



PERSONAL INFORMATION

Petra Barišić, maiden Jurković



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Sex Female | [Date of birth](#) 01/10/1984 | [Nationality](#) Croat

CURRENT POSITION

Postdoctorate Researcher at Department of Tourism

WORK EXPERIENCE

2018 - **Postdoctorate Researcher at Department of Tourism**

University of Zagreb Faculty of Economics & Business

- Teaching and researching

[Business or sector](#) Higher education

2009-2018 **Teaching and Research Assistant at Department of Tourism**

University of Zagreb Faculty of Economics & Business

- Teaching and researching

[Business or sector](#) Higher education

2008-2009 **Specialist in the Investment Banking Treasury Department**

Centar banka d.d., Zagreb

- Stocks portfolio management, margin loans

[Business or sector](#) Investment banking

2007 **Manager at the Boarding House**

Zvonimirov dom, d.o.o., Zagreb

- Management, marketing, human resources

[Business or sector](#) Tourism

EDUCATION

2011-2017 **Doctor of Philosophy – PhD**

University of Zagreb Faculty of Economics & Business

- Economics and Business

2009-2012 **University Tourism Management Specialist - MA**

University of Zagreb Faculty of Economics & Business

- Tourism Management

2003-2007 **Bachelor of Science – BSc**

University of Zagreb Faculty of Economics & Business

- Tourism

1999-2003 **A Levels**
 High School Jastrebarsko, Jastrebarsko
 ▪ High school

TRAINING

2018 Universitas Technology Yogyakarta, Fakultas Ekonomi dan Bisnis, Yogyakarta, Indonesia, training
 2017 University of Houston, Conrad N. Hilton College of Hotel & Restaurant Management, Houston, USA, training

PERSONAL SKILLS

Mother tongue Croatian

Other language(s)

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C2	C2	C2	C2	C2
Italian	B1	B1	B1	B1	B1
German	A1	A1	A1	A1	A1

Levels: A1/A2: Basic user - B1/B2: Independent user - C1/C2 Proficient user
[Common European Framework of Reference for Languages](#)

Communication skills ▪ excellent communication skills gained through many years of teaching at the faculty and at the international conferences and invited lectures

Organisational / managerial skills ▪ team worker, project management experience

Technical skills and competencies ▪ MS Office, SPSS/PASW, HTML, PHP, Photoshop, NVivo

Areas of expertise ▪ Social media in tourism
 ▪ Influence of social media on tourist behaviour
 ▪ Tourist destination visual identity and image
 ▪ Tourist destination branding
 ▪ Tourism
 ▪ Promotion in tourism
 ▪ Air transport management
 ▪ Transportation management in tourism

ADDITIONAL INFORMATION

Visiting professorships ▪ 2017, University of Bihać, Faculty of Economy Bihać, Bihać, Bosnia and Herzegovina

Invited lectures ▪ 2017, Social media and destination choice, University of Houston, Conrad N. Hilton College of Hotel & Restaurant Management, Houston, USA
 ▪ 2017, The influence of national park Plitvice Lakes on regional development – what can we learn, Forum of the Faculty of Economy Bihac, The role of Economy faculty in the development of tourism – challenges and opportunities, Bihac, Bosnia and Herzegovina
 ▪ 2014, Sustainable development and tourism potential of the Samobor region, Forum of ORaH, Samobor
 ▪ 2014, Sustainable tourism, Public forum, ORaH, Zagreb and Split

- Projects**
- Interanational, 2018-, KiJoon Back, Integrated resort experience, project of Conrad N. Hilton College of Hotel & Restaurant Management, project associate
 - National, 2017, Nidžara Osmanagić Bedenik, The role of controlling and IT support in non-financial reporting in tourism, project of University of Zagreb, project associate
 - Interanational, 2015-2019, Josip Mikulić, The Branding of Tourism Destinations: Looking at Brand Performance in the Context of the Destination Branding Process, project of Croatian Science Foundation, project associate
 - National, 2011-2013, Darko Prebežac, Market Research in Function of Development Selective Forms of Tourism in Croatia, project of the Ministry of Science, Education and Sports, project associate

- Honours and awards**
- 2018, Erasmus+ scholarship for training at Universitas Technology Yogyakarta, Fakultas Ekonomi dan Bisnis, Yogyakarta, Indonesia, University of Zagreb
 - 2017, scholarship for training at University of Houston, Conrad N. Hilton College of Hotel & Restaurant Management, USA, University of Zagreb
 - 2016, scholarship for training at University of Houston, Conrad N. Hilton College of Hotel & Restaurant Management, USA, University of Zagreb
 - 2014, scholarship for training at Coimbra College of Education, Coimbra, Portugal, University of Zagreb
 - 2014, scholarship for training at Le Havre University, Paris, France, University of Zagreb
 - 1998-2003, scholarship of Zagreb county for high school students based on the criteria of excellence

