



## Europass Curriculum Vitae

### Personal information

First name(s) / Surname(s) **ILIJA MORIC**  
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E-mail [imoric@t-com.me](mailto:imoric@t-com.me)  
Nationality Montenegro  
Date of birth 21.10.1983.  
Gender Male

### Occupational field **Master of Tourism / PhD student**

#### Work experience

**Dates** 09/2006 - today  
Occupation or position held Teaching & Research Assistant  
Main activities and responsibilities Courses: Marketing in Tourism, Consumer Behaviour in Tourism, Marketing Communications in Tourism, Global Marketing.  
Name and address of employer University of Montenegro, Faculty of Tourism and Hotel Management, Kotor  
Type of business or sector Education & Research

**Dates** 09/2011 – today  
Occupation or position held Coordinator of master studies  
Main activities and responsibilities Coordination of master studies, department that consists of 200 students, curricula development, PR responsibilities.  
Name and address of employer University of Montenegro, Faculty of Tourism and Hotel Management, Kotor  
Type of business or sector Education

**Dates** 05/2011 – today  
Occupation or position held Member of Management Board  
Main activities and responsibilities Management of NGO  
Name and address of employer NGO National Organic Producers Association of Montenegro "ORGANIC MONTENEGRO", Danilovgrad  
Type of business or sector NGO, Organic Agriculture.

**Dates** 12/2007 - today  
Occupation or position held Member of Management Board  
Main activities and responsibilities Management of NGO  
Name and address of employer NGO Olive growers Association BOKA, Boka Kororska, Montenegro  
Type of business or sector NGO, Agriculture.

#### Education and training

**Dates** 2008-today  
Title of qualification awarded PhD studies

Principal subjects/occupational skills covered  
 Name and type of organisation providing education and training  
**Dates**  
 Title of qualification awarded  
 Principal subjects/occupational skills covered  
 Name and type of organisation providing education and training  
**Dates**  
 Title of qualification awarded  
 Principal subjects/occupational skills covered  
 Name and type of organisation providing education and training

Economy / Marketing / Tourism; **Doctoral thesis: Marketing Aspect of Rural Tourism Development on the case of Montenegro.**  
 University of Montenegro, Faculty of Economics, Podgorica.  
**2006-2007**  
 Master of Tourism  
 Master thesis: Marketing of Contemporary Rural Tourism on the Case of Lustica Peninsula.  
 University of Montenegro, Faculty of Tourism and Hotel Management, Kotor  
**2002-2006**  
 BSc in Tourism  
 Tourism Management  
 University of Montenegro, Faculty of Tourism and Hotel Management, Kotor

**Personal skills and competences**

Mother tongue(s) **Montenegrin**  
 Other language(s)

Self-assessment  
*European level (\*)*

**English**  
**Italian**  
**German**

Understanding		Speaking				Writing	
Listening		Reading		Spoken interaction		Spoken production	
C1		C1		C1		C1	
B1		B1		B1		B1	
A2		A2		A2		A2	

(\*) [Common European Framework of Reference for Languages](#)

Social skills and competences

**Team player, competence of adapting to multicultural environment, excellent communication skills.**

Organisational skills and competences

- Tour guide Certificate (english and german), since 04.06.2006., issued by Ministry of Tourism, Montenegro.
- Certificate „Eco-sustainable tourism and new strategies of establishing agrotourism activities“, Cosmopolite, 04.2008, Faenza, Italia.
- Certificate „Development hospitality and tourism industry/education links, 02.2010, Kotor, Montenegro.
- Technical Course „Strengthening services on farms and institutional support to organic agriculture development“. IAM-B, Valenzano, 10.2006, Bari, Italia.

Computer skills and competences

**STATA, Access, Excel, Word, PowerPoint, etc.**

Other skills and competences

Organic agriculture / olive oil production.

Driving licence

B category

## Additional information

### Projects:

1. Researcher / Projects in programme IPA Crossborder and IPA ADRIATIC, 2011-2012.
2. Researcher/ quantitative and qualitative analyst of the project related to economics of travel agencies/tour operators in Montenegro, Client: GTZ, Germany – office in Podgorica, 2009.
3. Researcher/quantitative and qualitative analyst of the project related to camping tourism and destination management in Plav and Cetinje region in Montenegro, Client: GTZ, Germany – office in Budva, 2008.
4. Researcher/qualitative analyst of the project related to Rural Tourism Development in Montenegro, Client: SNV, Netherlands – office in Podgorica, 2008.
5. Participant in project „Adriafood“, 2008.
6. Participant in the project: “Cycling routes from the Adriatic Coast to Skadar Lake”, University of Eberwalde, Germany and University "Luigj Gurakuqi", Skadar, Albania.
7. Team member of the project:” Guest survey pilot project for 6 selected hotels in Montenegro”, Client: National Tourism Organization of Montenegro, 2007.
8. participant in project on cycling tourism promotion in Plav region, realised with University of Eberwalde, Germany and University "Luigj Gurakuqi", Skadar, Albania, 2006.

