

**2nd SPORT TOURISM CONGRESS
MAKARSKA, CROATIA
11 – 12 NOVEMBER 2016**

**2. KONGRES SPORTSKOG TURIZMA
MAKARSKA, HRVATSKA
11. – 12. STUDENOG 2016.**

Under the Patronage of:
Ministry of Tourism of the Republic of Croatia
Croatian Olympic Committee
Split-Dalmatia County
Mayor of Makarska

Pod pokroviteljstvima:
Ministarstva turizma Republike Hrvatske
Hrvatskog olimpijskog odbora
Županije Splitsko dalmatinske
Grada Makarske

Congress Partners:

Partneri kongresa:

- *University of Zagreb, Faculty of Kinesiology Zagreb, Croatia*

Kineziološki fakultet Sveučilišta u Zagrebu, Hrvatska

- *University of Split, Faculty of Kinesiology, Split, Croatia*

Kineziološki fakultet Sveučilišta u Splitu, Hrvatska

- *University College Aspira, Split, Croatia*

Visoka škola za sportski i turistički menadžment

CONGRESS PROGRAMME:

SADRŽAJ KONGRESA:

I Round table: Sport tourism products in practice of the local tourist boards of the Republic of Croatia

I Okrugli stol: Sportski turistički proizvodi u praksi lokalnih turističkih zajednica RH

Representatives of the local tourist boards and tourist destinations shall speak about their experience and sport tourism products offered by their receptive destinations.

O svojim iskustvima i sportskim turističkim proizvodima koji se nude u njihovim receptivnim destinacijama, govorit će predstavnici lokalnih turističkih zajednica i turističkih destinacija.

- Winter tourism
- *Zimski turizam*

- Health tourism
- *Zdravstveni turizam*

- Wellness tourism
- *Wellness turizam*

- Cyclotourism
- *Ciklo turizam*

- Aerotourism
- *Aero turizam*

- Golf tourism
- *Golf turizam*

- Diving tourism
- *Ronilački turizam*

- Fishing tourism
- *Ribolovni turizam*

- Rafting tourism
- *Rafting turizam*

- Kayaking tourism
- *Kajaking turizam*

- Sailing tourism
- *Jedriličarski turizam*

- Free climbing

- *Slobodno penjanje*
- Cross tourism
- *Kros turizam*
- Special types of sport tourism
- *Posebni oblici sportskog turizma*

II Round table: Sport tourism products in practice of receptive subjects

II Okrugli stol: Sportski turistički proizvodi u praksi receptivnih subjekata

Owners and directors of tourist agencies and hotels as well as representatives of the family and individual accommodation shall speak about sport tourism products which they promote in relation to their offer.

O sportskim turističkim proizvodima koje promoviraju povezano sa svojom ponudom, govorit će vlasnici i direktori turističkih agencija i hotela, predstavnici obiteljskog i individualnog smještaja

III Promotion: Product range of sport tourism equipment

III Promocija: Asortiman ponude opreme za sportski turizam

Authorized representatives of the wholesale and retail companies from the Republic of Croatia – sponsors and donors of the Congress – shall present their product range – equipment for sport tourism.

Asortiman svoje ponude - opreme za sportski turizam, predstavljat će ovlašteni predstavnici veleprodajnih i maloprodajnih tvrtki iz Republike Hrvatske – sponzori i donatori Kongresa.

IV Scientific part of the Congress: Topics – a) sessions; b) student sessions

IV Znanstveni dio Kongresa: Topics – a) autorska sesija; b) studentska sesija

1. Sport tourism products in the development of a year-round destination offer:

1. Sportski turistički proizvodi u razvoju cjelogodišnje destinacijske ponude:

- Sport tourism products – components of destination offer
- *Sportski turistički proizvodi - sastavnice destinacijske ponude*
- Sport tourism products – features of destination offer
- *Sportski turistički proizvodi obilježja destinacijske ponude*
- Destination infrastructure in sport tourism development
- *Destinacijska infrastruktura u razvoju sportskog turizma*
- Sport tourism and landscape preservation of the destination
- *Sportski turizam i očuvanje krajobraza destinacije*
- Sport tourism and entrepreneurship
- *Sportski turizam u poduzetništvu*
- Sport tourism and local economy
- *Sportski turizam i lokalno gospodarstvo*
- Sport tourism in hotel industry
- *Sportski turizam u hotelijerstvu*

2. Management of sport tourism development

2. Upravljanje razvojem sportskog turizma

- Marketinški splet u sportskom turizmu
- *Marketinški splet u sportskom turizmu*

- Sport tourism branding
- *Brendiranje u sportskom turizmu*

- E-marketing for sport tourism
- *E-marketing za sportski turizam*

- Marketing strategies in sport tourism
- *Marketinške strategije u sportskom turizmu*

- Sport tourism management
- *Menadžment u sportskom turizmu*

- Sport tourism and human resources
- *Sportski turizam i ljudski resursi*

- Sport tourism clusterization
- *Klasterizacija u sportskom turizmu*

3. Challenges of sport tourism on the global tourism market

3. Izazovi sportskog turizma na globalnom turističkom tržištu

- Contemporary forms of sport tourism products
- *Suvremeni oblici sportskih turističkih proizvoda*

