



Zrinka Zadel, Ph.D., Associate Professor

Head of Tourism Department at Faculty of Tourism and Hospitality Management, Opatija, Croatia

LECTURER

Tourism and Attractions – undergraduate study – Faculty of tourism and hospitality management, Opatija, Croatia

Management of a Tourist Destination – undergraduate study (co-holder) – Faculty of tourism and hospitality management, Opatija, Croatia

Cultural Tourism – graduate study– Faculty of tourism and hospitality management, Opatija, Croatia

Organization of Tourism and Tourism Policy – graduate study (co-holder) – Faculty of tourism and hospitality management, Opatija, Croatia

Cultural Heritage and Sustainable Development – doctoral study (co-holder) – Faculty of tourism and hospitality management, Opatija, Croatia

Management of cultural tourism - postgraduate specialist study– Faculty of tourism and hospitality management, Opatija, Croatia

EDUCATION

2009.-2011. - Ph.D. in Tourism

Faculty of tourism and hospitality management, Opatija, Croatia

1998.-2006. – M.Sc.

Faculty of tourism and hospitality management, Opatija, Croatia

1993.-1998.-BA

Faculty of tourism and hospitality management, Opatija, Croatia

TRAINING

2016 – 2016. -University of Primorska, Faculty of Tourism Studies, Portorož, Slovenija (ERASMUS scholarship)

2014.-2015.- University of Primorska Faculty of Tourism Studies – Turistica, Portorož, Slovenija – guest lecturer

2013.-2014. - Faculty of Natural Sciences and Mathematics and Education, University of Mostar, Bosnia and Herzegovina – guest lecturer

2013.-2013. - Lifelong Learning- Erasmus Intensive Programme – guest lecturer at summer school (Komen – Slovenia)

PARTICIPATION IN PROJECTS

"Hrvatska na dlanu", 2009.

"1000 hrvatskih plaža", 2010.

"365 Dana Riviere", 2011.

"Analiza i ocjena stanja kruzing turizma destinacije Rijeka", 2012.

Remnants of the WWI- Research, Renovation and Rejuvenation of Cultural Tourism Sites (3R for Cultural Tourism), Lifelong Learning - Erasmus Intensive Programme, 2013.

"Analiza stanja razvoja turizma općine Punat", 2013.

"Jadranske morske zvijezde Kvarnera" 2013.

Equestrian tourism routes in Europe – Euquus, Program: CIP, funkcija: suradnik-istraživač, godina: 2013-2014.

Regionalni program uređenja i upravljanja morskim plažama na području Primorsko- goranske županije, 2014.

Model razvoja turizma općine Punat, 2013- 2014.

Turizam kao zajednička (kulturna) baština obalnog dijela istarskog poluotoka – HISTUR, funkcija: suradnik-istraživač, godina: 2014- 2015.

SCIENTIFIC AND PROFESSIONAL ARTICLES

Sušilović, Z., Turistička ponuda otoka Krka, Marketing forum 2, Društvo za marketing Rijeka, 2000., pp. 109-124., (0.9 a.a) ISBN 953-97741-8 UDK 339.138 (063)

Smolčić Jurdana, D., **Sušilović Z., Planning city tourism development: principles and issues**, Tourism and Hospitality Management, Vol. 12, No. 3, Faculty of Tourism and Hospitality Management Opatija, University of Rijeka, WIFI Wien, Osterreich, TEI Thessaloniki, Greece, Wien/Opatija/Greece, 2006., pp. 135-144.

Vizjak, A., **Sušilović, Z., Vizjak, M., Djelovanje logistike u međunarodnom turizmu**, VI. znanstveni kolokvij, Zbornik radova Poslovna logistika u suvremenom menadžmentu, Sveučilište Josipa Jurja Strossmayera u Osijeku, Osijek, 19. listopada. 2006., pp. 111-122.

Gračan, D., Vizjak, A., **Sušilović, Z., Globalization and its Economical Impact**, 8th International Conference: MIC 07 - Advancing Business and Management in Knowledge-based Society, University of Primorska, Faculty of Management Koper, Portorož, 2007., CD ROM.

Vizjak, A., Gračan, D., **Sušilović, Z., "Tourism as a stabilizing Factor of a Balance of Payments"**, 19th Biennial International Congress, Tourism and Hospitality Industry 2008, New Trends in Tourism and Hospitality Management, Faculty of Tourism and Hospitality Management Opatija, Opatija, 2008., pp. 1105-1118.

Gračan, D., **Zadel, Z., Sustainable development management of cultural-touristic resources**, International conference "Management, izobraževanje in turizem", University of Primorska, College of Tourism, Portorož, 2009., (knjiga sažetaka i CD ROM).

