

# Management and Marketing in Tourism Research Group

*Management, marketing, tourism, quantitative research, qualitative research*

**M**anagement and Marketing in Tourism Research Group deals with quantitative and qualitative research of different segments of tourist demand and supply. Research work includes the following fields of activity: research of domestic and foreign tourist market, presentation of case studies, development of destination strategy, analysis of market performance of companies and competitiveness, preparation of project applications and management projects, planning of promotion of companies and tourist organizations, implementation of digital marketing in tourism, development brand, marketing plan development, and marketing research in tourism. The research group consists of full-time and associate professors of the Department of Geography, Tourism and Hotel Industry at the Faculty of Natural Sciences. They have many years of experience in scientific and cross-border cooperation projects.



## SELECTED PROJECTS

**Title:** *Regeneration of industrial heritage in the context of sustainable tourism development and profiling of new thematic routes in Vojvodina* (project number: 114-451-1485 / 2014),

**Type:** scientific project

**Duration:** 2014/2015 year

**Contact person:** Dr Nevena Ćurčić

**Title:** *Digital guide through the tourist attractions of Vojvodina* (project number: 142-451-3727 / 2017)

**Type:** cooperation project

**Duration:** 2017/2018

**Contact person:** Dr Mirjana Mikalački

**Title:** *European integrations and social and economic changes in Serbian economy on the way to the EU* (project number 47009)

**Type:** scientific project

**Duration:** 2011-2019

**Contact person:**

Dr Olja Munitlak Ivanović

## COLLABORATIONS

- Tourist Organization of Vojvodina
- Austrian Development Cooperation
- Center for Strategic Economic Research "Vojvodina-CESS"



## CONTACT PERSON

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