

PERSONAL INFORMATION

**Petra Barišić**



 University of Zagreb Faculty of Economics & Business  
Trg J. F. Kennedyja 6, 10 000 Zagreb, Croatia

 & [WhatsApp](https://www.whatsapp.com/chat?phone=385915496827) + 385 915496827

 [petra.barisc@net.efzg.hr](mailto:petra.barisc@net.efzg.hr) [petrabari1@gmail.com](mailto:petrabari1@gmail.com)

 <http://www.efzg.unizg.hr/pbarisc>

 [Google chat](#) petrabari1  
 [Skype](#) petrabari1

**Sex** Female | **Date of birth** 01/10/1984 | **Nationality** Croat

CURRENT POSITION

**Assistant Professor at Department of Tourism, Faculty of Economics and Business, University of Zagreb, Croatia**

WORK EXPERIENCE

2019- **Assistant Professor at Department of Tourism**

University of Zagreb Faculty of Economics & Business

- Teaching and researching

**Business or sector** Higher education

2018- 2019 **Postdoctoral 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

EDUCATION

2011-2017 **Doctorate – PhD**

University of Zagreb Faculty of Economics & Business, Croatia

- Postgraduate (doctoral) university study program in Economics and Business

2009-2012 **Master in Tourism Management – MA**

University of Zagreb Faculty of Economics & Business, Croatia

- Postgraduate specialist university study program in Tourism Management

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

University of Zagreb Faculty of Economics & Business, Croatia

- Graduate university study program, Tourism

1999-2003 **A Levels**

High School Jastrebarsko, Jastrebarsko, Croatia

- High school

**TRAINING**

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- 2021 Association la Villa, Erasmus+ training course Mobility of youth workers, Learning mobility project Game Zone, Vieux boucau les brains, France, 07-14 August
- 2019 University of Zagreb, Faculty of Philosophy, Empowering the basic teaching competences of higher education teachers, Osmisli
- 2018 University of Houston, Conrad N. Hilton College of Hotel & Restaurant Management, Houston, USA, Restaurant entrepreneurship programme

**PERSONAL SKILLS**

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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 lecturing at the international universities and conferences

**Organisational / managerial skills** ▪ team worker, project management experience, mother of a boy and two girls

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

**Areas of expertise**

- Tourism and hospitality
- Tourism marketing
- Air transportation management
- Social media in tourism
- Higher education
- Adult education

**ADDITIONAL INFORMATION**

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## Teaching activities

- 2019-, external lecturer at University of Bihac, Faculty of Economics Bihac, Bihac, Bosnia and Herzegovina (Professional study program in business economics, Department of Marketing and Management in Tourism, courses: Basics of tourism, Tourism market research, Tourism marketing)
- 2009-, lecturer at University of Zagreb Faculty of Economics & Business, Department of tourism, Croatia (Integrated undergraduate and graduate university study of business economics, courses: Tourism, Tourism promotion, Transport policy in tourism, Air transport management; Undergraduate professional study "Tourism Business", course: Business operations of passenger transport companies)

## Visiting professorships

- 2019, Universidad Catolica del Uruguay, Facultad de Ciencias Empresariales, Montevideo and Punta del Este, Uruguay
- 2019, Ss. Cyril and Methodius University, Faculty of Economics, Skopje, North Macedonia
- 2019, University of Isfahan, Faculty of Administrative Science and Economics / Department of Economics, Isfahan, Iran
- 2018, University of Houston, Conrad N. Hilton College of Hotel & Restaurant Management, Houston, USA
- 2018, Universitas Technology Yogyakarta, Fakultas Ekonomi dan Bisnis, Yogyakarta, Indonesia
- 2017, University of Bihac, Faculty of Economy Bihac, Bihac, Bosnia and Herzegovina
- 2017, University of Houston, Conrad N. Hilton College of Hotel & Restaurant Management, Houston, USA

## Guest lectures

- 2019, Influence of social media on consumer behaviour at tourism market, Universidad Catolica del Uruguay, Facultad de Ciencias Empresariales, Montevideo and Punta del Este, Uruguay
- 2019, Influence of social media on hotel business, Universidad Catolica del Uruguay, Facultad de Ciencias Empresariales, Montevideo, Uruguay
- 2019, Transportation Policy in Tourism – Great Changes in Airline Business Due to Low Cost Carriers and Charters, University of Isfahan, Faculty of Administrative Science and Economics / Department of Economics, Isfahan, Iran
- 2019, The Role of Social Media in Tourism, University of Isfahan, Faculty of Administrative Science and Economics / Department of Economics, Isfahan, Iran
- 2018, International tourism in Croatia, University of Houston, Conrad N. Hilton College of Hotel & Restaurant Management, Houston, USA
- 2018, Tourism – key driver for socio-economic development, Universitas Teknologi Yogyakarta, Fakultas Ekonomi dan Bisnis, Yogyakarta, Indonesia