Alkier Radnić, R., Blažević, B., **Zadel, Z., Kulturni turizam u Europskoj uniji u uvjetima globalizacije**, The Fourth International Biennial Congress, HOTELPLAN 2009, Hospitality and Tourism, Holistic Approach, Belgrade, Serbia, November 19-20, 2009., pp. 63-71.

Gračan, D., **Zadel, Z., Birin, A., Camping Tourism With the Purpose of lengthening the Tourist Season in Croatian Tourism**, 20th Biennial International Congress, Tourism and Hospitality Industry 2010, New Trends in Tourism and Hospitality Management, Faculty of Tourism and Hospitality Management Opatija, Opatija, May 06-08, 2010., pp. 74-87.

Gračan, D., **Zadel, Z., Birin, A., Strategic management of sustainable development in rural tourism**, International Conference of the School of Economics and Business in Sarajevo, Economic Development Perspectives of SEE Region in Global recession Context, Sarajevo, 2010., zbornik sažetaka i CD-ROM., pp. 1-12.

Alkier Radnić, R., **Zadel, Z., Tourism in the international trade of the Republic of Croatia**, 7th. International Scientific Conference, "Management in the Function of Increasing the Tourism Consumption", Increased Tourist Expenditure as a Result of Selective Offer, Faculty of tourism and hospitality management Opatija, University of Rijeka, Opatija, 2010., pp. 19-27.

Gračan, D., **Zadel. Z., Rudančić-Lugarić, A., Strategic Management of Cultural-Tourism Resources**, Academica Turistica, Tourism & Innovation Journal, University of Primorska, Faculty of Tourism Studies Portorož, Slovenia, Year 3, No. 1-2, July 2010., pp. 16-26.

Gračan, D., **Zadel, Z.**, Tomašković, A., **Role of the State in Ecological Tourism Development**, Proceedings of II International workshop Ecological Tourism: Trends and Perspectives of Development in the Global World, Saint Petersburg, 2010., pp. 45-51.

Knežević, R., Gračan, D., **Zadel, Z.**, **Effect of nautical tourism on the coastal environment of the Upper Adriatic**, The European Applied Business Research (EABR) Conference Proceedings, Dublin, Ireland, The Clute Institute, Colorado, USA, June 2010., pp. 764-770.

Gračan, D., Alkier Radnić, R., **Zadel, Z.**, **Competitiveness of Croatian Cruising Tourism within European Tourism Flows**, 2nd International Scientific Expert Conference "Quality and Innovation in Tourism and Catering", Bled, 2010., pp. 171-179.

Gračan, D., **Zadel, Z.**, Rudančić-Lugarić, A., **Zeleni sastanci – podrška poslovanju hotela**, Turistički svet – suvremeno hotelijerstvo i turizam, Gastro print, Beograd, 2010., pp. 5070-5071, (0.1 a.a.) ISSN: 1451-2661

Gračan, D., **Zadel, Z.**, Rudančić-Lugarić, A., **«Four Stars Charter Quality» u charter-djelatnosti Republike Hrvatske**, Pomorski znanstveni časopis Naše more, Godište 58, Broj 1-2, Veleučilište u Dubrovniku, Dubrovnik, Lipanj 2011., pp. 64-73.

Gračan, D., **Zadel, Z.**, Rudančić-Lugarić, A., **Management of sustainable tourism development: Case study Plitvice Lakes National Park**, 8th CIRCLE Conference, University od Dubrovnik, Croatia, 27th-29th April, 2011, International Journal of Management Cases, Special Issue, Vol. 13, Issue 4, Access Press UK, UK, 2011., pp. 24-34.

Alkier Radnić, R., Gračan, D., **Zadel, Z.**, **Analysis of rural tourism in the European Union and Croatia**, The 5th International Scientific Conference «Entrepreneurship and Macroeconomic Management: Reflections on the World in Turmoil», Juraj Dobrila University of Pula, Department of Economics and Tourism «Dr. Mijo Mirković», Pula, March 24th-26th, 2011., pp. 1593-1622.

Gračan, D., **Zadel, Z.**, Rudančić-Lugarić, A., **The role of sport in promotion of Croatia tourism**, 6th International Scientific Conference on Kinesiology, Integrative power of kinesiology, Faculty of Kinesiology, University of Zagreb, September 08-11, 2011., pp. 618-622.

Gračan, D., **Zadel, Z.**, Ivančić, I., **Manifestacije kao konkurentan kulturno-turistički proizvod**, Zbornik radova „In memoriam prof.dr.sc. Vjekoslav Šmid“, Pravni fakultet sveučilišta u Splitu, Split, 2012., pp. 387-403.

Zadel, Z., **The importance of developing cultural tourism in creating competitive advantages of croatian tourism**, 21st Biennial International Congress, Tourism and Hospitality Industry 2012, New Trends in Tourism and Hospitality Management, Faculty of Tourism and Hospitality Management Opatija, Opatija, 2012., pp. 205-214.

