



University of Novi Sad | Faculty of Sciences
DEPARTMENT OF GEOGRAPHY, TOURISM AND HOTEL MANAGEMENT

CONTEMPORARY TRENDS
IN TOURISM AND HOSPITALITY, 2026

Cultural Crossroads: Heritage, Hybridity, and Horizons

ABSTRACT BOOK



INTERNATIONAL CONFERENCE CONTEMPORARY TRENDS IN TOURISM AND HOSPITALITY
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CULTURAL CROSSROADS



Novi Sad, 2026



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Cultural Crossroads: Heritage, Hybridity, and Horizons

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ABSTRACT BOOK

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Cultural Crossroads: Heritage, Hybridity, and Horizons

About the conference

Conference Cultural Crossroads: Heritage, Hybridity, and Horizons is a unique academic and professional event that unites four international conferences, gathered around the common idea of culture as a dynamic space of encounter, exchange, and development in contemporary society. Through interdisciplinary dialogue, the conference creates space for considering the heritage, contemporary practices, and future directions of development in tourism, architecture, culture, and the creative industries.



The first pillar of the conference is the international conference [Contemporary Trends in Tourism and Hospitality \(CTTH\)](#), which has been continuously organized since 1997 and is being held this year for the 21st time. For decades, CTTH has been a relevant platform for the exchange of scientific and professional knowledge in the fields of tourism, hotel management, gastronomy, hunting tourism, leisure, and related multidisciplinary fields, including cultural and sustainable tourism, economics, marketing, management, creative industries, and event management. As a conference with a long tradition, CTTH fits into the thematic framework of “heritage”, at the same time opening horizons to contemporary and future trends in the development of tourism.



The second segment is the 7th International Congress on Architecture and Cultural Heritage in Tourism, which focuses on the complex and reciprocal connection between culture, architecture, and tourism. Cultural heritage and architectural values - from historical buildings to contemporary architectural achievements – are key factors in the attractiveness of tourist destinations and strong bearers of the identity of a space. The congress considers how traditional and contemporary architecture, as well as tourist infrastructure such as hotels, museums, airports, and congress centers, participate in shaping the experience of the destination, contributing to the development of specific forms of tourism and the creation of cultural landscapes.



The third, equally important part of the conference is the 19th annual conference of the University Network of European Capitals of Culture (UNeECC), whose aim is to connect researchers and experts dealing with culture and its many cross-cutting areas within the framework of the European Capital of Culture initiative. This conference opens the issues of cultural policies, management, participation, identity, and long-term effects of the ECoC program, looking at culture as a driver of social change, innovation, and international cooperation.



The fourth pillar is The [Green Digital Accessibility \(GDA\)](#) conference, an international forum dedicated to exploring the intersection between digital accessibility and environmental sustainability, emphasizing how inclusive digital technologies and communication can support a just and sustainable future for all. Launched in 2021 at the Universitat Autònoma de Barcelona, it has grown into a respected annual event that brings together researchers, industry professionals, policymakers, educators and activists to share research, best practices, and innovative approaches that balance accessibility with environmental responsibility. Topics often include sustainable user experience and design, the environmental footprint of digital technologies, inclusive communication around climate change, and ensuring that the transition to greener digital ecosystems leaves no one behind. The conference typically takes place in a hybrid format—both in person and online—and serves as a platform for critical dialogue on how digital advancement and green objectives can support equity, inclusion and human rights in the digital age.

By uniting these four conferences under the common name Cultural Crossroads, the idea of meeting different disciplines, perspectives, and practices is emphasized. The subtitle *Heritage, hybridity and horizons* symbolically connects the rich cultural and academic heritage, contemporary forms created by the interweaving of tourism, architecture, and culture, as well as new horizons of research, development, and cooperation. The conference will be a place of dialogue, exchange of knowledge, and consideration of the future, where culture remains the key meeting point of the past, present, and future.

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PLENARY SESSION

DEVELOPING THE MINDFUL MUSEUM: A SCALABLE MODEL FOR DIGITAL WELLBEING AND INTERGENERATIONAL ENGAGEMENT

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ABSTRACT

Museums are increasingly called upon to respond to digital overload, fragmented attention, social isolation, mental health concerns, and the need for more inclusive and meaningful cultural participation. Meeting these challenges requires not only new visitor programmes, but stronger professional and institutional capacities. This paper presents the Mindful Museum, an evidence-informed and scalable capacity-building model developed within the Creative Europe RE-MIND project to equip museum professionals with the knowledge, competencies, methods, and practical tools needed to integrate mindfulness, digital wellbeing, and intergenerational engagement into museum education, interpretation, outreach, visitor experience, digital practice, and organisational development. The model combines meditative mindfulness, supporting presence, attention regulation, restoration, and emotional awareness, with socio-cognitive mindfulness, fostering curiosity, active noticing, flexible interpretation, dialogue, and meaning-making. Its architecture connects reflective and experiential education; inclusive, participatory, and intergenerational outreach; and digital wellbeing grounded in calm technology and attention-aware design. Developed through research synthesis, policy and practice analysis, stakeholder needs assessment, and an interdisciplinary methodology centred on co-creation, training, piloting, and transferability, the framework translates ten operating principles into a structured professional learning pathway. Five interconnected training modules address the model's core principles, mindfulness techniques in educational programming, digitally balanced visitor journeys, communication with diverse audiences, and leadership for mindful innovation. Together with readiness assessment, phased implementation guidance, facilitation

resources, professional learning pathways, and a mixed-method evaluation framework, they support change from individual competence to coordinated institutional practice. The paper argues that mindfulness should be embedded through spatial, interpretive, educational, digital, and organisational design rather than confined to isolated exercises. Accordingly, museum professionals are positioned as designers, facilitators, mediators, and institutional change agents who can create slower, less overwhelming and more accessible experiences, encourage reciprocal exchange among children, Generation Z, and older adults, and use technology purposefully in support of cultural content and human connection. Standardised principles enable coherence and evaluation, while modular resources permit adaptation across museum types, roles, capacities, and cultural contexts. Real-life pilots will assess gains in professional competence alongside feasibility, visitor wellbeing, inclusion, digital balance, intergenerational interaction, institutional sustainability, and transferability.

KEYWORDS

Mindful museum, Digital wellbeing, Intergenerational engagement, Museum education, Mindfulness

ACKNOWLEDGEMENT

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CREATIVE INDUSTRIES' WORKFORCE: POLICY AND PLANNING PARADOXES POST- PANDEMIC

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ABSTRACT

Arguably COVID-19 simply amplified pre-existing skills shortages in the tourism, hospitality and creative industries (THCI). Based on two decades of research on these industries' workforces, and a recently completed project for the OECD, this paper highlights key issues, showcases policy responses and unpacks some of the deep paradoxes that add complexity to seeking resolutions. The THCI sectors are characterised by diversity, in product offer, operations, professionalism and productivity. THCI businesses range from multinationals to (predominantly) small/micro businesses, the latter characterised by low thresholds to entry. From a positive perspective this gives access to entrepreneurship and innovation. On the other hand, it attracts investors who often are poorly informed and unequipped to deal with the sectors' idiosyncrasies, as exemplified by 'lifestyle' operators who often frustrate DMOs. THCI also opaquely straddles operations in the formal, informal and gig/sharing economy. At the policy-maker level, public action's concentrate on qualifications, training and attracting new entrants, while remuneration, working conditions and employee participation remained largely absent from public administration, inferring these are the remit of industry. Drawing on recent OECD survey responses from national tourism administrations in 26 economies, a substantial number of administrations now explicitly cite remuneration, working conditions, seasonality and insecurity in accounting for why the sector cannot attract and retain workers. However, funded measures cluster in attraction and promotional campaigns, qualification and accreditation frameworks, and skills and training programmes, which are the categories that dominated recommendations two decades ago. These structural conditions contribute to a suite of perennial and seemingly unresolvable issues, which can be counterpointed with the characteristics of the THCI as paradoxical. Employment is precarious and insecure, with high turnover driven by seasonality and shifting markets, yet it remains 'an industry of every village', woven into nearly every community

as a source of local employment. THCI pays relatively little and asks workers to endure challenging conditions, while still relying on a workforce that is highly transitory, and mobile yet people who move are offered little stability in return. The deepest paradox lies in who it employs and how it treats them. Low in status, it nonetheless serves as a first rung for youth, migrants, and other disadvantaged groups creating a genuine opportunity that nonetheless carries a genuine risk of exploitation. And now automation and AI arrive as both threat and promise: eliminating jobs even as they open new ones. While evidence exists that the COVID-19 pandemic left some enduring resilience markers for THCI workers and operators, the ongoing and seemingly unresolved paradox offered in this summary, suggest the THCI's will continue to struggle to attract and retain a sustainable workforce.

KEYWORDS

Workforce, Skills shortages, Post-pandemic, Paradox, Precarity

HACKING FUTURES: XR STORYTELLING, ACTIVISM, AND DISABILITY CULTURE

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ABSTRACT

This talk reads through the making of Crip Sensorama, an XR artwork, and through it, a process of finding oneself—where the personal meets the politics of technology design through artistic practice. What happens when a non-disabled HCI researcher begins to think not for disabled people, but with disabled communities: with their stories, their hacking practices, and what Steven E. Brown has described as disability culture—the practices, values, and ways of meaning-making that emerge from the experience of disability? What happens when the distance between researcher and “participant” begins to collapse, when collaborators become friends, and their encounters with technology become increasingly difficult to separate from one's own practice? Crip Sensorama emerged through such encounters. Bringing to-

gether XR storytelling, assistive interfaces, and collaborations with disabled artists and activists, the artwork explores the ableism embedded within contemporary XR technologies and the futures they imagine. Alongside this critique are stories of hacking: disabled people appropriating technologies, objects, and environments and making them work otherwise. Mouth interfaces, artistic practices, everyday adaptations, and even the mundane act of drinking a cup of coffee become sites from which assumptions about bodies, technology, and access can be questioned. Following these encounters also transformed my role as a HCI researcher. Designing interfaces became entangled with storytelling; storytelling with friendship; and friendship with activism. Ableism could no longer be understood simply as an accessibility problem affecting my disabled collaborators. It became a way of questioning how technological futures are imagined in the first place: which bodies they anticipate, which forms of interaction they privilege, and whose lives they presume those futures will sustain. Through Crip Sensorama, this talk considers hacking not simply as technological modification, but as a cultural and political practice of imagining otherwise. It asks what disability culture can teach us about making, narrating, and contesting technological futures, and how these perspectives might complicate conversations around accessibility and sustainability. Ultimately, it asks what becomes possible when disabled and non-disabled futures are understood not as separate, but as already entangled.

KEYWORDS

Disability Justice, eXtended Reality, Disability Culture, Allyship, Art-Activism, Criptastic, Hacking

BELGRADE THROUGH TRAVELLERS' EYES: CITY, HOSPITALITY AND THE VANISHED HOUSE

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ABSTRACT

For centuries, Belgrade stood at a major threshold between Central Europe and Constantinople, encountered by diplomats, merchants, soldiers, pilgrims and other travellers moving along the Danube and the principal overland routes. Their accounts offer strikingly different images of the city. Hans Dernschwam saw an unimpressive settlement of modest timber buildings; Stephan Gerlach encountered craftsmen, gardens, commerce and hospitality; Edward Brown described busy commercial streets, shops and caravanserais; while Evliya Çelebi celebrated Belgrade as a magnificent city whose architecture, landscape, food and everyday life formed a single urban experience. Read together with historical engravings and architectural evidence, these narratives reveal something largely absent from the surviving city: an extensive domestic and small-scale urban fabric, much of it constructed in timber. Its disappearance through fire, war, reconstruction, changing standards of comfort and modern urban development should not be mistaken for evidence that such architecture was historically marginal. The paper argues that travel narratives can help reconstruct this vanished layer of the Ottoman-Balkan city and reconsider the “Ottoman house” as part of a shared regional architectural history rather than the possession of a single culture. It concludes by connecting this historical reconstruction to contemporary conservation and tourism: preserving heritage means not only protecting monuments, but recovering the houses, workshops, gardens, foodways, markets and practices of hospitality that once transformed architecture into urban life.

KEYWORDS

Belgrade, Travel narratives, Ottoman-Balkan house, Domestic architecture, Urban history, Cultural heritage, Conservation, Hospitality

NO ONE INTERPRETS ALONE: PARTICIPATORY INTERPRETATION FOR THE FUTURE OF HERITAGE AND TOURISM

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ABSTRACT

Heritage interpretation – the practice of creating deep connections between people and heritage – is fundamentally concerned with how places, objects, and traditions become meaningful to people. In line with the Faro Convention and related contemporary sector policies, interpretation is increasingly expected to move beyond traditional, expert-led communication toward dialogic, community-engaged practices. Yet, while participatory methods are gradually entering front-end services such as guided tours, interpretive media and guidebooks, strategic planning and narrative design remain largely expert-driven. This gap leaves a fundamental question unresolved: who gets to decide the meanings of heritage in the first place? This keynote presentation argues that community participation must move upstream – from merely contributing content to actively participating in meaning-making and interpretive decision-making. Drawing on research and methodological experimentation from the EU-funded EMPATHS project, the address explores what changes when communities are recognised not as passive audiences or suppliers of “local authenticity”, but as primary meaning-makers equipped with agency and institutional support. This conceptual shift is vital for both heritage management and sustainable tourism. In complex heritage landscapes, participatory interpretation fosters dialogue, shared responsibility, and inclusion. For tourism, it offers an alternative to extractive practices where local communities supply situated knowledge without influencing how their living culture is represented, promoted, or experienced. By prioritizing what matters to local communities before defining visitor experiences, *No One Interprets Alone* explores how redistributing interpretive authority can build a more ethical, resilient, and sustainable future for heritage sites, local populations, and visitors alike.

