

## BIOGRAPHY

**Blaženka Vrdoljak-Šalamon**, Ph. D., Senior Scientific Researcher at the Institute for Tourism in Zagreb. Her special fields of interest are information and reservation systems in tourism and use of new information and communication technologies in destination management. She has initiated a development of a Business Intelligence System in Tourism – BIST — which is the first data warehouse application in the tourism management in Croatia.

Blaženka Vrdoljak-Šalamon has published numerous papers, was participant and speaker on numerous conferences and seminars and is a lecturer at Zagreb School of Management.

She is a member of AIEST (Association Internationale d'Experts Scientifiques du Tourisme) and IFITT (The International Federation for Information Technology and Travel & Tourism).