djurasevic, S. (2009). *The Impact of Globalization on Organization and Distribution of Tourist Travel*, Conference, EIAT 2009, Education and Industry Advancing Together, (70-78). Belgrade: Centre for Tourism Research and Studies. ISBN 978-86- 88145-00-8 COBISS.SR-ID 245707783
- Djurasevic, S. (2008). *The Concept of Value Chain in Tourism*, Hotel link, Volume 12, Belgrade: The School for Hospitality Management. ISSN 1451-5113, COBISS. SR-ID 107030284

- Djurasevic, S. (2008). *The New Forms of Concentration in Tour operators' Business and Tourism Agencies*, Tourism Management, No.1. Belgrade: The High Tourism School. ISSN: 0354-3099 COBISS. SR-ID 28575500.
- Djurasevic, S. (2007). *The influence of information technology on middleman in tourism*, Hotel link, No. 9-10, Belgrade: The School for Hospitality Management. ISBN: 86-83777-23-5 COBISS. SR-ID 107030284
- Djurasevic, S. (2007). *The relation of tourist destination and cluster*, The management of Tourism Destination, (103 -119) Belgrade: University Singidunum, Faculty for tourist and hotelier management.
- Djurasevic, S. (2007). *Image Creation of Tourism Destination*, Management of Tourism Destination II, (1-14), Belgrade: Singidunum University, Faculty for tourism and hotelier management.
- Djurasevic, S. (2007). *Partnership of tourist agencies with other participants in making tourist product*, Management of Tourist Agencies, (95 - 116). Belgrade: University Singidunum, Faculty for tourist and hotelier management.
- Djurasevic, S. (2007). *Partnership in hotel industry-Case study Best Western Premier, Podgorica*, Tourist overview, No.8, (52-57) Belgrade: Ministry of trade, tourism and service of Serbia. ISSN 1452-029X COBISS.SR-ID 122002188.
- Djurasevic, S. & Nedelea, A. (2006). *Comparing and contrasting the alternative methodologies available for evaluating the impact of tourism*, Turismul la inceputul mileniului III, Provocari si tendinte, (271-279), Buchuresti: Sedcom Libris. ISBN (10): 973- 670-169-7, ISBN (13): 978-973-670-169-6 JEL Classifications: L83, available at US net SSRN.
- Djurasevic, S. (2005). *Image of tourist product*, Hotel link, No. 6, (496-500) Belgrade: The School for Hospitality Management. ISSN 1451- 5113 COBISS.SR-ID 107030284
- Djurasevic, S. (2005). *Tourist attractions as a key of successful tourist development*, Tourist overview, No.1. (12-17), Belgrade: Ministry of trade, tourism and services of Serbia. ISSN 1452-029X COBISS. SR-ID 122002188
- Djurasevic, S. (1998). *Institutional frame work for performing of National Tourist organization in the world and in the country*", No. 24. (19-24). Belgrade: YUTA-info.
- Djurasevic, S. (1997). *The importance of joining NTO of Montenegro to the World Tourism Organization*, Miločer: Centar za Mediteranske studije i Ministarstvo inostranih poslova Crne Gore.
- Djurasevic, S. (1993). *Hotel Lokanda-the first hotel of Montenegrin tourism*, Anthology of works, "Tourism in IXX century in Montenegro". Cetinje: Ministry of tourism of Montenegro.

Domestic journals:

- Đurašević, S. (2016). *Staff tourist potential of Montenegro*, Putovanja, 74 (30-34), Podgorica: Youth Holiday Association of Montenegro
- Đurašević, S. (2015). *The structure the small and medium-sized enterprises (SMEs) in the area of Skadar Lake*, Putovanja, 73 (64-69), Podgorica: Youth Holiday Association of Montenegro

ADDITIONAL INFORMATION

Specialization:	Marketing & Management
Narrow specialization:	Marketing & Management in tourism and media
Award:	Holder of award of Rotary International – a “Paul Harris Pin” for contribution to humanitarian work , 2011.
Professional Memberships:	
NGO:	Rotary International - Rotary Club Podgorica, President 2007/2008. NGO TOURISM FORUM MONTENEGRO, president, 2010.
Computer skills and competences:	Computers programs: Word, Excel, Power Point
Driver's license:	Category “B”

PERSONAL SKILLS AND COMPETENCES

Mother tongue(s)	Serbo-Croatian			
Other language (s)	English			
Self-assessment	Understanding		Speaking	Writing
European level (*)	Listening excellent	Reading excellent	Spoken interaction excellent	Spoken production excellent
English				