KEYWORDS

Heritage interpretation, Community participation, Meaning-making, Sustainable tourism

FROM HUMAN TO METAHUMAN (AI-GENERATED) INFLUENCERS: SHAPING CULTURAL HERITAGE CITY BRANDS

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ABSTRACT

This keynote examines how human and AI-generated metahuman social media influencers shape cultural heritage city brands. It considers how credibility, authenticity cues, and brand meaning influence audience responses and inform destination marketing strategies. Drawing on research by Can, Javed, and Ekinici (2025), the keynote presents evidence from two randomised online experiments using simulated Instagram and Facebook advertisements for Rome and Safranbolu. Participants exposed to metahuman influencers reported stronger intentions to visit and recommend the destination than those exposed to human influencers. Brand charisma mediated this relationship, both independently and through a sequential pathway involving brand reputation. Reputation alone did not significantly mediate the effect. The influence of metahuman endorsers on brand charisma weakened as familiarity with the city brand increased, suggesting particular opportunities among audiences less familiar with a destination. The keynote distinguishes these findings on behavioural intentions from evidence of actual visitor behaviour, acknowledging the limitations of controlled experiments and non-probability online samples. It concludes with practical guidance on influencer selection, audience familiarity, and alignment between an endorser's content and a destination's cultural identity. Drawing on the article's practical recommendations, it also discusses disclosing influencers' artificial nature and involving local communities and heritage experts in cultural authenticity checks. These considerations inform the responsible use of AI-generated endorsers in cultural heritage city branding.

KEYWORDS

Influencers, Metahumans, Heritage, Branding, Charisma, Reputation, Loyalty

HERITAGE IN MOTION

GAPS IN CULTURAL PROPERTY PROTECTION AS A BARRIER TO SUSTAINABLE TOURISM DEVELOPMENT IN BOSNIA AND HERZEGOVINA: A SYSTEMIC RISK ASSESSMENT

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ABSTRACT

Bosnia and Herzegovina possesses a heterogeneous cultural property that has become a key generator of tourism development over the past decade. However, the intensive promotion of sites often occurs without an adequate correlation with their protection systems. The subject of the research is the analysis of the critical link between the expansion of tourism traffic and the escalating threats to the physical and legal integrity of cultural property, with a special emphasis on institutional failures. The aim of the paper is to identify “regulatory gaps” within the complex administrative-legal framework of BiH, which, due to fragmented jurisdictions between state, entity, and cantonal levels, create an institutional vacuum. The task of the research is to define, through a qualitative analysis of management policies and a vulnerability assessment of high-frequency tourist locations, the factors that facilitate illegal activities, such as illicit excavations and the misappropriation of artifacts. The results indicate that the absence of a unified digital register and the inconsistency of penal provisions significantly diminish the effectiveness of preventive measures. The paper concludes that for sustainable management, it is essential to establish a “safe cultural property tourism” model. This model implies the harmonization of legal acts, the introduction of modern technical surveillance systems, and the mandatory reinvestment of a portion of tourism revenue into the direct protection and conservation of sites. The formulated recommendations aim to create a more resilient

system that enables the economic exploitation of cultural property without compromising its historical significance.

KEYWORDS

Cultural property protection, Risk management, Tourism development, Regulatory gaps, Illicit trade, Bosnia and Herzegovina

THE MEDIANA ARCHAEOLOGICAL SITE AS A POTENTIAL TOURISM BRAND OF NIŠ - OPPORTUNITIES FOR CULTURAL TOURISM DEVELOPMENT

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ABSTRACT

The Mediana Archaeological Site represents one of the significant elements of Roman cultural heritage in Serbia and an important part of the cultural and historical identity of Niš. Although the site possesses considerable values that can contribute to the development of cultural tourism, its potential for strengthening the position of Niš in the tourism market has not yet been fully utilised. In this context, the ways in which Mediana can be presented, promoted, and incorporated into the contemporary tourism offer represent an important issue for the development of cultural tourism in the city. The aim of this paper is to examine the tourism potential of Mediana and the possibilities for positioning the site as a recognisable tourism brand of Niš. The research is based on a review of relevant literature in the fields of cultural tourism and tourism branding, as well as a case study of the Mediana Archaeological Site. The empirical part of the research was conducted through a survey of 112 respondents from Niš and other parts of Serbia. The

analysis focused on respondents' perceptions of the cultural and tourism significance of the site, its promotion, the existing tourism offer, and opportunities for its future development. The findings indicate a high level of recognition of Mediana's cultural significance and strong perceptions of its potential to attract visitors and strengthen the tourism identity of Niš. At the same time, the results point to insufficient promotion and the need to improve the site's presentation, infrastructure, and range of visitor-oriented content. Particular opportunities are identified in the application of digital technologies, virtual and multimedia content, contemporary forms of heritage interpretation, and cultural programmes. The contribution of the paper lies in examining Mediana not only as an archaeological site, but also as a potential carrier of the tourism identity of Niš. The paper highlights how the integration of heritage protection, contemporary interpretation, digital promotion, and tourism development can strengthen the role of Mediana within cultural tourism and contribute to the positioning of Niš as a cultural tourism destination.

KEYWORDS

Mediana Archaeological Site, Archaeological heritage, Cultural tourism, Destination branding, Heritage interpretation, Tourism development, Niš

SHAPED BY BACKGROUND: SOCIO-DEMOGRAPHIC PREDICTORS OF TOURIST PERCEPTIONS OF NOVI SAD

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ABSTRACT

Understanding how tourists perceive destinations is critical for effective management and market segmentation. While urban environments offer multi-layered experiences, visitors' evaluations are rarely uniform, as they are shaped by individual background characteristics. In the competitive

landscape of urban tourism, identifying the factors that drive visitor perceptions remains a key priority for destination marketers. To address the limited understanding of how visitor characteristics influence destination evaluation in urban settings, this study examines the role of tourists' socio-demographic traits in shaping the perceptions of destination attributes in Novi Sad (Serbia). Primary data collected from a sample of 207 tourists were analyzed using SPSS software, employing Independent samples t-tests, Pearson correlation analysis, and One-way ANOVA with LSD post-hoc tests. The empirical findings reveal that socio-demographic characteristics significantly predict tourist evaluations across multiple destination attributes. Specifically, gender differences emerged regarding quality of service, with female visitors evaluating service standards significantly higher than males. Age exhibited a weak negative correlation with activities and special events, indicating that younger tourists evaluate events and activities in the city more favorably. Education levels significantly influenced accessibility perception, whereas employment status affected evaluations of hospitality. Income stood out as the strongest predictor, yielding significant variation across local culture, activities and special events, infrastructure, physiography, and place attachment. Conversely, marital status showed no statistically significant effect. These results enrich tourist behavior literature, emphasize the necessity of market segmentation in urban destination management, and provide actionable insights for tailoring tourist offerings to distinct demographic profiles.

KEYWORDS

Destination attributes, Tourist behavior, Socio-demographic characteristics, Urban tourism, Destination management, Novi Sad, Serbia

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EVALUATION OF BALLOON TOURISM IN CAPPADOCIA IN THE CONTEXT OF CULTURAL HERITAGE SUSTAINABILITY

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ABSTRACT

Cappadocia is one of Türkiye's major tourism destinations, characterized by its distinctive natural formations, historical environment, and cultural heritage. With the growing popularity of hot-air ballooning as a prominent tourist experience, balloon tourism has become an important component of Cappadocia's destination image. Although balloon tours contribute to regional promotion and the tourism economy, stakeholder views reported in previous studies suggest that ballooning may increasingly overshadow Cappadocia's cultural, historical, and natural values and encourage visitation patterns centered on the balloon experience and photography. This raises concerns regarding cultural heritage sustainability and highlights the need to balance economic benefits with the conservation of environmental and cultural values. This study aims to evaluate balloon tourism in Cappadocia within the context of cultural heritage sustainability and to examine findings in the literature concerning its relationship with the perception and conservation of the region's heritage values. The main research problem is how the economic and promotional value generated by balloon tourism can be balanced with the conservation and transmission of Cappadocia's cultural and natural heritage to future generations. Cultural heritage sustainability is approached as a holistic framework emphasizing the long-term conservation of heritage assets while considering their use and management requirements. The research will be conducted through a comprehensive literature review. National and international academic studies and reports on balloon tourism in Cappadocia, sustainable tourism, and cultural heritage sustainability will be comparatively examined. The literature will be analyzed under five themes: conservation–use balance, environmental impacts, visitor management, local and community impacts, and governance. The study is expected to synthesize findings on the contributions of balloon tourism to Cappadocia's promotion, destination image, and tourism econ-

omy, together with risks identified in the literature regarding the growing prominence of the balloon image in perceptions of the region's cultural and natural heritage. The findings are expected to highlight the need for an integrated approach balancing balloon tourism development with the sustainable conservation of Cappadocia's cultural and natural heritage.

KEYWORDS

Cappadocia, Balloon Tourism, Cultural Heritage, Sustainable Tourism

FOREIGN WAR CEMETERIES ON THE GALLIPOLI PENINSULA FOR CULTURAL HERITAGE TOURISM

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ABSTRACT

The Gallipoli Campaign, which began with the landing operations of Allied forces on April 25, 1915, concluded on January 9, 1916, when those same forces evacuated the Gallipoli Peninsula. Both sides suffered thousands of casualties during the conflict which lasted approximately eight and a half months yet precise figures regarding the total losses have not survived to the present day; consequently, the majority of the bodies recovered from the battlefield were interred in cemeteries without identification. Completed by the British War Graves Commission during the occupation period of 1918-1923, following the Armistice of Mudros, these cemeteries continue to attract the interest of both domestic and foreign visitors, despite the long passage of time. This study aims to evaluate the contribution of foreign war cemeteries (thirty-one British and one French) on the Gallipoli Peninsula to regional and national tourism within the context of cultural heritage tourism. To this end, visitor statistics for Çanakkale province and average lengths of stay were compiled using a five-year dataset (2013–2018) a period encompassing the centenary of World War I, based on the number of visitors from Australia, New Zealand, the United Kingdom, France, and Ireland, all of which

have cemeteries located on the peninsula. In addition to this quantitative data, qualitative data obtained from interviews with five distinct groups of tourism experts were analyzed.

KEYWORDS

Gallipoli campaign, Culturel heritage tourism, Foreign war graves

UNIVERSITY STUDENTS AND PLACE ATTACHMENT – A SCANDINAVIAN CASE STUDY

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ABSTRACT

Place development and place attachment have become important concepts in times when cities, regions and nations are increasingly trying to attract skilled labor. A key actor in this process are higher educations and universities, which have been highlighted for their role for regional and local development and economic growth. There are various perspectives on how universities may contribute to regional place development, including supply of human capital, higher innovation levels, more support for democratic values, and higher demand through increasing numbers of students and teachers. To attain these contributions from academic institutions, they need to be attractive to students. This attraction may come from a range of factors, including a high-level university, educational programs with high status, or popular locations of the universities. This study puts the focus on students' connection with the university location, examining what students highlight as key factors for their positive emotional connection and attachment with these places, such as leisure, social life, and culture. The study was undertaken by turning the attention to Mid Sweden University, a university in the peripheral northern part of Sweden. The study was of mixed method character, including qualitative questionnaires on the two campuses as well as focus group interviews. The results point towards the value of physically connecting the city centre with the university campus and the importance of meeting places on campus as well as off campus. Furthermore, students also highlight the relevance on the supply of appealing cultural activities, which also need to be easily accessible. And, for the students to have a rich

social life, many also stress the importance of affordable student housing in the proximity of the university campus. Beyond scholarly contributions, this paper has value for universities that are trying to create environments attractive to students, in particular peripheral and rural universities. It also has capacity to be valuable for city developers that are aiming to create attractive, vivid, and energetic cities where students feel welcome which in turn may lead to more competence for local employers after graduation.

KEYWORDS

Students, Universities, Scandinavia, Place attachment, Place development

FROM OTTOMAN HERITAGE TO TOURISM RESOURCE: PROMOTIONAL VISIBILITY AND VISITOR INTEREST IN HAMMAMS IN SERBIA

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ABSTRACT

Hammams represent an important component of Ottoman cultural heritage in Serbia, reflecting historical patterns of urban development, social life, and bathing culture. Despite their cultural and architectural significance, their contemporary role within Serbia's tourism offer remains relatively limited. At the same time, growing interest in heritage-based, experiential, and wellness-oriented tourism creates opportunities for the revitalization and reinterpretation of these sites. This study examines the tourism potential of hammams in Serbia by exploring their current promotional visibility and visitors' expressed interest in experiencing them as part of the tourism offer. The research combines two empirical approaches. First, a content analysis of 42 tourism promotional sources, including official tourism websites, brochures, and travel guides, was conducted to examine the presence and

modes of representation of hammams. Second, an online survey involving 100 respondents was used to assess interest in visiting hammams in Serbia and the conditions associated with such interest. The findings reveal limited promotional visibility of hammams and indicate that, when represented, they are predominantly framed as historical monuments rather than as components of contemporary cultural or wellness tourism experiences. In contrast, 61% of respondents expressed a clear interest in visiting a hammam in Serbia, while a further 27% indicated that they might be interested. The most frequently identified conditions supporting potential visitation were the restoration of hammam facilities (72%), the provision of wellness services (65%), affordability (61%), and the integration into cultural itineraries (58%). The findings point to a gap between the current promotional representation of hammams and respondents' expressed interest in more actively experiencing this form of cultural heritage. Revitalization and integration into cultural routes and wellness-oriented experiences could therefore help diversify Serbia's tourism offerings while supporting the contemporary interpretation and preservation of Ottoman heritage.