Vizjak, A., Gračan, D., **Zadel, Z.**, **The development of Tourism policy in the European Union**, 13th International Conference: MIC 2012 – Managing Transformation with Creativity, University of Primorska, Faculty of Management Koper, Portorož, Corvinus University of Budapest, Hungary, 2012., CD ROM, p.p. 953-968.

Zadel, Z., **Evaluation of competitive advantages of cultural tourism in a tourist destination**, 8th International Scientific Conference, „The Function of Management in Increasing Tourism Consumption“, Marketing Presentation of Accommodation and Destination Facilities Attracts Tourists and Encourages Consumption, Faculty of tourism and hospitality management Opatija, University of Rijeka, Opatija, 2012., pp. 271-283.

Gračan, D., Zadel, Z., **Quantitative and Qualitative Analysis of Cruising Tourism in Croatia**, Pomorski zbornik, Vol. 47-48, No. 1., Udruga za proučavanje i razvoj pomorstva, Rijeka, 2014., pp. 51-60.

Uran Maravić, M., Gračan, D., Zadel, Z., **Ljubljana Quality Selection (LQS) – Inovative Case of Restaurant Assessment System**, 22nd Biennial International Congress, Tourism&Hospitality Industry 2014, Trend in Tourism and Hospitality Management, Fakultet za menadžment u turizmu i ugostiteljstvu Opatija, Sveučilište u Rijeci, Opatija, May 08-09, 2014., pp. 536-550.

Zadel, Z., Ivančić, I., Čevapović, I., **Residents' Attitudes Towards Tourism Potential of Small Rural City of Požega**, 22nd Biennial International Congress, Tourism&Hospitality Industry 2014, Trend in Tourism and Hospitality Management, Fakultet za menadžment u turizmu i ugostiteljstvu Opatija, Sveučilište u Rijeci, Opatija, May 08-09, 2014., pp. 536-550.

Uran Maravić, M., Gračan, D., Zadel, Z., **A Comparison of the Competitiveness of the Two Coastal Tourist Destinations**, Pomorski znanstveni časopis Naše more, Vol.62, No.4, Sveučilište u Dubrovniku, Dubrovnik, prosinac 2015., pp. 120-126.

Zadel, Z., **Trendovi ruralnog turističkog tržišta u Republici Hrvatskoj**, Poticanje ruralnog turizma/Spodbujanje ruralnoga turizma, znanstvena monografija s više autora, ISBN 978-961-6963-50-3, ISBN 978-961-6963-51-0, ISBN 978-961-6963-52-7, Založba Univerze na Primorskem i Fakultet za menadžment u turizmu i ugostiteljstvu Opatija, Koper, 2015., pp. 81-89.

Zadel, Z., Rudan, E., **Povijesni razvoj smještajnih kapaciteta i poduzetništva u obalnom dijelu Istarskog poluotoka u Hrvatskoj**, Retrospektiva turizma Istre, znanstvena monografija, ISBN 978-961-6963-77-10, Založba Univerze na Primorskem, Koper, Slovenija, 2015., pp.143-201.

Rudan, E., Zadel, Z., **Povijesni razvoj gastronomske ponude hrvatskog dijela obale Istarskog poluotoka**, Retrospektiva turizma Istre, znanstvena monografija, ISBN 978-961-6963-77-10, Založba Univerze na Primorskem, Koper, Slovenija, 2015., pp.257-288.

Zadel, Z., Gregorić, M., Haleuš, J., **Analysis of Promotional Activities in Tourism of Zagreb County and Krapina-zagorje County in Croatia**, 23rd Biennial International Congress, Tourism&Hospitality Industry 2014, Trends and Challenges, Fakultet za menadžment u turizmu i ugostiteljstvu Opatija, Sveučilište u Rijeci, Opatija, April 28-29, 2016., pp. 517-533.

Gračan, D., Zadel, Z., Vlahušić, Ž., **Beaches destination management – case study Peninsula Pelješac**, Scientific Journal of Maritime Research, Vol. 30., No.1., Pomorski fakultet u Rijeci, Sveučilište u Rijeci, Rijeka, Lipanj 2016., pp. 75-81.

Zadel, Z., **Beaches in the Function of Primary Resource of the Beach Tourism Product**, Pomorski zbornik, Vol. 51, No. 1., Udruga za proučavanje i razvoj pomorstva, Rijeka, 2016., pp. 117-129.

Stipanović, C., Rudan, E., Zadel, Z., **The challenges of small enterprises in generating destination creative offer**, ToSEE – Tourism in Southern and Eastern Europe, Vol. 4, Fakultet za menadžment u turizmu i ugostiteljstvu Opatija, Sveučilište u Rijeci, Opatija, May 04-05, 2017., pp. 579-590.

