

## **BIOGRAPHY**

**Damir Krešić** is a junior researcher at the Institute for Tourism in Zagreb and a lecturer on Zagreb School of Management.

His specific fields of interest are Economics of tourism, Management in tourism and Tourism and information technologies and his major tasks at the Institute are Tourism research methodology, Database analysis and Measuring the competitiveness of tourist product in Croatia based on the international quality standards. Together with his colleagues, he is actively involved in the development of 'Business Intelligence System for Tourism Destination (BIST)'. He was participant and speaker on numerous conferences and seminars regarding tourism issues.