KEYWORDS

Hammams, Ottoman heritage, Heritage tourism, Tourism promotion, Serbia

URBAN CULTURAL CLUSTERING: CREATION AND MANAGEMENT APPROACHES

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ABSTRACT

Cultural clusters have progressively emerged as important methods for urban regeneration, social cohesion, economic development, environmental improvement and the enhancement of cultural identity. The study examines the various forms of intervention and designation involved in the creation

and management of cultural clusters within urban contexts. Through an in-depth review and synthesis of existing literature, the study explores the principal approaches applied by public authorities, private sectors, cultural organizations, and local communities to establish, develop, and manage cultural clusters. Additionally, the study reveals the relationships between planned and spontaneous development processes, as well as the limitations, advantages, and correlation of different approaches. The findings indicate that cultural clusters can develop through diverse pathways, ranging from top-down, strategically with planned interventions to bottom-up approach with community-driven, as well as evolving initiatives. While planned approaches can provide financial resources, infrastructure, institutional support, and a clear strategic direction in short term, they may also generate risks such as cultural commodification, displacement of local communities, homogenization, as well as excessive dependence on public investment. Conversely, organically developed clusters can strengthen local identity, creativity, social networks, and community participation, but may face challenges related to limited resources, weak governance, inadequate infrastructure, and difficulties in achieving long-term stability. The study further finds that successful cultural clusters generally depend not on a single intervention model, but on the interaction and gradual adaptation of multiple forms of intervention, designation, governance, and stakeholder participation. The study concludes that an evolutionary approach to cultural clusters offers a more realistic framework for establishing long-term urban development goals. Rather than imposing fixed models, policymakers should facilitate adaptable, participatory, and locally grounded strategies that allow cultural clusters to evolve over time.

KEYWORDS

Cultural cluster, Sustainable development, Urban regeneration, Cultural planning, Creation and management approaches, Evolutionary approach

INVISIBLE HERITAGE: THE TUGHRA-CENTERED SERLEVHA TRADITION BEFORE THE ARMA-I OSMÂNÎ

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ABSTRACT

The Ottoman dynasty's emblem, the Arma-i Osmânî, was designed during the reign of Mahmud II by an Italian artist. By the time Abdülhamid II ascended the throne, it had become such an inseparable part of state symbolism that in 1905, when the sultan grew troubled by the lack of standardization in its renderings and requested a detailed description of its contents, the bureaucracy faced a genuine crisis; the difficulty, caused by the absence of a readily available official specimen, was only resolved after an extensive search. This episode raises a cultural heritage problem in its own right: if even an institutionalized, "official" symbol could remain so poorly documented and vulnerable to loss, what became of the visual tradition that preceded it, one that never achieved institutional status at all? Today the Arma-i Osmânî is widely recognized both in scholarship and in popular culture, appearing on flags, souvenirs, logos, and emblems, and has been the subject of repeated study. The tughra-centered serlevha (illuminated heading) tradition that preceded the official arma, by contrast, remains almost entirely invisible. The post-1856 development of the official arma has been examined by several scholars, but the period before it has gone largely undocumented. This constitutes both a research gap and a heritage gap at risk of disappearing altogether. Drawing on a range of documents dated between 1838 and 1858, this study sets out to document the existence and evolution of a "pre-arma" serlevha tradition centered on the tughra and framed by spears, flags, and floral motifs. My aim is to frame this material not merely as a matter of art history but as an at-risk visual heritage predating the intangible, one whose loss, absent documentation, would leave the existing literature entirely unaware it ever existed.

KEYWORDS

Ottoman, Cultural heritage, Ottoman coat of arms, Imperial symbolism

SAVAMALA – TRANSFORMATION OF AN INDUSTRIAL ZONE INTO A CREATIVE/CULTURAL DISTRICT

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ABSTRACT

This paper analyses the transformation of the Savamala district in Belgrade — from a derelict port-industrial zone, through a spontaneous, bottom-up cultural and creative regeneration between 2007 and 2014, to its subsequent incorporation into the “Belgrade Waterfront” megaproject. Through a case study, the paper critically examines whether Savamala’s transformation represents a model of sustainable cultural and touristic urban regeneration, or an example in which culture and creative industries function as an instrument for preparing ground for investment-driven real-estate exploitation (so-called state-led gentrification). The theoretical framework draws on the concepts of the creative class, the symbolic economy of cities, urban entrepreneurialism, the experience economy, gentrification, and the right to the city, with particular emphasis on the ecological and spatial risks of waterfront urban transformations. The analysis shows that Savamala, in its first phase, is an example of successful, low-cost cultural regeneration, but that the subsequent course of events — including the disputed demolition of buildings in Hercegovačka Street in 2016 and documented reductions of green space in the development zone — illustrates how the economic and political interests of large capital and the state prevailed over the interests of the cultural community, citizens, and environmental protection. The paper concludes that sustainable urban regeneration requires institutional mechanisms that treat cultural value and ecological safety as a lasting public good rather than a temporary resource.

KEYWORDS

Savamala, Belgrade Waterfront, Cultural tourism, Creative industries, Gentrification, Urban regeneration

COLLINS BARRACKS: THE TRANSFORMATION OF A MILITARY HERITAGE INTO A MUSEUM WITHIN THE CONTEXT OF TOURISM AND CULTURAL HERITAGE

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ABSTRACT

Located in the Arbour Hill district of Dublin, Ireland, Collins Barracks, with a history spanning more than three centuries, exemplifies military architectural heritage being brought into the field of culture and tourism. Designed by engineer Thomas Burgh between 1701-1704 and initially known as the Royal Barracks, the building was organized around four large courtyards, one open to the south (Barrack, New, Horse, and Royal Square). Its largest square, today known as “Clarke Square,” is surrounded by neoclassical arcaded galleries. In the mid-18th century, Christopher Myers enlarged Palatine Square, raised it by one storey, and added a marble ballroom. The Riding School, built in 1746, was a major engineering achievement, with an unsupported roof span of 18 metres. Designed to accommodate 1,500 soldiers and cavalry units, the barracks served as the centre of the British army’s Dublin garrison throughout the 18th and 19th centuries. After the Rebellion of 1798, Wolfe Tone, founder of the Society of United Irishmen, was court-martialled and imprisoned here. The barracks also played a key role in the 1916 Easter Rising, as British troops deployed from here fought insurgents around the General Post Office. Transferred to the Irish Free State after the 1919-1921 War of Independence, it was renamed “Collins Barracks” in memory of Michael Collins, the state’s first commander-in-chief, killed that same year. The Irish Defence Forces then operated here until 1997. After the army’s evacuation, a three-year restoration by the Office of Public Works converted the building into the Decorative Arts and History section of the National Museum of Ireland, a transformation cited in the literature as a key example of historic buildings with long, uninterrupted military use being adapted for museology. The museum now houses two collections: decorative arts, comprising silver, ceramic, and glass works, furniture, clothing, jewellery, and coins; and military history, which recounts Ireland’s military and revolutionary past.

KEYWORDS

Collins Barracks, Cultural Heritage, Military Architecture, Heritage Tourism, Ireland

THE RELATIONSHIP BETWEEN QUALITY OF CULTURAL OFFERINGS AND SUSTAINABLE TOURIST EXPERIENCE

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ABSTRACT

Cultural programs are regarded as an essential component of the tourism offer that improves and completes the modern tourism product. By offering these programs, destinations can significantly improve tourist satisfaction and stimulate positive outcomes, which, in turn, contributes to better destination positioning and an enhanced overall destination image. Although the importance of cultural offerings has been recognized, there is a gap in the existing literature concerning the role of cultural programs in fostering sustainable tourist experiences. Accordingly, the aim of this study is to analyze the relationship between the quality of cultural programs and different dimensions of sustainable tourist experience. By applying descriptive statistics and Pearson's correlation coefficient to a sample of 60 respondents, the results indicate a statistically significant and positive relationship between the quality of cultural programs and various dimensions of sustainable tourist experiences. In particular, the results provide the most consistent support for the social dimension, as four out of five correlations are statistically significant. The strongest positive association was recorded within the emotional dimension, particularly in relation to feelings of fulfillment, happiness and satisfaction. Within the sensory dimension, the relationships between quality of the offerings and cleanliness and colors stand out in particular. This study may provide a basis for understanding the mechanisms underlying the creation of sustainable tourist experiences through cultural activities. As such, it can serve as a foundation for planning strategies aimed at the sustainable development of cultural products at the level of tourist destinations.

KEYWORDS

Cultural offerings, Quality offer, Sustainable tourist experience, Sensory dimension, Social dimension, Emotional dimension

HERITAGE IN MOTION: ASSESSING THE MULTI-DIMENSIONAL LEGACY OF THE VESZPRÉM–BALATON 2023 EUROPEAN CAPITAL OF CULTURE PROGRAMME

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ABSTRACT

European Capitals of Culture (ECoC) are expected to generate lasting cultural, social and economic benefits beyond the title year. However, research has mainly focused on immediate impacts, paying less attention to how ECoC legacy evolves and becomes embedded in local communities and institutions. Building on the concept of heritage in motion, this paper conceptualises ECoC legacy as a dynamic form of cultural heritage that evolves through institutional learning, collaborative governance and community engagement rather than as a static outcome. The paper examines the long-term legacy of the Veszprém–Balaton 2023 European Capital of Culture programme (VEB2023) through five interrelated dimensions of legacy: organisational legacy (continuity of governance structures and organisations); programme legacy (continuation and adaptation of cultural initiatives); infrastructural legacy (utilisation of cultural investments); economic legacy (long-term development opportunities and financial impacts), and emotional legacy (community cohesion, regional identity, willingness to cooperate and destination image). In addition to the monitoring indicators recorded by the Veszprém–Balaton 2023 Plc., the current study applies a mixed-methods approach, combining semi-structured interviews with key regional stakeholders, and online survey among mayors and representatives of local organisations and businesses. The findings highlight the pivotal role of the management organisation in facilitating knowledge transfer, disseminating good practices and connecting local actors to international ECoC networks. At the local level, the programme catalysed cooperation among municipalities, cultural

institutions and civil society organisations, while strengthening the visibility and international profile of participating settlements through existing partnerships. These capacities facilitated the transfer and adaptation of international experience and contributed directly to the successful preparation of the European Region of Sport 2026 application. The results also reveal that the programme's legacy has been uneven across the 117 participating settlements. Differences in local social, cultural and economic capacities have influenced their ability to sustain programmes, mobilise partnerships and convert experiences of VEB2023 into long-term development opportunities. The study argues that ECoC legacy should be understood as heritage in motion: a dynamic process whose long-term outcomes depend on the institutionalisation of knowledge, governance capacities and collaborative networks.

KEYWORDS

European Capital of Culture, Legacy, Cultural heritage, Stakeholder perspectives, Veszprém–Balaton 2023

BEYOND CULTURAL DIPLOMACY: HERITAGE INTERPRETATION AND THE MICRO-DYNAMICS OF SOFT POWER

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ABSTRACT

Heritage interpretation has long been framed as a tool for education, conservation, and visitor engagement, yet its potential as an informal instrument of cultural diplomacy remains largely unexamined, especially at the interpersonal level where tour guides meet international visitors. This paper investigates how heritage interpretation can build a destination's soft power through the daily practice of guiding, addressing a gap in the literature that has focused primarily on macro-level actors such as states, UNESCO,

and nation-branding campaigns. Based on a systematic review of academic literature on heritage interpretation, cultural diplomacy, heritage diplomacy, soft power, and tourist guiding (2016–2026), the paper conceptualizes tour guides as “micro-diplomatic actors” who perform four interconnected functions: representing a destination’s cultural identity, mediating heritage narratives across cultural and linguistic differences, enabling dialogue with visitors, and building the trust on which soft power depends. The reviewed literature is synthesized through a SWOT framework that maps the strengths, weaknesses, opportunities, and threats of this informal diplomatic role. The analysis shows that dialogic, credible, empathetic, and inclusive interpretation of contested or dissonant heritage fosters trust and positive perceptions among international audiences. Conversely, rigid or propagandistic narratives risk triggering what the literature terms a “cognition wall” a point at which audiences reject a narrative they perceive as biased, undermining rather than building soft power. The paper also extends the concept of micro-diplomacy beyond tour guides to other cultural mediators, including museum educators, community actors, student exchange networks, and digital and multilingual interpretive tools that widen access to heritage sites. A further tension is identified between the soft power generated by heritage attraction and the sustainability of the resources that sustain it, particularly in destinations affected by overtourism. By positioning heritage interpretation as a micro-level mechanism through which cultural diplomacy and soft power are enacted in everyday encounters, the paper extends diplomacy scholarship beyond formal institutions and state actors. Given its reliance on secondary literature and a conceptual rather than empirical SWOT analysis, the study concludes by calling for future research, combining observation, interviews, and visitor surveys, to test the proposed framework, and by outlining implications for tour guide training in diplomatic sensitivity and cross-cultural communication.

