



**Europass
Curriculum Vitae**



Personal information

First name(s) / Surname(s)

SILVANA DJURAŠEVIĆ

Address: Mediterranean University Podgorica, Montenegro
Work: Vaka Đurovića bb
81000 Podgorica
MTS – Montenegro Tourism School

Telephone(s): +382 (0)20 409 200
+382 (0)20 409 204

E-mail: silvanadj@t-com.me

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	Main activities and responsibilities	Name and address of employer	Type of business or sector
2014-	Associate Professor, DEAN.		Mediterranean University Montenegro, Podgorica	High- school education
2009 – 2014	Assistant Professor,		Mediterranean University Montenegro, Podgorica	High- school education
2008.	Sales manager		FOX TV , Montenegro	Broadcasting
2004 – 2008	Advisor to general director		RTCG – Radio Television of Montenegro	Public broadcasting
2002- 2004	Deputy general director & Marketing manager		RTCG - Radio Television of Montenegro, Podgorica	Public broadcasting
1999- 2002	Lecturer –Tourism agencies (contracted arrangement)		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 Public sector – Planning & Development
1979-1980	Export Referent Progres, OOUR Viskoza, Belgrade, Serbia. Foreign Trade
1978 – 1979	Trainee – export sector Progres, OOUR Viskoza, Belgrade, Serbia Foreign Trade
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 Average Mark 8,03; Thesis 10
1969-1973	High School - Uroš Predić, Pančevo, Average Mark 5,00 (A)

Education and training

Title of qualification awarded

Principal subjects/occupational skills covered

Education:

Dates:

Training:		
Dates:	2007.	Certificate of <i>PR Trainer</i> Danish School of Journalism & Montenegro Media Institute, Podgorica
:	2003.	Certificate - <i>Media professional</i> EGTA Summer University Diploma, Brussels
	2003.	Certificate - <i>Media professional</i> EGTA Budapest Academy Diploma, Budapest
	2001.	Certificate - <i>Trainer in Tourism</i> Training for Trainers in Tourism Swiss Agency for Development and Co- operation Dubrovnik, Croatia
	2001.	Certificate - <i>Professional Trainer in Tourism</i> Human Resource Development for Skills in Tourism, International Management Center Krems, Austria
	2001.	Certificate – <i>Newspaper Management Specialist</i> Strategic Newspaper Management Training, World Association of Newspapers, Skopje, Macedonia
	2000.	Certificate – <i>Newspaper Advertising Specialist,</i> <i>Newspaper Management Advertising,</i> World Association of Newspapers, Bucharest, Rumania
	2000.	<i>Newspaper Management</i> Thompson Foundation, Podgorica
	1997.	<i>International Marketing</i> European Center for Peace and Development Established by the UN, Sveti Stefan, Montenegro
The subject of scientific research interests:	Marketing & Management in tourism	
The choice of academic titles:	August 2014. August, 2009.	Associate Professor, Mediterranean University Podgorica Assistant Professor, Mediterranean University Podgorica
Organisational skills and competences:	Professional Trainer in Tourism Newspaper Management Specialist Newspaper Advertising Specialist	

**Projects
and membership:**

2014-2017	<i>Horwath Hotel Industry Survey in Montenegro</i> , Head of the Project - MTS
2013- 2015	The author of separate reports: <i>Possibilities for the development of small and medium-sized enterprises with particular emphasis on tourism</i> , and separate reports: <i>Tourism policies</i> – within the Project: Aspects of sustainable tourism in the Skadar Lake in the function of the activation of natural and cultural resources – Project of MTS, financed by Ministry of Science of Montenegro
2014 -	Co-Chair of the Expert team for the improvement and further development of the brand Montenegro-Government of Montenegro
2014 -	Member of the Council for monitoring of Tourism development and preparation of tourism season-Government of Montenegro
2014-2015	Reviewer for the textbook for secondary schools – <i>Sales techniques</i> , published by the Institute for textbooks and teaching material, Podgorica
2013 -2014	Reviewer and Consultant for the textbook for secondary schools – <i>Basics of Tourism</i> , published by the Institute for textbooks and teaching material, Podgorica
2013 -	Member of National Committee of ISME, the Institute for Standardization of Montenegro, responsible for establishing harmonization of standards covering the field of tourism with EU standards.
2013.	Reviewer and Consultant for the textbook for secondary Schools - <i>The business communication</i> , published by the Institute for textbooks and teaching material, Podgorica
2012-2013	Commission member of the Ministry of Sustainable Development and Tourism for taking the examination for tourist guide.
2010-2011	TEMPUS Project, Ref. No. 158675 The researcher and trainer within the course of Gastronomy Debut-M Course Project II, Tourism Management - module Catering. Cooperation of Mediterranean University and Institute of Catering and Tourism, Budapest.
2010 -	Founder and president of the NGO TOURISM FORUM-MONTENEGRO
2009-2010	Visiting Professor in <i>PR School</i> , Montenegro Media Institute Podgorica

