Volume 1, Number 1 Print ISSN: 1857-6974 June 2010 Electronic ISSN: 1857-6982

Contents

Research Papers

POSSIBILITIES OF FINANCIAL SUPPORT TO SMALL AND MEDIUM HOTEL COMPANIES IN SERBIA

Dragoljub Barjaktarovic, Lidija Barjaktarovic

LEADING EFFECTIVE MEETINGS IN A HOSPITALITY ORGANIZATION Slobodan Ivanovic, Vlado Galicic, Nikola Susnjar

EVALUATION OF HOTEL SERVICE - PERFORMANCE PROCESS IN BULGARIA

Georgina Lukanova

IMPROVING THE DISTRIBUTION OF BULGARIAN SEASIDE HOLIDAY HOTELS

Stoyan Marinov, Velina Kazandzhieva

PORTFOLIO ANALYSIS BASED ON THE EXAMPLE OF ZAGREB STOCK EXCHANGE

Sinisa Bogdan, Suzana Baresa, Sasa Ivanovic

FINANCIAL ANALYSIS FUNDAMENT FOR ASSESSMENT THE VALUE OF COMPANY

Goran Karanovic, Suzana Baresa, Sinisa Bogdan

CULTURAL TOURISM IN EUROPE

AnaMaria Pahos, Athanasios Stamos, Sasa Kicosev

THE OWNERSHIP STRUCTURE AS A CORPORATE GOVERNANCE MECHANISM IN SERBIAN HOTELS

Pero Petrovic, Slobodan Cerovic

RESEARCH ON BEHAVIORS OF GOVERNMENT'S TOURISM MARKETING

Shan Quian

Printed by:

University of Tourism and Management - Skopje www.utms.edu.mk