## Invited lectures

- 2021, Firm generated (FGC) and user generated content (UGC) on social media, International Summer School »Organization, Management, and Society«, University of Maribor, Faculty of Organizational Sciences, Kranj, Slovenia, 17<sup>th</sup> September
- 2021, The role of social media pictures and videos as tourism promotion tools, International Symposium on Tourism Research: Trends in topics and methodologies, Universidad San Ignacio de Loyola, Lima, Peru, 9-10<sup>th</sup> September
- 2020, Social media and tourism in Croatia, TuritecDay 2020, Tourism and ICTs: possibilities for destination management and promotion, Tourism research and innovation seminars, 24<sup>th</sup> November, Universidade Federal do Parana – Brasil, online [https://www.youtube.com/watch?v=De-qGTXdBQ&list=PL\\_-SqIBVYJjMIBPm4AqnSrqtI6LeEuOcz&index=1](https://www.youtube.com/watch?v=De-qGTXdBQ&list=PL_-SqIBVYJjMIBPm4AqnSrqtI6LeEuOcz&index=1)
- 2019, Luxury Brands in Central Europe, The New Era of Luxy Brand, Institute of Luxury Brand Management 2019 Luxury Brand Management Forum, Seoul, South Korea
- 2019, The influence of social media on the process of tourist destination choice, Universidad Catolica del Uruguay, Facultad de Ciencias Empresariales, Montevideo and Punta del Este, Uruguay
- 2019, Sustainable Tourism – From Agenda 2019 till Today, University of Isfahan, Faculty of Administrative Science and Economics / Department of Economics, Isfahan, Iran
- 2018, Examples of good practice in tourism - Republic of Croatia, 1st Conference of BiH Diaspora "Bosnia and Herzegovina's excellence - the role of the Diaspora in strengthening the economic capacities of Bosnia and Herzegovina", Bihac, Bosnia and Herzegovina
- 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, Croatia
- 2014, Sustainable tourism, Public Forum, ORaH, Zagreb and Split, Croatia

- Projects**
- National, 2019, Josip Mikulić, Influence of social media on consumer behaviour at tourism market, project of University of Zagreb, Ministry of Science and Education, Croatia, project associate
  - National, 2018, Josip Mikulić, Influence of social media on consumer behaviour at tourism market, project of University of Zagreb, Ministry of Science and Education, Croatia, project associate
  - International, 2018, KiJoon Back, Integrated resort experience, project of Conrad N. Hilton College of Hotel & Restaurant Management, USA, 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, Ministry of Science and Education, Croatia, project associate
  - International, 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, Croatia, project associate. 329.600,00 HRK, grant.7005 <https://app.dimensions.ai/details/grant/grant.4888058>
  - 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, Croatia, project associate, 51.000,00 HRK
- Honours and awards**
- 2019, scholarship for academic mobility, outgoing mobility towards strategic partners at Universidade Federal do Paraná, Brazil. University of Zagreb
  - 2018, Erasmus+ STA KA107 scholarship for teaching at University of Isfahan, Iran. University of Zagreb
  - 2018, scholarship for academic mobility, outgoing mobility towards strategic partners at Universidad Católica del Uruguay, Uruguay. University of Zagreb
  - 2018, Erasmus+ STT KA103 scholarship for training at Ss. Cyril and Methodius University, Faculty of Economics, Skopje, North Macedonia. University of Zagreb
  - 2017, Erasmus+ STT 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 gifted high school students
- Public and university services**
- 2021-2027, Independent external expert for the evaluation of project proposals, accreditations and interim and final reports within the Erasmus + program and the European Solidarity Force for the period 2021-2027. - Agency for Mobility and EU Programmes: Zagreb, Croatia
  - 2020-, consultant and associate at Ustanova Holistika - Center for Lifelong Learning, Zagreb, Croatia
  - 2020-, consultant and associate at Vimal akademija - Academy for Human Resources Development, Mislavačka Slatina, Croatia
  - 2020-2021, president of the Evaluation Commission in the implementation of the internal program evaluation of study programs of the Faculty of Tourism, University of Maribor, Brežice, Slovenia
  - 2020-2022, member of Committee for undergraduate and specialist graduate professional study programs, Faculty of Economics & Business, University of Zagreb, Croatia
  - 2020-2022, member of Committee for student Award, Faculty of Economics & Business, University of Zagreb, Croatia
  - 2018-, member of Team for development and Innovation at Faculty of Economics & Business, University of Zagreb, Croatia
  - 2017-, secretary of Graduate study in tourism, Faculty of Economics & Business, University of Zagreb, Croatia
  - 2017-, Web administrator of Department of Tourism, Faculty of Economics & Business, University of Zagreb, Croatia
  - 2013-2014, Chairman of ORAH Supervisory Forum

Memberships in professional association or bodies

- 2021-, Consortium for Global Sustainability (CGS)
- 2019-, Alumni EFZG
- 2018, EURAM, European Academy of Management
- 2014-, IRNIST, International Research Network in Sport Tourism

Reviewer (journals, proceedings etc.)