2006-2007	Visiting Professor in Project “ <i>Education employees in tourism</i> ”, managed by Serbian Ministry of Tourism and University Singidunum Belgrade, on two courses: Tourist Agencies and Tourism Destination
2004.	Coordinator of the project <i>EUROSONG</i> 2004 for SCG Istanbul, Eurovision Song Contest, Turkey.
1998.	Author and Director, of the manifestation of classic music, <i>Music of eternal themes-Forte Fortissimo</i> , Montenegro
1997.	Editor of the first CD about Montenegrin tourism - <i>Tourism in Montenegro</i>
1996.	Project Coordinator of Promotional activities-Project, <i>Montenegro-ecological state</i> , financed by 'Know-How' Fond of British Government, Žabljak, Montenegro.
1993.	Project Coordinator, <i>Development strategy for Montenegrin tourism</i> , Institute of Economic science Belgrade and Ministry of Tourism of Montenegro
1992.	Author of the project Montenegro- scene, Enterprise for organization of music-scene Performances
1992.	Author of the project – <i>New image of Montenegrin tourism</i> , Podgorica, Montenegro.

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:

- Djurasevic, S. (2015). *Tourism In Montenegro: A Destination Management Perspective*, *Tourism: An International Interdisciplinary Journal*, Croatia, 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; Boletin 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", SANU, No. 64(3), p. (311-328), Belgrade, Serbia. UDC: 911.3:658:380.8, DOI: 10.2298/IJGI1403311D, ISSN: 0350-7599; e ISSN: 1821-2808, COBISS 8471810.
- Djurasevic, S. (2014). *Thematic tourism as an important segment in the business of modern tour operators*, BITCO 2014, (143-154). Belgrade International Tourism Conference, Belgrade. ISBN 978-86-82371-66-3 COBISS.SR-ID 206092812
- Djurasevic, S. (2012). *The Strategy for Bringing Hotel Brands in Montenegro*, The third Festival of Real Estate Investments, Miločer FREI Book, Budva
- Djurasevic, S. (2011). *The establishment the function of destination management in Montenegro' tourism*, the seminar of NGO Tourism forum: Destination management in Montenegro, Bečići.
- Djurasevic, S. (2010). *The impact of information technology on the structure and choice of distribution channels in tourism of Montenegro*, The Business of Tourism, (5), (187-195). The College of Tourism, Belgrade 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) 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*, EIAT 2009, Education and Industry Advancing Together, (70-78). Centre for Tourism Research and Studies, Belgrade. ISBN 978-86- 88145-00-8 COBISS.SR-ID 245707783
- Djurasevic, S. (2008). *The Concept of Value Chain in Tourism*, Hotel link, Volume 12, The School for Hospitality Management, Beograd, Serbia. 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. The High Tourism School, Belgrade, Serbia. ISSN: 0354-3099 COBISS. SR-ID 28575500.
- Djurasevic, S. (2007). *The influence of information technology on middleman in tourism*, Hotel link, No. 9-10, The School for Hospitality Management, Belgrade, Serbia. ISBN: 86-83777-23-5 COBISS. SR-ID 107030284
- Djurasevic, S. (2007). *Image Creation of Tourism Destination*, Management of Tourism Destination II, (1-14), University Singidunum, Faculty for tourism and hotelier management, Belgrade, Serbia.
- Djurasevic, S. (2007). *The relation of tourist destination and cluster*, The management of Tourism Destination, (103 -119) University Singidunum, Faculty for tourist and hotelier management, Belgrade, Serbia.

- Djurasevic, S. (2007). *Partnership of tourist agencies with other participants in making tourist product*, Management of Tourist Agencies, (95 - 116) University Singidunum, Faculty for tourist and hotelier management, Belgrade, Serbia.
- Djurasevic, S. (2007). *Partnership in hotel industry-Case study Best Western Premier, Podgorica*, Tourist overview, No.8, (52-57) Ministry of trade, tourism and service of Serbia, Belgrade. 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), Sedcom Libris, Buchuresti, Romania, 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) The School for Hospitality Management Belgrade, Serbia. 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), Ministry of trade, tourism and services of Serbia, Belgrade. 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*", YUTA-info, No. 24. (19-24), Belgrade, Serbia.
- Djurasevic, S. (1997). *The importance of joining NTO of Montenegro to the World Tourism Organization*, Centar za Mediteranske studije i Ministarstvo inostranih poslova Crne Gore, Miločer, Sveti Stefan.
- Djurasevic, S. (1993). *Hotel Lokanda-the first hotel of Montenegrin tourism*, Anthology of works, Ministry of tourism of Montenegro, "Tourism in IXX century in Montenegro", Cetinje, 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	Rotary International - Rotary Club Podgorica, President 2007/2008.
NGO	NGO TOURISM FORUM MONTENEGRO, president
Computer skills and competences	Computers programs: Word, Excel, Power Point
Driving licence	Category B

**PERSONAL SKILLS AND
COMPETENCES**

Mother tongue(s) Serbo-Croatian

Other language (s) English

Self-assessment

European level (*)

English

Understanding		Speaking		Writing
Listening	Reading	Spoken interaction	Spoken production	
excellent	excellent	excellent	excellent	excellent

(*) [Common European Framework of Reference for Languages](#)