- Public and university services**
- 2013-2014, Chairman of ORAH Supervisory Forum

- Reviewer (journals, proceedings etc.)**
- 2018, Tourism Management
 - 2018, EURAM Annual Conference
 - 2018, Market
 - 2018, Economic Review
 - 2017, Tourism Management
 - 2017, Market
 - 2016, STC'16 Sport Tourism Conference – Red, green and blue strategies
 - 2015, Tourism Management
 - 2014, Tourism Management
 - 2013, Tourism Management
 - 2013, Comprehensive Research Journal of Management and Business Studies
 - 2012, Tourism Management

- Prominent conferences (program, organizing, scientific etc. committees)**
- 2017, 15th APacCHRIE Conference. The Future of Hospitality and Tourism: Opportunities & Challenges, Asia - Pacific council on hotel restaurant, and institutional education, Nusa Dua, Bali, Indonesia, session chair
 - 2012, Mediterranean Conference for Academic Disciplines, Gozo, Malta, session chair

- Researcher's profiles**
- ORCID: <https://orcid.org/0000-0002-3336-800X>
Google Scholar: <https://scholar.google.com/citations?user=dj2YU7gAAAAJ&hl=hr>
Full bibliography: <https://www.bib.irb.hr/pretraga?q=Bari%C5%A1i%C4%87%2C+Petra&by=author>

SELECTED BIBLIOGRAPHY

- Osmanagić Bedenik, Nidžara; Prebežac, Darko; Strugar, Ivan; Barišić, Petra The role of controlling and IT support in no-financial reporting case study. Zagreb: Naklada Veble, 2018 (monography)
- Barišić, Petra Event as the Brand Ambassador of its Host City: Analyzing the Social Media Exposure of Split Generated by Ultra Europe Music Festival. // *Communicating Brands in an Increasingly Digital Environment / Ruiz-Mafe, Carla ; Aldas-Manzano, Joaquin ; Veloutsou, Cleopatra (ur.)*. Athens, Greece: Athens Institute for Education and Research, 2017. str. 99-110. (<https://www.bib.irb.hr/901732>)
- Cvetkoska, Violeta; Barišić, Petra The Efficiency of the Tourism Industry in the Balkans. // *Proceedings of the Faculty of Economics in East Sarajevo*, 14 (2017), 31-41. doi:10.7251/ZREFIS1714031C
- Prebežac, Darko; Barišić, Petra; Kovačić, Barbara State aid as an instrument to stimulate air transport: a case study of the European Union and the Republic of Croatia. // *Proceedings of the Faculty of Economics and Business in Zagreb*, 10 (2012), 2; 45-58. (<https://www.bib.irb.hr/718075>)
- Barišić, Petra; Blažević, Zrinka Visual Identity Components of Tourist Destination. // *International Journal of Social, Management, Economics and Business Engineering*, 8 (2014), 7; 2179-2183. (<https://www.bib.irb.hr/717877>)
- Barišić, Petra National Brand and its Elements, Value, Power and Competitiveness. // *International Journal of Business Tourism & Applied Sciences*, 2 (2014), 1; 42-48. (<https://www.bib.irb.hr/718058>)
- Barišić, Petra; Marić, Ivana The role of management as a strategic tourism guideline – Case of Croatia. // *International Journal of Business and Management Studies*, 1 (2012), 2; 423-431. (<https://www.bib.irb.hr/718082>)
- Nanić, Arnela; Barišić, Petra; Vuković, Dijana The efficiency of state aid on tourism development and supply of domestic products. // *An Enterprise Odyssey: Saving the Sinking Ship Through Human Capital / Galetić, Lovorka ; Načinović Braje, Ivana ; Jaković, Božidar (ur.)*. Zagreb: Faculty of Economics & Business University of Zagreb, Trg J. F. Kennedyja 6, 10000 Zagreb, Croatia, 2016. str. 665-672. (<https://www.bib.irb.hr/836832>)
- Barišić, Petra Utjecaj društvenih medija na proces odabira turističke destinacije. 2017., doktorska disertacija, Ekonomski fakultet - Zagreb, Zagreb. (<https://www.bib.irb.hr/897092>)