KEYWORDS

Heritage interpretation, Cultural diplomacy, Soft power, Heritage diplomacy, Tourist guides, Micro-diplomacy, Cultural heritage

NARRATING DAMAGED CITIES: WARTIME LITERATURE AS A RESOURCE FOR URBAN HERITAGE AND POST-WAR CULTURAL REGENERATION

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ABSTRACT

Russia's full-scale invasion of Ukraine has transformed cities into central sites of destruction, displacement, testimony, and cultural memory. This paper examines how contemporary Ukrainian wartime literature represents damaged urban environments and how these representations may contribute to future practices of heritage interpretation and post-war cultural regeneration. Focusing on narratives of Kharkiv, Mariupol, Bakhmut, and Kherson, it analyses poetry, urban diaries, documentary prose, songs, and digitally circulated testimonies produced since 2022. The study combines narratology, memory studies, and spatial approaches to culture. It asks how literary texts preserve forms of urban knowledge that may disappear together with buildings, neighbourhoods, infrastructures, and displaced communities. Street names, domestic interiors, transport routes, local sounds, habitual movements, and minor everyday landmarks become mnemonic coordinates through which damaged cities remain culturally legible. These narratives record more than material loss: they preserve attachments, conflicts, local identities, and competing visions of what should be restored, commemorated, transformed, or retained as evidence. The paper identifies three functions of wartime urban writing. First, it creates textual archives of places whose physical and social continuity has been broken. Second, it transforms ruins, abandoned buildings, and emptied districts into culturally contested sites, linking destruction with questions of belonging, responsibility, and historical interpretation. Third, it produces anticipatory images of return and reconstruction, thereby influencing the symbolic frameworks within which post-war regeneration may later be discussed. The paper argues that wartime literature should be approached as a resource for urban heritage rather than solely as a representation of trauma. Literary narratives can reveal which spaces communities regard as meaningful, which forms of loss remain publicly unrecognised, and which memories risk exclusion from official reconstruction policies. Their value lies not in supplying direct planning solutions, but in preserving the cultural meanings without which physical reconstruction may reproduce buildings while erasing the lived city. The Ukrainian case therefore demonstrates how literary testimony can

inform participatory heritage practices and culturally responsive strategies of post-war regeneration.

KEYWORDS

Wartime literature, Urban heritage, Damaged cities, Cultural memory, Ukraine, Regeneration

RECONSIDERING DADYBRA: HISTORICAL TOPOGRAPHY, ARCHAEOLOGICAL EVIDENCE AND THE PROBLEM OF LOCATING A BYZANTINE CITY IN PAPHLAGONIA

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ABSTRACT

The location of Dadybra, a fortified Byzantine settlement and episcopal centre in Paphlagonia, remains a problem of historical geography. Various locations, including Safranbolu, Daday and the vicinity of Devrek, have been proposed since the nineteenth century, while the identification of Dadybra with Safranbolu has become particularly persistent in modern local historiography. None of these proposals, however, has yet been confirmed by unequivocal epigraphic or archaeological evidence. This study reconsiders the localisation of Dadybra through an interdisciplinary examination of archaeological evidence, historical topography, Byzantine written sources, ecclesiastical records, historical maps and settlement morphology. Particular attention is given to Niketas Choniates' account of the four-month siege and capture of Dadybra in 1196, the episcopal and sigillographic evidence associated with the city, and the geographical arguments underlying the principal localisation hypotheses. Archaeological observations from Safranbolu and its surrounding valleys are evaluated together with the physical characteristics of the historic settlement, its possible defensive structure and its relationship with the regional communication network. Rather than attempting to confirm a predetermined identification, the study tests the competing localisation hypotheses against the available evidence and dis-

tinguishes between established data, later historiographical assumptions and interpretations derived from topography. Recent reconsideration of the relevant literature also demonstrates that some widely repeated geographical identifications rest on less conclusive evidence than has generally been assumed. The research is ongoing, and additional archival, cartographic and field evidence is currently being examined. Its purpose is therefore not to propose a definitive localisation prematurely, but to establish a more rigorous evidential framework within which the historical geography of Dadybra and its relationship to the settlement network of Byzantine Paphlagonia can be reassessed.

KEYWORDS

Dadybra, Byzantine Paphlagonia, Historical geography, Settlement localisation, Niketas Choniates, Safranbolu

COMPETITIVENESS OF THE MEDIEVAL TOWN OF MAGLIČ AS A TOURIST DESTINATION

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ABSTRACT

The medieval town of Maglič is located in central Serbia, in the Ibar Gorge, about thirty kilometers from Kraljevo. It is an important tourist destination based on cultural heritage, with significant cultural, historical and tourism potential. The aim of this research is to examine the competitiveness of the medieval town of Maglič as a tourist destination by analyzing the opinions of tourists who visited it. The research also aims to identify the main advantages and disadvantages of the tourism offer and provide guidelines for its future improvement. For the purpose of the research, tourism destination attributes were divided into five dimensions. The respondents evaluated the importance of these attributes and their satisfaction with them using two parallel five-point Likert scales. Data were collected through an online ques-

tionnaire created using Google Forms. The questionnaire was publicly available and distributed through social networks. Data collection was carried out from August to November 2025, and a total of 265 valid questionnaires were collected. The data were analyzed using IBM SPSS Statistics, version 23. Descriptive statistics, an independent samples t-test and one-way analysis of variance (ANOVA) were used. The analysis included the sociodemographic characteristics of the respondents, general characteristics of their travels, and their evaluations of the importance of and satisfaction with the tourism destination attributes. The results showed that the most significant differences in the importance of the attributes were related to the age of the respondents. Differences were also found according to monthly income for certain attributes and according to marital status. However, no statistically significant differences were found according to the respondents' level of education. Regarding satisfaction with the destination attributes, the most significant differences were found according to monthly income and marital status. No statistically significant differences were found between different age groups or according to the level of education. The results provide a basis for understanding the current level of competitiveness of the medieval town of Maglić and can serve as guidelines for improving its tourism offer, destination management and future position on the tourism market.

KEYWORDS

Medieval town, Maglić, Kraljevo, Competitiveness, Tourist destination

BEYOND LEGACY IN THE DANUBE REGION: VOLUNTEERING AND CIVIC PARTICIPATION IN TIMIȘOARA 2023 EUROPEAN CAPITAL OF CULTURE

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ABSTRACT

This study, as part of broader research, examines how volunteering served as a key driver of civic participation during Timișoara's title year as European Capital of Culture (ECOC) in 2023. Located in a cross-border cooperation area in the macro-region Danube region, Timișoara, when it held the title of ECOC, relied on volunteer groups to implement cultural initiatives,

demonstrating that their role in promoting broader involvement and active citizenship remains vital. Using a mixed-methods approach, this article combines quantitative and qualitative data collected through surveys among volunteers, interviews with project coordinators, and analyses of ECoC program reports. The study addresses two central questions: 1) How did citizens move from passive to active participants in cultural initiatives; and 2) How can municipal institutions and local organizations support these volunteer networks to maintain civic engagement beyond the ECoC program year? The findings indicate that, in line with the official slogan and theme of the Timișoara 2023 event, “Shine your light! Light up your city!”, the ECoC volunteering program successfully engaged citizens, strengthening local community pride and active engagement. However, preserving the legacy of the ECoC program and maintaining civic engagement in the long term after 2023 requires sustained institutional support and accessible opportunities for community-led projects. Ultimately, this paper offers a practical perspective on how medium-sized European cities can leverage ECoC volunteer programs to foster enduring civic participation.

KEYWORDS

Volunteering, Civic participation, Timișoara 2023 ECoC, Danube region, Cultural programme

FROM EMERGENT TO MATURE LEGACIES: A COMPARATIVE ANALYSIS OF TOURISM HIGHER EDUCATION IN ROMANIA'S POST-ECOC CITIES

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ABSTRACT

Higher education institutions continuously diversify their curriculum portfolios to sustain student attractiveness amid shifting regional socio-economic conditions, and tourism programs are a recurring outcome of this pragmatic diversification nationwide. This paper examines how universi-

ties, once tourism programs already exist, incorporate locally hosted mega-events such as the European Capital of Culture (ECoC) designation into their institutional communication, borrowing glamour by association to reinforce distinct promotional identities. Drawing on the two Romanian ECoC cities to date, the study compares how universities in cities at different stages of ECoC market maturity frame this reference in their public-facing communication: Timișoara (emergent, post-2023) and Sibiu (mature, post-2007). Using a desk-based qualitative design, drawing on publicly available web content (university homepages, program pages, and admissions materials), the study conducts a comparative framing and content analysis of public communication materials such as curricula, program profiles, and promotional content from the principal tourism-program providers in each city: the West University of Timișoara (UVT), the King Michael I University of Life Sciences from Timișoara (USVT), and the Lucian Blaga University of Sibiu (ULBS). Desk findings are validated by targeted semi-structured interviews with institutional program representatives, designed in part to reveal whether the ECoC reference surfaces spontaneously in accounts of program origin or only when directly prompted, a distinction used as an empirical marker of how deeply the reference has been integrated into institutional self-understanding versus retained as a discretionary, secondary promotional layer. The study expects to examine whether and how universities frame their independently-originated tourism programs around the promotional value of the ECoC reference in constructing institutional identity. Rather than presupposing a specific pattern, the comparative design remains open to how each institution — in the emergent Timișoara context and the more mature Sibiu context — mobilizes, adapts, or sets aside this reference in its program-level communication, and to what extent this reflects market maturity rather than a uniform effect.

KEYWORDS

Tourism higher education, Institutional communication, Portfolio diversification, European Capital of Culture, Brand association, Event leverage, Agrit

ODYSSEY WITHOUT PALACES: THE ODYSSEIA TOUR AND THE CULTURAL ACTIVATION OF MARITIME LANDSCAPE

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ABSTRACT

Historical replicas are widely used to represent cultural heritage. Yet, their cultural significance may extend beyond historical accuracy when they become embedded in participatory tourism experiences. This paper examines *Odysseia*, a long-running daily excursion for tourists from Nydri, Lefkada. This excursion is conducted aboard a replica-style ancient Greek vessel through an Ionian maritime landscape associated with Odyssean narratives. Drawing on qualitative analysis of visitor reviews, the study explores how replica, storytelling, landscape, recreation and participation interact in the visitor experience. The findings suggest that *Odysseia* constitutes a hybrid recreational–cultural experience with an emergent creative-tourism dimension. Cultural meanings become salient not primarily through the authenticity of the replica, but through their experiential activation within narrative, social interaction and place immersion. The case suggests that, particularly where heritage is dispersed, intangible or weakly monumental, relatively modest cultural representations can stimulate cultural attention of maritime landscape. This outcome provides a foundation for deeper participation, cultural management interventions and experiential placemaking.

KEYWORDS

Cultural representations, Odyssey, Replicas, Travel recreation, Placemaking

CULTURAL HYBRIDITY AND IDENTITY

THE ECOC SPATIAL COMPONENT AND THE NEW, POST-2033 ECOC CRITERIA: JUXTAPOSING PUBLIC CONSULTATION AND THE EUROPEAN COMMITTEE PROPOSAL TO THE EUROPEAN PARLIAMENT

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ABSTRACT

The European Capital of Culture (ECoC) Action is going to be extended for the period 2024 - 2047, due to its successful evolution over the previous cycles of implementation. The paper a) underlines the importance of the ECoC spatial component by highlighting the importance of 'Urban Spatial Identity' as a tool of both analysis and evaluation and b) juxtaposes the author's contribution to the EU Public Consultation with the recent European Committee (EC) Proposal to the European Parliament (EP). The new criteria the author introduces are briefly the architectural and urban dimensions, i.e., through the organization of pan-European contests for the creation of new or the upgrading of existing infrastructure. For the amendment of the existing criteria, the author proposes a) the necessity for the 'European dimension' penetrating the whole range of criteria, b) the introduction of the candidate city's hinterland or even region, c) setting an emphasis on the city's Spatial Legacy, c) engaging even more substantially local communities and d) the organization of a biennial ECoCs Conference. The EC Proposal to the EP states, among others, a) the necessity for empowering the 'European Dimension' encompassing the whole range of criteria, b) specifies the institutional bodies for collaboration (i.e., NEB, UNESCO) c) the EU policies, cultural or other, be integrated (i.e, Culture Compass, EU Agenda for Cities) and d) accepts the geographical enlargement of the ECoC borders. Nevertheless, the Spatial Component remains under-represented.

The author's proposals attempt to fill in this major gap, which is scientifically and culturally necessary.

KEYWORDS

ECoC, Spatial Component, Public Consultation, European Committee, European Parliament

CONFERENCE ATTENDANCE DECISION-MAKING: EVIDENCE FROM A BUSINESS CONFERENCE IN NOVI SAD, SERBIA

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ABSTRACT

Business events increasingly compete not only to attract participants, but also to create experiences strong enough to encourage repeat attendance and positive word-of-mouth. This study examines the factors associated with attendance decisions at a business conference held in Novi Sad, Serbia, with particular attention to differences across attendee profiles and previous attendance experience. Data were collected through an online survey of 171 participants. The questionnaire included socio-demographic characteristics, prior attendance information and 21 items related to conference participation. Exploratory factor analysis (EFA) was used to identify the underlying dimensions of attendance decision-making, while independent-samples t-tests and one-way ANOVA were applied to examine differences between participant groups. The analysis identified four factors: perception of the destination and overall conference experience, conference program and reputation, cost, and intention to attend the conference. Perception of the destination and overall conference experience emerged as the strongest factor, reflecting the combined importance of the host city, networking opportunities, professional development and the wider event

experience. Conference program and reputation were also evaluated highly by participants, particularly in relation to program quality, well-known speakers and the overall reputation of the event. Significant differences in cost perceptions were identified across age groups, education levels and previous attendance. Older and more highly educated participants perceived conference-related costs as more acceptable, while first-time attendees evaluated these costs more favourably than repeat attendees. In addition, participants who intended to re-attend or would recommend the conference reported more positive evaluations of the destination and overall conference experience, as well as the conference program and reputation. The findings indicate that attendance decisions are associated with a combination of event-related, destination-related, financial and participant-specific factors. The results underline the importance of considering the conference and its host destination as an integrated experience rather than focusing exclusively on program content. For event organizers, strengthening program quality, networking opportunities and destination experience, together with pricing approaches adapted to different attendee groups, may contribute to more effective participant attraction and retention.