### Lectures and presentations:

1. Olive oil production and Tourism: Experiences and Development, Round table: Olivegrowing and Tourism, Bijela, Herceg Novi, 12.02.2011.
2. Marketing of Souvenirs – 5th Souvenir Fair, Hotel „Tara“, 05.2008., Bečići, Budva, Montenegro.
3. Potentials of Rural Tourism Development in Montenegro, lectures in project „Development of Tourism in inland od Montenegro“, Njeguši, Vranjina, 12.03.2008.
4. Olive Oil Trails: Potentials for Rural Tourims Development in Monteengro, ADRIAFOOD, 14.04.2008., Pazin, Istra, Croatia.

### Conference Papers and Articles:

1. **Moric I.**, “Promotion of a Tourist Destination via Reality TV Show: Experiences and Perspectives, Media Dialogues, No 13, ISSN 1800-7074.
2. **Moric I.**, The Significance of IPA funds for rural tourism development in Montenegro, Western Balkans: From Stabilization to Integration, 12.2012., ISBN 978-86-7076-160-7, str. 373-385.
3. **Moric, I.**, “The Role of Integral Marketing Communications in Rural Tourism Development”, Second Croatian Rural Tourism Congress, 21-25.04.2011., Mali Lošinj, Croatia.
4. **Moric I.**, “The Challenges of Branding Montenegro as a Rural Tourism, Destination”, *International Conference “Contemporary Trends in Tourism and Hospitality”*, Collection of papers, ISBN 978-86-7031-233-3, 2011, Novi Sad, Serbia.
5. **Moric, I.**, „The Significance of Internet as a Media of Markeitng Communication in Rural Tourism“ Media Dialogue, No 10, 11.2011, ISSN 1800-7074., str. 655-671.
6. Stanovčić T., Perović Đ., Peković S., **Moric I.**, “What influence the quality of tourist experience in Montenegro: Empirical analysis “, *6th International ICQME Conference (Quality, Management, Environment, Education, Engineering)*, 20-22.09.2011, Montenegro.
7. Mihailović B., **Moric I.**, »The Role of Marketing Philosophy in Rural Tourism Development, II International Conference, Trends in Tourism and Hotel Management, Kotor, 06.2011.
8. Stanovčić T., Perović Đ., Peković S., **Moric I.**, What type of Tourists does correspond to Montenegrin Tourism? Empirical Analysis, II International Conference, Trends in Tourism and Hotel Management, Kotor, 06.2011.
9. T. Stanovčić, Dj. Perović, **Moric I.**, S. Peković, "Can Quality Standards indirectly improve employee's wage: Empirical Evidances from Montenegro", *International Journal for Quality Research*, ISSN:1800-6450 1800-6450, Volume 4, Issue 4, December 2010, Page(s) 303-309.

## Additional information

10. **Moric I.**, "Rural Tourism in Conditions of Global Economic Crisis« International Conference, „*Global Development Challenges in 21 Century – Russia and Monteengro*“, University of Montenegro, 28.05.2010, Podgorica, Montenegro.
11. **Moric I.**, "Distribution channels in rural tourism: development, structure and Characteristics", II International Conferecne „*Quality and innovaqtion in tourism and catering*“, 11-12.02.2010, Bled, Slovenija.
12. **Moric I.**, „Olive Trails as Sustainable Rural Tourism Business in Monteengro“, Collection of Papers, I International Conference „Trends in Tourism and Hotel Management“, Kotor, 2009.
13. **Moric I.**, „Potentials of Wine Tourism Development in Montenegro“, *Hotellink*, volume 10, broj 13-14, 2009., UDK 640.4, ISSN 1451-5113. str. 743-748.
14. Vitić, A., **Moric. I.**, "Cases in International Tourism", Faculty of Tourism and Hotel Management, Kotor, 2008.
15. **Moric I.**, „Limiting factors of rural tourism development in Montenengro“, *Selective Tourism*, Issue 3, 2008, ISSN 1800, UDK 005.21:338.48(497.16), str. 52-71.