- Sport-recreational tourism
- *Sportsko rekreacijski turizam*

- Winter sport tourism
- *Zimski sportski turizam*

- New trends in sport tourism
- *Novi trendovi u sportskom turizmu*

- Urban sport tourism
- *Urbani sportski turizam*

- Cross - cultural role in sport tourism
- *Kros-kulturna uloga sportskog turizma*

4. Sport tourism and national responsibility

4. Sportski turizam i društvena odgovornost

- Sport tourism and sustainable development
- *Sportski turizam i održivi razvoj*

- Sport tourism and ecology
- *Sportski turizam i ekologija*
- Sport tourism and culture
- *Sportski turizam i kultura*
- Regionalization and sport tourism
- *Regionalizacija i sportski turizam*
- Sport tourism and education
- *Sportski turizam i obrazovanje*

5. Sport tourism products as national features

5. Sportski turistički proizvodi kao nacionalno obilježje

- National sport tourism products on the territory of the Republic of Croatia
- *Nacionalni sportski turistički proizvodi na prostoru Republike Hrvatske*
- Tradition of Olympism and sport tourism
- *Tradicija olimpizma i sportski turizam*

6. Sport tourism and National economy

6. Sportski turizam i nacionalno gospodarstvo

- Sport tourism and textile industry
- *Sportski turizam i tekstilna industrija*
- Sport tourism and footwear industry
- *Sportski turizam i obućarska industrija*
- Sport tourism and civil engineering
- *Sportski turizam i građevinarstvo*

Scientific board:

Znanstveni odbor:

Head: Šerić Neven, PhD, Faculty of Economics Split, Croatia

Ateljević Irena, PhD, Institute for Tourism Zagreb, Croatia

Ateljević Jovo, PhD, Faculty of Economics Banja Luka, B&H

Apfelthaler Gerhard, PhD, School of Management, California Lutheran University, USA

Boranić Živoder Snježana, PhD, Institute for Tourism Zagreb, Croatia

Bilić Žarko, PhD, University College Aspira, Split, Croatia; Faculty of Science and Education, Mostar, B&H

Čorak Sandra, PhD, Institute for Tourism Zagreb, Croatia

Čular Dražen, PhD, Faculty of Kinesiology Split, Croatia

Daspro Eilin, PhD, Instituto Tecnológico y de Estudios Superiores de Monterrey, México

Djogo Marko, PhD, Faculty of Economics East Sarajevo, B&H

Galić Tea, PhD, School of Medicine, Study programme in Dental Medicine Split, Croatia

Jelić Marko, PhD, University College Aspira, Split, University of Applied Sciences in Knin, Croatia

Jerkunica Alen, MSc, University College Aspira, Split, Croatia

Jasenko Ljubica, PhD, Instituto Tecnológico y de Estudios Superiores de Monterrey, Mexico

Kasum Josip, PhD, University Department of Forensic Sciences Split, Croatia

Kursan Ivana, PhD, Faculty of Economics Split, Croatia

Klarić Zoran, PhD, Institute for Tourism Zagreb, Croatia

Nedelko Zlatko, PhD, Faculty of Economics and Business, Maribor Slovenia

Novak Ivan, PhD, Faculty of Textile Technology Zagreb, Croatia

Kranjčević Jasenka, PhD, Institute for Tourism Zagreb, Croatia

Maraver Tarifa Guillermo, PhD, Facultad de Ciencias Económicas y Empresariales, Granada, Spain

Miletić Đurđica, PhD, Faculty of Kinesiology Split, Croatia

Meža Peter, PhD, Faculty of Logistics Maribor / Celje, Celje, Slovenia

Melović Boban, PhD, Faculty of Economics Podgorica, Montenegro

Pepur Mario, PhD, Faculty of Economics Split, Croatia

Prebežac Darko, PhD, Faculty of Economics Zagreb, Croatia

Račić Nikola, PhD, Faculty of Maritime Studies Split, Croatia

Rebić Mladen, PhD, Faculty of Economics, East Sarajevo, B&H

Suchecky Mateusz Adam, PhD, University of Lodz, Faculty of Economics and Sociology, Poland

Terlutter Ralf, PhD, Alpen-Adria Universität-Klagenfurt, Austria

Tomljenović Antoneta, PhD, Faculty of Textile Technology Zagreb, Croatia

Vujasinović Edita, PhD, Faculty of Textile Technology Zagreb, Croatia

Zečević Bojan, PhD, Faculty of Economics Beograd, Serbia

The Congress is accompanied by a Proceedings Book with distinguished reviewers.
Kongres prati Zbornik radova s uglednim međunarodnim recenzentima.

2nd Sport Tourism Congress: Global and National Challenges in Sport Tourism
2. Kongres Sportskog turizma: globalni i nacionalni izazovi sportskog turizma

IMPRESSUM

E-book / E-knjiga

2nd Sport Tourism Congress: Global and National Challenges in Sport Tourism
2. Kongres Sportskog turizma: Globalni i nacionalni izazovi sportskog turizma

Publishers / Izdavači: LUX Zagreb, University College Aspira, Split

Editor / Urednik: Neven Šerić, PhD