KEYWORDS

Business conference, Attendance decision-making, Destination experience, Conference participation, Attendee behaviour

ECOC TRAJECTORIES: URBAN PERFORMATIVITY WITHIN THE COMPETITIVE ECOSYSTEM OF EUROPEAN LABELS

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ABSTRACT

The ECOC title has become, over time, a learning opportunity for cities and

a process of socialization into the logic of European competitions. In preparing for this title, cities learn to write persuasive Bid Books, to articulate identity narratives and to mobilize a wide range of actors around European expectations and selection criteria. These practices are transferred to other European thematic labels cities compete for (such as green or gastronomic), placing cities within a competitive ecosystem in which they strategically accumulate symbolic capital and adapt their identity narratives. The study explores how ECoC cities navigate and perform in the expanding landscape of European labels. It analyses how they sequence their titles over time, how they align with the selection criteria, how they adjust their identity narratives depending on the thematic focus, and how these processes leave long-term legacies for cultural governance. The research methodology combines the mapping of cities that hold multiple labels with comparative case studies on selected cities, based on content analysis of programmatic documents. The results offer insights useful for city administrators and public communicators interested in placing their communities in the ecosystem of European cultural cities.

KEYWORDS

European label, Identity, Performativity, Socialisation, Cultural governance

HOUSING ADJUSTMENT IN MONOTONOUS RESIDENTIAL ESTATES: RESILIENCE, WELLBEING, AND EVERYDAY LEISURE

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ABSTRACT

Standardised residential estates often prioritise construction efficiency and visual consistency over the diverse needs of their inhabitants. This mismatch can weaken place attachment, restrict everyday activities, and reduce opportunities for social interaction. This paper examines housing adjustment as a means of strengthening resilience in monotonous residential envi-

ronments, with attention to the quality of everyday living, shared spaces, and neighbourhood leisure. The study develops a conceptual synthesis of housing adjustment theories, resilience concepts, and Gestalt principles, supported by illustrative housing projects. Its framework connects three dimensions of resilience, environment, permanence, and autonomy, with five influences on residential adjustment: user characteristics, perceptions, life stages, social norms, and housing needs. Examples including Quinta Monroy, Savonnerie Heymans, Mirador, Comfort Town, the Barbican Estate, and Park Hill illustrate different approaches to adaptability, architectural diversity, communal facilities, and regeneration. The synthesis proposes that housing adjustments can support resilience by improving the relationship between domestic space and changing household requirements, enabling personal expression, and creating opportunities for collective activity. Gestalt principles provide a complementary perspective on how spatial organisation, visual differentiation, and continuity influence the perception of residential environments. Shared gardens, pedestrian routes, recreational facilities, and cultural spaces are identified as settings through which neighbourhood life can extend beyond individual dwellings. These connections establish the study's relevance to leisure and interdisciplinary discussions of place, belonging, and social experience. The analysis also recognises that financial limitations, regulatory constraints, emotional attachments, and environmental consequences can restrict or complicate adaptation. Housing adjustment is therefore approached as a negotiated process involving residents, designers, and community institutions. The paper contributes a conceptual framework for understanding how personalisation and collective spatial improvements may strengthen residential continuity, participation, and wellbeing. It concludes that the resilience of housing estates depends on their capacity to accommodate human diversity while sustaining meaningful relationships between people and place.

KEYWORDS

Housing adjustment, Residential resilience, Place identity, Everyday leisure, Communal spaces, Gestalt principles

TOURIST ANIMATION FOR CHILDREN IN THE AREA OF THE CITY OF ZRENJANIN

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ABSTRACT

Modern tourism trends increasingly recognize the importance of family tourism, where the quality and diversity of content intended for children serve as key factors in destination selection and overall visitor satisfaction. The subject of this paper is to investigate the role and significance of tourist animation for children in forming a specific tourist offer in the area of the city of Zrenjanin. The main objective of the study is to determine the potential for improving children's animation by analyzing existing local resources (cultural institutions, events, and natural heritage) and examining user perspectives and attitudes. The methodology encompasses a theoretical analysis of the animation concept and empirical research conducted through a questionnaire survey on a sample of the local population and visitors, focusing specifically on parents of preschool and school-aged children. The research results indicate that a high percentage of respondents (89.7%) attribute great importance to the presence of children's content when choosing a travel destination. Although the performance of current local animators and events received relatively high ratings, the majority of parents (52%) believe that Zrenjanin lacks a sufficient number of specialized events for children, pointing to a significant gap in the market. The study identifies key development directions, including the need for a greater number of specialized children's festivals, clearer program segmentation based on age groups, enhanced promotional activities, and continuous training for professional animation staff. In conclusion, tourist animation in Zrenjanin represents a valuable but underutilized resource. Through strategic planning and institutional cooperation, it could effectively position the city as a recognizable destination for family tourism.

KEYWORDS

Tourist animation, Children's animation, Family tourism, Animator, Tourist offer, Zrenjanin

TRANSLATING DESTINATION CULTURE: DEVELOPMENT OF THE GUIDE CULTURAL MEDIATION QUALITY (GCMQ) SCALE

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ABSTRACT

The role of tourist guides is an important element in shaping how visitors understand and experience a destination. Their contribution extends beyond providing information about attractions, historical events or practical aspects of a visit. In addition, guides communicate local customs, values and social norms, while also translating cultural meanings that may not be immediately apparent and understandable to visitors. In this sense, they act as intermediaries between destination culture and the tourist. Although the cultural role of tourist guides has received increasing attention in previous tourism research, cultural mediation remains under explored as a distinct and multidimensional aspect of guiding. This study aims to develop and validate the Guide Cultural Mediation Quality (GCMQ) Scale, which is designed to capture tourists' perceptions of how effectively guides interprets, communicates and explain destination culture. The proposed construct includes five dimensions: historical and cultural contextualisation, cultural decoding, destination identity interpretation, multiple perspectives and interpretive balance, and intercultural bridging and adaptation. The scale development and validation process will include qualitative item generation, expert review, pilot testing, exploratory factor analysis and confirmatory factor analysis using independent tourist samples. The study will also examine the role of cultural mediation within the tourist experience. The proposed research looks to advance the conceptualisation of tourist guides as cultural mediators by developing a theoretically grounded and empirically validated multidimensional measurement instrument. The GCMQ Scale is expected to provide a systematic means of assessing how effectively guides interpret, contextualise and communicate destination culture to visitors. In doing so, the study aims to strengthen the measurement of cultural mediation in tourism research and provide a foundation for its application across different guided tourism settings. The scale may also support guide training, professional development and the evaluation of guiding practices.

KEYWORDS

Tourist guides, Cultural mediation, Cultural interpretation, Destination culture, Scale development, Tourist experience

FROM CULTURAL HERITAGE TO CULTURAL DIPLOMACY: TOURISM AS A TOOL FOR REPRESENTING MONTENEGRO'S HYBRID CULTURAL IDENTITY

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ABSTRACT

Tourism is no longer viewed merely as an economic activity within contemporary academic discourse, rather, it is conceptualized as a dynamic arena for intercultural encounters, the shaping of perceptions, and the representation of collective identities. Within this framework, the tourism-based valorization and promotion of cultural heritage assume a prominent role in cultural diplomacy. This phenomenon is particularly pronounced in nations whose indigenous identity has been forged through centuries of interpenetration between heterogeneous cultures and traditions. In this regard, Montenegro serves as a paradigmatic case study, given that its cultural and historical ethos evolved within a geopolitical and spiritual space characterized by the continuous intersection of diverse civilizational, religious, and cultural influences. This paper investigates the modalities through which tourism can contribute to the articulation and presentation of Montenegro's multifaceted cultural identity to an international audience, and the extent to which tourism promotion can be established as a legitimate form of cultural diplomacy. The theoretical underpinning of this study is grounded in the conceptualization of cultural identity as a fluid, dynamic, and multi-layered process, as opposed to static and essentialist categories. Concurrently, cultural hybridity is analytically examined as a key resource capable of qualitatively enriching the nation's international representation. The research focuses on the mechanisms of integrating tangible and intangible cultural heritage including historic urban centers, cultural landscapes, customary traditions, multiconfessional heritage, and local cultural practices into contemporary tourism narratives. The objective is to determine how these elements contribute to constructing an image of Montenegro as a destination of authentic cultural encounter and diversity. The study seeks to demonstrate that tourism generates broader social and diplomatic value when cultural heritage is treated not merely as a commodified product destined for

the market, but as a primary medium of communication between the host community and foreign visitors. At the same time, the paper highlights the necessity of a critical and balanced approach to tourism valorization, ensuring that commercialization processes do not result in reductionism, trivialization, or the erosion of the intrinsic complexity of cultural identities. In this sense, cultural diplomacy implemented through tourism channels is recognized as a strategic opportunity for Montenegro to position its cultural diversity not merely as an element of its tourism offerings, but as a fundamental value that fosters intercultural dialogue, mutual understanding, and long-term international cooperation.

KEYWORDS

Cultural tourism, Cultural diplomacy, Cultural hybridity, Heritage, Montenegro

ONE CULTURAL SPACE, THREE PASSPORTS: SHARED HERITAGE AND CROSS-BORDER IDENTITY IN TIMIȘOARA, NOVI SAD AND PÉCS

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ABSTRACT

Timișoara, Novi Sad, and Pécs form a unique cross-border triangle connecting Romania, Serbia, and Hungary, unified by centuries of cultural, historical, and economic links. Their shared heritage from the Habsburg and Ottoman eras is reflected in similar urban layouts, Baroque, Neoclassical, and Secession architecture, and diverse multicultural communities influenced by Romanian, Serbian, Hungarian, German, Croatian, Slovak, Ruthenian, and other traditions. Their sequential recognition as European Capitals of Culture—Pécs in 2010, Novi Sad in 2022, and Timișoara in 2023—further elevates their status as an informal network fostering cultural collaboration. This study explores how shared heritage, minority histories, and modern institutional ties foster a regional cultural identity that transcends national borders. Utilizing an exploratory, comparative case study approach, it examines five key perspectives: historical-imperial development, cultural policy, ethnic diversity, economic and academic collaborations within the Danube–Criș–Mureș–Tisa Euroregion, and tourism. The study focuses on shared minority presences, religious and educational institutions, urban models centered on cathedral squares, Secession palaces, Zsolnay ceramics, visible or suppressed Ottoman influences, and the roles of universities, creative sectors, information technology, and mobility in maintaining current connections. Data are drawn from demographic and architectural profiles, European Capital of Culture narratives, and documented institutional collaborations, enabling structural comparisons across urban contexts without assuming shared historical, social, or political backgrounds. The comparative analysis indicates that these three cities function more as interconnected parts of a shared Central and Southeast European cultural region rather than as isolated national centers. While they share common features, each also highlights unique aspects: Timișoara emphasizes civic multiculturalism and a complex Habsburg-era cityscape; Novi Sad blends Danubian, Balkan, and Serbian traditions centered around Petrovaradin within a multilingual provincial setting; Pécs maintains visible Ottoman influences alongside the Zsolnay cultural and architectural heritage. The European Capital of Culture initiatives strengthen these connections by promoting artistic exchanges, increasing cultural visibility, and encouraging collaboration among institutions and cultural operators. By framing the three cities as a connected cultural route rather than separate destinations, the study contributes to discussions of cross-border identity, heritage interpretation, and regional

development, presenting diversity as a shared European resource.

KEYWORDS

European Capitals of Culture, Timișoara, Novi Sad, Pécs, Cross-border cultural identity, Multicultural heritage

PERCEPTIONS OF VOJVODINA RESIDENTS REGARDING THE IMPACTS OF MONTENEGRIN CULTURAL EVENTS

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ABSTRACT

Cultural events organized by national and ethnic communities can play an important role in preserving cultural identity, strengthening community cohesion, and promoting the cultural diversity of a destination. The aim of this study was to examine the perceptions of Vojvodina residents regarding the positive and negative impacts of cultural events organized by the Montenegrin community. Particular attention was given to differences in respondents' perceptions according to gender, Montenegrin origin, and familiarity with these events. The research was conducted on a sample of 246 residents of Vojvodina. The questionnaire included statements related to six dimensions of perceived event impacts: locals' involvement and attitudes toward the organization of the event, safety and security benefits, national pride and community identity, economic and cultural benefits, social costs, and environmental costs. The findings indicate that gender does not significantly influence residents' perceptions of the examined event impacts. However, statistically significant differences were identified according to respondents' origin. Respondents of Montenegrin origin expressed more positive perceptions of safety and security benefits, while at the same time perceiving significantly lower social and environmental costs compared to respondents who are not of Montenegrin origin. Furthermore, familiarity with Montenegrin cultural events was an important factor shaping residents' perceptions.