- 2021, Tourism Management Perspectives; Journal of Destination Marketing & Management; Tourism: An International Interdisciplinary Journal; Economic Thought and Practice
- 2020, Tourism - An International Interdisciplinary Journal; Tourism Management; Market; Acta Turistica; Journal of Destination Marketing & Management; International Journal of Contemporary Hospitality Management; Economic Review: Journal for Economics and Business
- 2019, Tourism - An International Interdisciplinary Journal; Facta Universitatis Series: Economics and Organization; International Journal of Contemporary Hospitality Management; Tourism Management; Proceedings of the Faculty of Economics and Business in Zagreb
- 2018, Tourism - An International Interdisciplinary Journal; Proceedings of the Faculty of Economics and Business in Zagreb; Tourism Management; EURAM Annual Conference; Market; Economic Review
- 2017, Tourism Management; Market
- 2016, STC'16 Sport Tourism Conference – Red, green and blue strategies
- 2015, Tourism Management
- 2014, Tourism Management
- 2013, Tourism Management; Comprehensive Research Journal of Management and Business Studies
- 2012, Tourism Management

Prominent conferences (program, organizing, scientific etc. committees)

- 2021, President of Programme committee of 2. International scientific-professional conference for the development of rural tourism RRT2021: Sustainable and responsible rural development, Vimal akademija, Moslavačka Slatina, Croatia. 25 November, <https://www.moslavina.info/>
- 2020, President of Programme and Scientific committee of 1. International scientific-professional conference for the development of rural tourism RRT 2020: Sustainable and responsible development in rural tourism, Vimal akademija, Moslavačka Slatina, Croatia. 25 November, <https://www.moslavina.info/>
- 2020, Moderator of International scientific-professional conference for the development of rural tourism RRT 2020: Sustainable and responsible development in rural tourism, Vimal akademija, Moslavačka Slatina, Croatia. 25 November, [https://www.youtube.com/watch?v=SrYo\\_fk2ueA](https://www.youtube.com/watch?v=SrYo_fk2ueA)
- 2019, International Tourism Conference Dubrovnik, Tourism in the VUCA World: Towards the Era of Ir(responsibility), Institute for tourism, Dubrovnik, Croatia, session chair
- 2019, FEB Zagreb 10th International Odyssey Conference on Economics and Business, Opatija, Croatia, session cochair
- 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

Web address: <http://www.efzg.unizg.hr/katedre-29721/turizam-29791/clanovi-31768/doc-dr-sc-petra-barisic/31782>  
 ORCID: <https://orcid.org/0000-0002-3336-800XA>  
 Google Scholar: <https://scholar.google.com/citations?user=dj2YU7gAAAAJ&hl=hr>  
**Full bibliography:** <https://www.bib.irb.hr/pregled/znanstvenici/315083>

EDITORIAL BOARD MEMBERSHIP

- 2021, Proceedings of the 1st International Scientific and Professional Conference for the Development of Rural Tourism "Sustainable and Responsible Development in Rural Tourism"
- 2020, Proceedings of abstracts of the 1st International Scientific and Professional Conference for the Development of Rural Tourism "Sustainable and Responsible Development in Rural Tourism"
- 2020-, Tourism - An International Interdisciplinary Journal. Institute for Tourism, Croatia, <https://hrcak.srce.hr/Tourism>
- 2019-, Economic Perspectives, Faculty of Economy Bihac, <https://efbi.unbi.ba/casopis/>

## SELECTED BIBLIOGRAPHY

- Škorić, S., Mikulić, J., Barišić, P. (2021). The Mediating Role of Major Sport Events in Visitors' Satisfaction, Dissatisfaction, and Intention to Revisit a Destination. *Societies*, 11, 78
- Barišić, P., Cvetkoska, V. (2020). Analyzing the Efficiency of Travel and Tourism in the European Union. *Advances in Operational Research in the Balkans. Springer proceedings in Business and Economics*, Mladenović, N., Sifaleras, A., Kuzmanović, M. (Eds.). Cham: Springer International Publishing, 167-186. doi:10.1007/978-3-030-21990-1\_10
- Ahn, Jiseon; Ki-Joon, Back; Barišić, Petra, Choong-Ki, Lee, Co-creation and integrated resort experience in Croatia: The application of service-dominant logic // *Journal of Destination Marketing & Management*, 17 (2020), 100443 doi.org/10.1016/j.jdmm.2020.100443
- Ahn, Jiseon; Ki-Joon, Back; Barišić, Petra, The effect of dynamic integrated resort experience on Croatian customer behavior // *Journal of Travel & Tourism Marketing*, 14 (2019), 1-13 doi:10.1080/10548408.2018.1557097
- Osmanagić Bedenik, Nidžara; Prebežac, Darko; Strugar, Ivan; Barišić, Petra, The Challenges of Controlling and IT Support in Non-financial Reporting // *International journal of industrial engineering and management*, 10 (2019), 1; 21-29 doi:10.24867/IJIEM-2019-1-021
- 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 *The influence of social media on process of tourist destination choice*. 2017., doctoral dissertation, Faculty of Economics & Business University of Zagreb, Zagreb. (<https://www.bib.irb.hr/897092>)