Respondents who were familiar with these events reported significantly more positive attitudes toward local involvement and event organization, safety and security benefits, and national pride and community identity. The results imply that residents' perception of their effects may be affected by their familiarity with cultural events and their social tie to the community hosting the activities. The research provides better knowledge of the significance of ethnic and cultural events for the development of community identity and for the process of preservation and promotion of cultural variety in the multicultural region of Vojvodina.

KEYWORDS

Cultural events, Montenegrins, Vojvodina, Residents' perceptions, Event impacts

THE ROLE OF EVENTS IN DIASPORA TOURISM IN SERBIA - PRELIMINARY RESULTS

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ABSTRACT

Diaspora has become an increasingly important tourism segment, particularly in countries with a long history of migration. Diaspora tourism products and services do not necessarily have to be specifically designed for diaspora tourists, as existing tourism products can also serve other types of tourists, as well as other destination stakeholders. Events represent one such tourism product and may provide opportunities for social interaction, cultural engagement and maintaining connections with the country of origin. While previous research has predominantly focused on diaspora communities and events in the countries where they reside, this paper adopts a different perspective by examining whether the existing event offering in Serbia is sufficiently attractive to encourage diaspora tourism.

The aim of this paper is to determine whether existing events held in Serbia are sufficiently attractive to contribute to the development of tourism, with a particular focus on diaspora tourists. To collect the data, a questionnaire was developed and distributed electronically among the members of the Serbian diaspora. This pilot study presents preliminary results based on a sample of 115 respondents. The items were measured using a five-point Likert scale and the data were analyzed using descriptive statistics, including frequencies, percentages and mean scores. The results indicate that the majority of respondents have attended at least one event in Serbia over the past five years (67.8%). Regarding event types, private events were the most frequently attended (37.4%), followed by music festivals (22.6%) and cultural events (13.0%). The highest-rated participation motive was spending time with family and friends ($M = 4.29$), followed by enjoying the atmosphere ($M = 4.16$) and having fun ($M = 4.12$). In contrast, obtaining material benefits ($M = 1.35$), volunteering at events ($M = 2.22$) and business opportunities ($M = 2.16$) were rated the lowest. Respondents generally have positive attitudes towards recommending events in Serbia to other members of the Serbian diaspora ($M = 3.78$), while their intention to recommend such events to people from other countries was even higher ($M = 4.03$). However, the intention to visit Serbia exclusively to attend an event was relatively low ($M = 2.38$). The findings suggest that events in Serbia have the potential to contribute to the development of diaspora tourism, primarily as complementary travel motivators and by providing opportunities for social interaction, enjoyment and maintaining connections with Serbia. This paper contributes to the literature by focusing on diaspora tourism in the Serbian context, with particular emphasis on events as an important component of the Serbian tourism offer. The limitations of the study are reflected in the sample size and the reliance solely on descriptive statistics. It should be noted that these findings are preliminary, as the research is still ongoing and further data collection and analysis are planned.

KEYWORDS

Diaspora, Serbian Diaspora, Events, Diaspora tourism, Motivation

ELITISM IN THE ARTS AND SPORT IN THE UK

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ABSTRACT

This paper examines the causes, nature and effects of elitism in the arts and sports in the United Kingdom. It starts by defining elitism and then considers the importance of meritocracy in the two fields. Whilst they look very different, the mechanisms of elitism, early access, cultural capital and institutional support operate similarly. The significance of private schooling and elite universities such as Oxbridge and major Conservatoires is considered in success in acting, music and literature and the elite sports of rowing, cricket and tennis. Cost barriers to achievement is discussed as is cultural capital, talent pathways and the differences between educational opportunities available in state and private schools. Case studies comparing acting and cricket and basketball and community arts are developed. The consequences of elitism such as limitations to diversity, the reduction of social mobility and the shape of the cultural output of the arts and the competitive landscape of sports are described. Finally, signs of progress such as outreach, scholarships, and community investments are helping widen access in both sectors. But this needs to be supplemented by investment in state school art and sport, a reform of funding models, further support for diverse talent pathways and increased transparency not just the support of tradition and medal potential will reduce elitism.

KEYWORDS

Elite, arts, sport, meritocracy, schools

DIGITAL CROSSROADS

EMOTIONALLY INTELLIGENT AI AND CONSUMER DECISION-MAKING IN ONLINE TRAVEL AGENCIES: INSIGHTS FROM A PILOT STUDY

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ABSTRACT

Artificial intelligence is becoming an increasingly important part of the digital consumer journey, particularly when consumers search for information, compare alternatives, and make decisions online. In travel booking, these decisions can be especially demanding because consumers often face many options, uncertainty, and personal preferences. At the same time, emotions can play an important role in how consumers experience and respond to these choices. This raises an interesting question: can AI go beyond functional personalization and provide a more emotionally responsive digital experience? This study explores the use of Emotionally Intelligent Artificial Intelligence (EI-AI) in Online Travel Agencies (OTAs), with a particular focus on consumer experience and decision-making. An exploratory pilot experiment was conducted with ten international university students from different academic backgrounds. Each participant interacted with two OTA prototypes: a traditional, task-oriented interface and an EI-AI interface incorporating traveler personas, personalized suggestions, supportive and empathetic messages, and emotionally oriented visual elements. The pilot aimed to evaluate the clarity, usability, and feasibility of the experimental design and to generate preliminary insights into participants' responses to the two interfaces. Building on the pilot, the main study is designed as a within-subject experiment involving 30 university students, with each participant interacting with both interfaces to enable direct comparison. Initial pilot observations indicated that participants spent more time exploring the EI-AI interface and described it as more interesting, engaging, and pleasant to explore. They particularly appreciated the colors, traveler personas,

personalized suggestions, and empathetic messages. In contrast, the traditional interface was perceived as more direct but relatively plain. Given the small pilot sample, these observations are exploratory and should not be interpreted as statistically conclusive. Overall, the pilot indicates that emotionally responsive design elements could enhance online travel experiences and establishes a basis for further research on how EI-AI might impact consumer decision-making in digital travel environments.

KEYWORDS

Emotionally Intelligent AI, Consumer behavior, Consumer decision-making, Digital marketing, Online Travel Agencies, Personalization, Artificial intelligence

FROM VIRTUAL RUINS TO REAL PLACES: CAN HERITAGE GAMES MOTIVATE HERITAGE TOURISM?

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ABSTRACT

The rapid development of digital technologies has fundamentally transformed the representation and experience of architectural and archaeological cultural heritage, extending engagement far beyond the physical site. Digital representations available through museums, websites, virtual environments, and, increasingly, digital games have become an important part of the pre-visit experience. Heritage games are particularly significant in this context, as they allow users to encounter, explore, and emotionally engage with representations of heritage sites through interactive and immersive experiences. While research on digital heritage and heritage games has

increasingly addressed issues such as representation, immersion, learning, engagement, and user experience, growing attention has also been given to their potential influence on tourism and visitation intentions. However, the transition from digital engagement and intention to actual visit remains less clearly understood. In particular, the processes through which game-based encounters with archaeological and architectural heritage may generate curiosity, emotional engagement, destination interest, and ultimately motivation to experience the physical site require further investigation. This conceptual study examines how heritage game experiences may influence the journey from digital engagement to physical heritage visitation by integrating perspectives from digital heritage, heritage games, and game-induced tourism. The study aims to develop a conceptual understanding of how playing a heritage game may contribute to a decision to visit the real-world site. Ultimately, this study positions heritage games not merely as digital representations, but as essential catalysts and integral components of the contemporary cultural heritage tourism journey.

KEYWORDS

Heritage games, Archaeological and architectural cultural heritage, Heritage tourism, Motivation to visit

FROM CAPTURING MOMENTS TO SHAPING EXPERIENCES: THE ROLE OF SELFIES AND MOBILE TECHNOLOGY IN TOURISM

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ABSTRACT

The increasing integration of smartphones and social media into everyday travel has transformed the way tourism experiences are created, communicated, and remembered. In digitally mediated environment, the travel selfie represents more than a photographic record of a destination. It can func-

tion as a form of self-expression and social communication through which tourists connect their physical encounters with the digital representation of their journey. Consequently, digital practices have become an increasingly relevant dimension of contemporary tourism experience. The research explores the interplay between digital self-presentation, mobile technology engagement, destination experience, travel satisfaction, and travel happiness, with particular attention to the different ways in which tourists engage with mobile technologies during travel. Rather than viewing technology use as a uniform phenomenon, the analysis distinguishes between more harmonious and more obsessive forms of engagement and considers their implications for tourists' experiential and affective outcomes. The findings indicate that digital engagement has a multifaceted influence on tourism experiences. Both selfie-related attitudes and patterns of mobile technology use contribute to the way tourists perceive and experience destinations. Harmonious engagement with mobile technology is associated with more positive social and well-being outcomes, whereas obsessive engagement produces a more complex pattern, enhancing certain aspects of travel evaluation while being negatively associated with travel happiness. Self-presentation, travel-related selfie motivations, and the symbolic value attributed to selfies also emerge as relevant factors in tourists' emotional responses to travel. Furthermore, the social value and well-being generated through the destination experience contribute positively to travel satisfaction, highlighting the importance of the experiential rather than purely technological dimension of digital tourism. The findings suggest that the travel selfie is part of a broader digitally mediated tourism experience in which tourists simultaneously experience, document, and communicate their journeys. This perspective suggests that destination managers should consider not only how destinations are experienced, but also how contemporary tourists seek to represent and share those experiences in digital environments, creating opportunities for more socially engaging and meaningful destination experiences.

KEYWORDS

Digitally mediated tourism, Travel selfies, Mobile technology, Destination experience, Travel satisfaction, Travel happiness, Digital self-presentation

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SMART VILLAGES AS A POTENTIAL APPROACH TO THE DEVELOPMENT OF TOURISM IN CENTRAL BANAT AREA, SERBIA

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ABSTRACT

In today's world, information and communication technologies (ICT) have become an indispensable part of everyday life, permeating virtually every aspect of human activity. Smart villages aim to improve the quality of life of their residents through the use of ICT. By incorporating the five main components of smart villages — initiatives, infrastructure, institutions, services, and community — the principles of smart tourism can be integrated into rural development. For the purposes of this study, a SWOT analysis was conducted to examine the potential for combining smart villages concepts with tourism development in Central Banat Area, Serbia. The main strengths of this approach include the utilization of the natural and social capital available in rural areas, as well as the promotion of cultural heritage. At the same time, it could create opportunities such as connecting visitors with traditional ways of life, employment for local residents, contribution to retaining younger populations in villages, and increase community income. On the other hand, key weaknesses include the lack of touristic and digital infrastructure in most Central Banat Area villages, depopulation, and a high proportion of elderly and low-educated residents who may lack the skills required to transition to digital technologies. Threats include potential disinterest among stakeholders, local administrations, and communities in adopting new approaches, changes in the traditional pace of life due to increased tourist numbers, and excessive reliance on tourism as the primary economic activity. Nevertheless, adopting the concepts of smart villages could represent an important step towards not only tourism development, but also general rural and regional development. Future research should focus on case studies of specific local administrative units to develop tailored development plans based on their existing conditions, including human capital, natural capital, and cultural heritage.

KEYWORDS

Smart Villages, Rural areas, Regional development, Digital transformation, SWOT analysis

THE IMPACT OF VIRTUAL REALITY ON DESTINATION PERCEPTION AND VISIT INTENTION: AN EXPERIMENTAL STUDY

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ABSTRACT

The rapid development of modern technologies has fundamentally transformed how tourists perceive destinations and shape demand. Once tied exclusively to physical space, perceptions of tourist environments now acquire a more dynamic dimension through the integration of virtual information. In this context, Virtual Reality (VR) provides users with an immersive and interactive experience that shapes destination impressions and visit decisions. Although VR has been widely studied as a destination marketing tool, limited experimental evidence shows whether VR exposure changes how destination perceptions translate into visit intentions. Accordingly, this paper focuses on analyzing the role of virtual reality in tourism, with special emphasis on the interplay between technology acceptance, user experience, and user attitudes. The research was conducted from May to August 2026 on a sample of 250 respondents, divided into an experimental group (125 respondents who viewed the destination using VR headsets) and a control group (125 respondents who viewed 2D photographs). Data were processed using SPSS 23 software. The main objective was to determine whether there are differences in attitudes and visit intention depending on the media used. The results showed that destination perception is a statistically significant and positive predictor of visit intention. Comparative analysis of the experimental conditions revealed that respondents in the VR group achieved significantly higher mean scores regarding both destination perception and visit intention compared to the control group. However, the results of the moderation analysis indicate that the type of media does not moderate the relationship between perception and visit intention (the underlying mechanism of influence operates consistently in both conditions). The findings indicate that the application of VR technology significantly enhances the user experience and stimulates visit intention, providing a clear empirical

foundation for the deployment of immersive technologies in destination marketing. The contribution of this study lies in theoretically and practically clarifying the mechanisms through which immersive media shape tourist behavior, offering destination managers concrete guidelines for effectively restructuring marketing strategies and promotion through the use of modern VR technologies. Additionally, the contribution is highlighted by the novelty of comparing these two respondent groups, marking a foundational step in researching this topic.

KEYWORDS

Virtual reality, VR, Destination perception, Visit intention, Innovative technologies, Tourism, Experimental research

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IS RELIGIOUS TOURISM ACCESSIBLE? EVALUATING ONLINE ACCESSIBILITY INFORMATION ACROSS GREEK RELIGIOUS DESTINATIONS

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ABSTRACT

For travellers with disabilities, a pilgrimage may become inaccessible before the journey even begins. Access to a religious destination starts with having enough information to plan the visit: how to get there, move around the site and take part in the experience. This is particularly important in accessible tourism, where a barrier at any point in the accessible tourism chain can affect the journey as a whole. Information is therefore part of accessibility itself. It needs to be available, reliable and detailed enough to support travel decisions, but it also needs to be digitally accessible. In religious tourism,

this becomes even more important, as visiting a religious site may involve not only physical access but also participation in worship, pilgrimage and spiritual experiences. This study examines the accessibility information available through the official online sources of 15 religious destinations in Greece. Five categories were purposively selected from the broader typology of religio-cultural resources proposed by Moira et al. (2009). The selection focused on permanent, identifiable and visitable resources that could be assessed on a comparable basis. The content analysis draws on Rubio-Escuderos et al. (2026) and adapts their framework to the religious tourism context, adding information related to worship and pilgrimage and to digital/virtual access. Website accessibility is also examined using TAW against WCAG 2.1, together with targeted manual checks. The analysis therefore considers both the accessibility information visitors can find and whether the websites themselves allow them to access it. Preliminary findings show that accessibility information is limited and varies considerably across the destinations examined. The technical assessment also reveals similar accessibility problems across several websites. This creates two closely connected difficulties for visitors with disabilities: they may not find enough information to decide whether a destination meets their needs, and the website they rely on to obtain that information may itself be difficult to use. These findings are especially relevant at a time when Greece is reshaping its official digital tourism presence. The new VisitGreece.gr, launched in July 2026 as part of the Digital Transformation of the Greek National Tourism Organisation, brings together tourism information, culture, technology and visitor experience within a new digital ecosystem. The study can help identify the accessibility information that should be included more systematically in the digital presentation of religious destinations, so that this transformation also responds to the needs of travellers with disabilities.

KEYWORDS

Religious tourism, Accessible tourism, Accessibility information, Accessible tourism chain, Religious destinations, Web accessibility, Greece

TRAVELERS EVOLUTION FROM MASS TOURISM TO ACTIVE HOLIDAY SEEKERS

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ABSTRACT

Adventure tourism has gone through a lot of transformation over the last two decades. Today adventure holidays are enjoyed by families, couples, solo travelers, the older generation and even mixed age groups. This way of travelling entails meaningful experiences that are a blend of nature, culture, education and self transformation. The nature of the activities undertaken in such adventure tours has undergone a change too – from harder such as sky diving to softer such as hiking, cycling, kayaking, game watching, bird watching, cultural and culinary experiences. Adventure travelers desire to visit interesting places and try new activities which will stay with them forever particularly in Europe where the majority of tourists are interested in some form of adventure travels. Though physical activities remain a component of adventure travel, individuals seek cultural experience, meeting new people, and getting self-awareness. Besides, people desire to spend quality time with family members and friends and pay attention to their well-being. So adventure travel is no longer related just to physical activities but rather represents a whole experience which involves visiting local restaurants, learning about the history and nature of the regions visited and enjoying natural scenery of adventure travel. It has become a must for the adventure travel industry to be sustainable. This includes using travel products in an environmentally friendly manner, minimizing waste and traveling at off-peak times. Sustainable and authentic cultures can help to create experiences that feature natural landscapes and unique culture of destination. There can be activities offered which allow travelers to get involved in local culture such as cooking and crafts. The future of adventure travel seems bright and promising overall. Through the use of sustainable practices, cultural integrity, and community engagement, destinations have an opportunity to offer responsible tourism products that serve the best interest of all parties. Whether travelers choose hiking, biking, or just exploring somewhere, ac-

tive holiday has the ability to motivate, inform, and change us; it's up to destinations to ensure this occurs in a way that benefits everybody.

KEYWORDS

Adventure tourism, Active holiday, Sustainable tourism

THE SHAPE OF TRAVEL POSTING: SOCIO-DEMOGRAPHIC AND TRAVEL CHARACTERISTICS AS PREDICTORS OF FOMO AND CONSPICUOUS POSTING

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ABSTRACT

Tourism experiences have increasingly become part of tourists' self-presentation on social media platforms. The desire to share travel experiences is often influenced by tourists' concerns about missing valuable opportunities, the search for novel experiences, and the use of travel content to communicate personal achievements and social status. The widespread use of social media has increased the visibility of tourism experiences and provides tourists with opportunities to present their journeys as a reflection of their personal image and lifestyle. However, tourists do not engage in travel posting in the same way, and their motivations may differ depending on individual differences. Thus, the present research aimed to explore differences in travel FOMO, novelty-seeking tendencies, and motivations for conspicuous consumption posting according to tourists' socio-demographic and travel-related characteristics, as well as social media posting habits. The study was conducted during June and July 2027 on a sample of 150 Serbian tourists who use social media and share content from their travels. Data were analyzed using SPSS Statistics, version 23. Gender differences were found in travel FOMO and novelty-seeking tendencies, with female respondents showing higher levels of travel FOMO and stronger novelty-seeking tendencies than

male respondents. In terms of age, a positive correlation was found between age and the Pure dimension of motivations for conspicuous consumption posting. Older respondents were more likely to use travel content to communicate financial success, social status, and wealth. Regarding education, respondents with Master's or doctoral degrees showed higher scores on the Destination-snob dimension of motivations for conspicuous consumption posting than those with a high school diploma or Bachelor's degree. Monthly income was also associated with travel FOMO, as respondents with above-average income showed lower travel FOMO compared with respondents with average and below-average income. In contrast, respondents with average income showed stronger Pure motives compared with respondents with above-average and below-average income. Posting frequency was associated with differences in travel FOMO, as respondents who shared travel content more frequently showed higher travel FOMO than those who rarely posted. Additionally, those who posted very frequently placed greater importance on novelty-seeking tendencies and demonstrated higher scores on the Self-snob and Destination-snob dimensions of motivations for conspicuous consumption posting compared with respondents with lower posting frequency. The findings contribute to a better understanding of tourists' travel posting behavior and the motivations behind sharing travel experiences on social media. The theoretical and practical implications of the findings are discussed in the paper.

KEYWORDS

Travel FOMO, Novelty-seeking tendencies, Motivations for conspicuous consumption posting, Social media, Tourist behavior, Socio-demographic characteristics

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THE ROLE OF DIGITAL GAMES IN CULTURAL HERITAGE MARKETING: A STUDY OF THE GALLIPOLI GAME

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ABSTRACT

Digital games provide opportunities to present cultural heritage in an interactive and experience-based environment and to reach diverse target audiences. The representation of historical places and events in digital games has been associated with cultural heritage awareness, perceived authenticity, destination image, and visit intention. However, studies that examine these relationships by considering user, media, and content creator discourses together remain limited. This study aims to identify indicators regarding the role of digital games in cultural heritage marketing in the case of the Gallipoli game, developed by BlackMill Games. As part of ongoing thesis research, media news reports, content creator posts, institutional content, and user interactions generated during the game's launch process are examined. A qualitative approach and content analysis were employed in the study. Data were collected from three groups between 10 and 18 August 2026: (D1) news reports published by national media organizations attending the launch (13 organizations); (D2) social media posts by five content creators and a Steam announcement; and (D3) user comments on these contents. Approximately 1844 comments were screened. After excluding single-word comments, context-free comments, emojis, and spam content, 118 meaningful comments were included as coding units, yielding 148 coding units for D3. The data were coded under the themes of cultural heritage awareness, perceived historical authenticity, destination image, visit intention, and institutional perception. A total of 383 coding units were identified (D1=201, D2=34, D3=148). In terms of thematic distribution, cultural heritage awareness (28.5%) and destination image (28.5%) ranked first, followed by perceived historical authenticity (21.9%), institutional perception (14.6%), and visit intention (6.5%). The most frequently recurring code was "Spiritual/Symbolic Value," with 85 occurrences, followed by "Heritage Elements," with 79 occurrences. Media and content creator discourses strongly emphasized the potential of the game to promote Çanakkale and encourage visitation, while 25 expressions related to visit intention (Z1: 13, Z2: 12) were identified

in user comments. The findings indicate that cultural heritage awareness and destination image were prominent during the launch process, whereas visit intention remained relatively limited (6.5%). Although the 25 expressions identified in user comments may indicate an early potential, no causal inference can be made. An important methodological limitation is that the data were collected before the commercial release of the game; therefore, the D3 findings reflect discourse prior to the actual gaming experience. In the second phase of the research, semi-structured interviews will be conducted with different groups of players to examine more comprehensively the effects of the gaming experience on the variables. The study contributes originality by approaching digital games not merely as promotional tools but as marketing environments that facilitate interaction among cultural heritage, users and destinations, while also comparing three distinct data groups. The findings provide an empirical starting framework for the second phase of the research.

KEYWORDS

Cultural heritage, Cultural heritage marketing, Digital games, Historical authenticity, Destination image, Visit intention, Gallipoli

HUMAN-CENTERED DESIGN IN TOURISM: RECLAIMING THE HUMAN IN THE AGE OF AI

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ABSTRACT

The rapid integration of Artificial Intelligence (AI), Virtual Reality (VR), and Augmented Reality (AR) is transforming tourism by making information, destinations, and heritage increasingly accessible. However, greater technological accessibility does not necessarily create more meaningful, authentic, or memorable tourism experiences. Within the framework of Human-Centered Design, this paper argues for a renewed focus on the human dimension

of tourism and a return to its essential values: interpersonal communication, empathy, emotional engagement, storytelling, and genuine encounters between people. Rather than opposing technological development, a human-centered approach positions technology as a supportive tool that should enhance, rather than replace, human interaction. This distinction is particularly relevant in tour guiding and heritage interpretation. While AI-based applications and immersive technologies can efficiently provide information, reconstruct historical environments, and personalize content, they cannot fully reproduce the spontaneity, emotional intelligence, cultural sensitivity, adaptability, and interpersonal dynamics of a human guide. The tour guide therefore remains a central actor in creating meaningful visitor experiences, functioning not merely as an information provider but as an interpreter, storyteller, cultural mediator, and co-creator of experience. Human interaction enables interpretation to respond dynamically to visitors, places, emotions, and unexpected situations—dimensions that cannot be reduced to technological efficiency. The paper proposes that the future of tourism should not be framed as people versus technology, but rather as technology in the service of people. Human-Centered Design offers a framework for preserving the fundamentally human character of tourism while selectively integrating technological innovation. In an increasingly digital tourism environment, human encounter may ultimately become not less important, but more valuable.

KEYWORDS

Human-centered design, Artificial intelligence, Tour guides, Heritage interpretation, Human interaction

CROSS-CUTTING THEME CLIMATE CHANGE AND OVERTOURISM

GIS SUITABILITY ANALYSIS FOR DARK SKY PARK DESIGNATION AND DARK SKY TOURISM IN THE GORNJE PODUNAVLJE SPECIAL NATURE RESERVE (SERBIA)

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ABSTRACT

Light pollution is a growing environmental problem that negatively affects natural ecosystems, population health, energy consumption, and the ability to observe the night sky. In this paper, various GIS tools were used to identify areas suitable for establishing a Dark Sky Park in the Special Nature Reserve “Gornje Podunavlje” (Serbia). The intensity of artificial lighting, distance from settlements, roads, and industrial zones, altitude, terrain slope, land use, degree of nature protection, and accessibility of potential locations were analyzed. The input data were processed through attribute and location selection, creation of protection zones, distance analysis, reclassification of raster data, and weighted overlay of thematic layers. Based on the defined criteria, a thematic map was created, providing insights into which zones, from very low to very high suitability, were distinguished. The results showed that the most favorable areas are spatially associated with zones with low intensity of artificial lighting, greater distance from urbanized and industrial areas, favorable relief characteristics, and a preserved natural environment. Additional analysis of accessibility and existing spatial limitations identified locations with the greatest potential for dark sky tourism, educational activities, and night sky protection programs. The applied methodological framework proved suitable for preliminary spatial evaluation and the selection of locations that should be examined in more detail through field research and measurements of night-sky quality.

KEYWORDS

Dark sky park, Gornje Podunavlje, Light pollution, ALAN, GIS

EXTREME WEATHER-RELATED EVENTS AND FISHING TOURISM IN VOJVODINA, SERBIA

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ABSTRACT

Europe in 2026 is experiencing climatological-hydrological degradation that has not been recorded in history. The lack of precipitation, along with record heat waves that were repeated, with periods that cannot be called colder periods, led to extreme evaporation and unrecorded minimum river water levels. Hydrological droughts have become a continental problem this summer, which is most visible in regions that are rich in surface water; in Serbia, Vojvodina is hydrologically devastated. The Danube, Sava, Tisa, Bosut, Begej, Tamiš, the canal network, numerous lakes, ponds, swamps, and wetlands are all at a minimum, hydrologically as well as biologically. Prolonged high temperatures decrease dissolved oxygen and elevate water temperatures, triggering biological minimum flows that stress native fish stocks. Higher water temperatures drastically lower oxygen holding capacity, compounding direct thermal fish stress. Low flows concentrate pollutants and turn slow-moving sections and canals into incubators for bacteria, prompting water quality. Also, low-altitude Pannonian rivers, shallow lakes, and slow lowland tributaries lack deep thermal stratification refuges. Such conditions in many ways complicate the conditions for the development of fishing tourism. Employees in Fishing Tourism must adapt to the current situation, and they should focus their activities on protecting the fish stock as a resource for the future, and this must be a priority. The activities should include: sectorization of waters according to the threat to fish stocks, identification of the most endangered fish species and their protection, restriction and strict control of fishing tourists, reduction of the number of tourists as well as a ban on fishing in the most endangered areas. In these conditions, a strict sustainable form of fishing tourism is the only correct approach.

KEYWORDS

Climate change, Fishing tourism, Hydrology, Thermal and oxygen stress, Vojvodina, Serbia

CAN TOURISM DESTINATIONS REMAIN LIVEABLE FOR FUTURE GENERATIONS? FAMILY PLANNING INTENTIONS, QUALITY OF LIFE, AND CLIMATE CONCERNS AMONG YOUNG RESIDENTS

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ABSTRACT

The future sustainability of tourism destinations depends not only on environmental resilience and economic competitiveness, but also on their ability to provide satisfactory living conditions for local communities. In destinations experiencing intensive tourism development, liveability, quality of life, and social sustainability are increasingly important, particularly for younger generations who will shape future demographic and territorial trajectories. This study investigates how young residents perceive the relationship between climate change, quality of life, and future family formation in three Southern European urban contexts: Málaga (Spain), Rijeka (Croatia), and Novi Sad (Serbia). Conducted within the framework of COST Action CA21150, the research draws on comparative survey data collected among university students in 2026 to examine how environmental and socio-economic uncertainties influence young adults' expectations about their personal futures and the future of their communities. The analysis combines three interconnected dimensions: perceptions of climate change and environmental risks; subjective well-being and future orientation; and family planning intentions. Climate-related variables include perceptions of

the seriousness of climate change, trust in climate information, perceived institutional responsibility, environmental behaviour, and concerns about future environmental conditions. Quality of life and future expectations are assessed through life satisfaction, optimism, perceived personal agency, and perceptions of future living conditions. Family-related indicators include intentions to have children, ideal family size, and perceived barriers to parenthood. The study approaches tourism destinations as lived spaces where environmental change, economic opportunities, tourism pressures, and everyday well-being intersect. Tourism growth can generate employment and economic benefits, but may also intensify pressures related to housing costs, affordability, environmental quality, and access to resources. These factors may influence whether young residents perceive destinations as places where they can establish independent lives and raise future generations. By placing young residents at the centre of the analysis, the paper contributes to debates on sustainable tourism and overtourism through the concept of destination liveability. It argues that destination sustainability should be evaluated not only through visitor capacity and environmental management, but also through residents' well-being, demographic continuity, and future aspirations. Family planning intentions can therefore be understood not only as individual choices but also as reflections of how young people evaluate the future habitability and social sustainability of the places they inhabit.

KEYWORDS

Tourism destinations sustainability, Liveability, Young residents, Quality of life, Family planning intentions, Climate change perceptions, Southern Europe, COST Action CA21150

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INTEGRATING PLACE ATTACHMENT, QUALITY OF LIFE, AND SUS-TAS METHODS FOR SUSTAINABILITY RESEARCH AND COMMUNITY WELL-BEING IN TOURISM-DEPENDENT TERRITORIES

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ABSTRACT

Understanding sustainability in tourism-dependent territories requires a holistic perspective that considers not only environmental and economic conditions but also how residents perceive, experience, and establish connections with the places they inhabit. This paper examines the integration of three complementary approaches, namely place attachment, quality of life and well-being, and the Sustainable Tourism Attitude Scale (SUS-TAS), to explore the social dimensions of sustainable tourism development and community well-being. Place attachment provides insight into the emotional, social, and cognitive bonds between individuals and their environments, while quality of life and subjective well-being capture how residents evaluate their living conditions and overall satisfaction with life in tourism-oriented communities. SUS-TAS complements these perspectives by assessing residents' attitudes towards the sustainability of tourism development across environmental, economic, and socio-cultural dimensions. Considered together, these approaches provide a more comprehensive understanding of how sustainability is perceived, experienced, and negotiated in communities facing pressures associated with tourism growth, environmental change, and changing living conditions. The paper examines the conceptual and methodological synergies between the three approaches, with particular attention to the possibilities and challenges of integrating their constructs, indicators, and datasets. Drawing on ongoing empirical research in tourism and community contexts, the study considers how measures of place attachment and quality

of life can be combined with SUS-TAS dimensions to explore relationships between residents' connections to place, perceived well-being, and attitudes towards sustainable tourism development. Particular attention is given to methodological decisions concerning construct compatibility, measurement scales, questionnaire design, data integration, and the interpretation of findings across different disciplinary perspectives. The integrated approach enables sustainability to be examined not only as an objective condition of a tourism destination or community but also as a socially and psychologically experienced process shaped by residents' everyday interactions with tourism-related transformations. The paper contributes to interdisciplinary sustainability research by proposing a methodological framework that connects human–environment relationships, subjective well-being, and residents' perspectives on tourism sustainability. Such integration may strengthen the capacity of sustainability research to generate actionable knowledge for destination management and community development, supporting strategies that are environmentally responsible, economically viable, socially equitable, and meaningful for local residents.

KEYWORDS

Place attachment, Quality of life, Well-being, SUS-TAS, Sustainable tourism, Destination management, COST Action CA21158

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EVALUATION OF ADAPTIVE FACADE SYSTEMS IN SUSTAINABLE TOURISM BUILDINGS WITHIN THE SCOPE OF NET-ZERO TARGETS AT BUILDING AND URBAN SCALES

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ABSTRACT

The building sector is one of the largest contributors to global energy consumption and carbon emissions, while tourism buildings constitute one of its most energy-intensive components due to their continuous operation, high occupancy rates, and substantial energy demands. In particular, hotels consume significant operational energy through heating, ventilation, and air-conditioning systems, domestic hot water production, swimming pool facilities, lighting, and food and beverage services. In addition, embodied carbon associated with construction materials represents a considerable proportion of life-cycle greenhouse gas emissions. Consequently, achieving net-zero carbon targets in sustainable tourism architecture requires not only energy-efficient mechanical systems but also climate-responsive architectural solutions capable of adapting to changing environmental conditions. This study aims to evaluate adaptive facade systems in sustainable tourism buildings not merely as technological building envelopes that enhance energy performance, but also as active urban interfaces influencing urban microclimate, public space quality, and visitor experience. A review of the existing literature reveals that research on adaptive facades has predominantly focused on office buildings, whereas studies addressing tourism buildings remain limited. Furthermore, most previous research has concentrated on building-scale energy performance, with insufficient attention given to the integrated impacts of adaptive facades on the Urban Heat Island effect, outdoor thermal comfort, and urban microclimate. The research employs a comparative case study methodology by examining three sustainable tourism hotels in Europe: Boutiquehotel Stadthalle (Vienna, Austria), Hotel Jakarta Amsterdam (Amsterdam, the Netherlands), and PARKROYAL Collection Pickering (Singapore). These case studies are

comparatively analyzed with respect to their adaptive facade strategies, Building-Integrated Photovoltaic systems, passive climate-responsive design approaches, and renewable energy integration. The evaluation framework includes operational energy performance, solar control, daylight utilization, indoor thermal and visual comfort, embodied carbon, net-zero energy strategies, impacts on urban microclimate, outdoor thermal comfort, and the potential contribution of facade systems to mitigating the Urban Heat Island effect. The comparative analysis indicates that adaptive facade systems make significant contributions to achieving net-zero targets in tourism buildings by reducing operational energy demand and carbon emissions through photovoltaic integration, dynamic solar shading, and natural ventilation strategies. Moreover, beyond improving building performance, these systems positively influence the surrounding urban environment by enhancing shading conditions, reducing surface temperatures, lowering mean radiant temperature, and improving outdoor thermal comfort. The findings suggest that adaptive facades should be regarded not only as energy-efficient building components but also as climate-responsive urban design elements that enhance public-space quality, strengthen urban climate resilience, and contribute to the realization of net-zero cities.

KEYWORDS

Adaptive facade systems, Sustainable tourism buildings, Net-Zero carbon, Urban microclimate, Urban Heat Island (UHI), Building-Integrated Photovoltaics (BIPV), Comparative case study, Sustainable architecture

TOURISM DEMAND SEASONALITY IN THE NIŠAVA DISTRICT- PATTERNS, CONCENTRATION AND IMPLICATIONS FOR SUSTAINABLE TOURISM DEVELOPMENT

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ABSTRACT

Tourism seasonality represents one of the important challenges for sustainable destination development, as significant fluctuations in visitor demand can affect the use of tourism infrastructure, employment, income generation, and the overall efficiency of destination management. These effects are particularly relevant for regions with diverse tourism resources, where different forms of tourism may have different seasonal patterns. The Nišava District, located in southeastern Serbia, provides a suitable case for examining these dynamics due to its combination of urban, spa, cultural, rural, event, and active tourism. The aim of this study is to examine the temporal distribution of tourism demand in the Nišava District, assess the degree of concentration of tourist activity during the year, and identify the implications of seasonal fluctuations for sustainable tourism planning. Particular attention is given to differences between domestic and foreign tourist demand in order to provide a more detailed understanding of the seasonal structure of tourism in the district. The research is based on monthly statistical data on tourist overnight stays in the Nišava District for the period 2015–2025. Seasonality is examined using the Gini coefficient as a measure of the concentration of tourism demand over the twelve months of the year. The Lorenz curve is additionally applied to provide a graphical representation of the distribution of tourist overnight stays and to facilitate comparison of seasonal concentration across the observed period. The analysis considers total tourism demand as well as domestic and foreign tourist segments. The study contributes to the empirical literature on tourism seasonality by applying a quantitative measure of demand concentration to a regional tourism area in southeastern Serbia. By examining seasonal patterns over an extended period and distinguishing between domestic and foreign markets, the research provides a methodological basis for

understanding temporal imbalances in regional tourism demand. The findings are intended to support evidence-based tourism planning and the development of measures aimed at improving the year-round use of tourism resources and strengthening the sustainability and resilience of the Nišava District as a tourism destination.

KEYWORDS

Seasonality, Sustainability, Tourism demand, Gini coefficient, Lorenz curve, Nišava District, Serbia

CULTURE-LED SUSTAINABLE TOURISM: POLICY INTEGRATION AND DESTINATION MANAGEMENT IN EUROPEAN CAPITAL OF CULTURE CITIES (2020–2030)

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ABSTRACT

The European Capital of Culture (ECoC) programme, spanning more than 60 designated cities since 1985, has progressively evolved from a cultural prestige mechanism into a multi-dimensional urban development instrument. Yet the degree to which ECoC host cities integrate sustainable tourism planning into their programmes and destination governance models remains highly variable and undertheorised. This paper offers a systematic conceptual analysis of all ECoC designations from 2020 to 2030, twenty cities across six regional clusters, to assess patterns of sustainability integration and identify the structural conditions that explain variation. The analysis reveals a pronounced and graduated North–South and EU/non-EU gradient rather than a simple binary. Nordic and Arctic cities (Bodø 2024, Oulu 2026, Kiruna 2029) consistently embed sustainability as constitutive of their cultural vision, with environmental themes structuring the entire programme architecture. A transitional Baltic Bridge cluster (Kaunas 2022, Tartu 2024, Liepāja 2027) shows measurable convergence toward Nordic

standards, driven by digital governance capacity, municipal soft mobility investments, and cultural proximity to Scandinavia, while retaining post-socialist institutional constraints that limit full operationalisation. Western European cities form a heterogeneous middle band, with Leuven 2030 approaching Nordic integration and others (Galway, Chemnitz, Évora) showing partial or structural sustainability framing. The Central and Eastern European cluster – Rijeka, Veszprém, Timișoara, Nova Gorica, Trenčín, České Budějovice, Lublin, and Larnaka – exhibits predominantly marginal or implicit integration, reflecting weaker DMO capacities, EU Structural Fund priorities oriented toward infrastructure over governance, and limited institutionalisation of green tourism criteria within ECoC bid and monitoring processes. Non-EU candidate country cities (Novi Sad, Skopje, Nikšić) face additional governance constraints that further restrict transformative potential. Drawing on documentary analysis of bid books, programme structures, and European Commission monitoring reports, the paper develops a dual policy–management framework distinguishing between EU-level bid requirements and the operational translation of those commitments by ECoC teams and local destination management organisations (DMOs). The paper concludes with a five-dimension framework and targeted recommendations for future ECoC bid criteria, European Commission monitoring, and destination managers in smaller Central and Eastern European cities.

KEYWORDS

European Capital of Culture, Sustainable tourism, Destination management, Cultural policy, Tourism governance

CLIMATE CHANGE IN GEOSITE ASSESSMENT: CURRENT STATE AND FUTURE DIRECTIONS FOR KARST GEOHERITAGE TOURISM

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ABSTRACT

Over the past two decades, geosite assessment methodologies have evolved from predominantly value- and tourism-oriented approaches towards increasingly complex frameworks incorporating vulnerability, degradation risk, monitoring, and management. At the same time, climate change has entered geoheritage research through climate-risk assessment, adaptation frameworks, and landform-specific models. However, these methodological developments have largely followed partly parallel paths, and their integration within operational geosite assessment remains uneven. This study critically reviews selected representative methodologies for geosite assessment and climate-responsive approaches, focusing on their applicability to karst geoheritage. The analysis considers how existing approaches address geosite values, vulnerability and degradation risk, climate-related hazards, temporal change, monitoring, and adaptation. Karst systems provide a particularly relevant context for this comparison because the condition and evolution of many karst features are closely related to climate-sensitive hydrological, geomorphological, and microclimatic processes. The review indicates that climate change is no longer absent from geoheritage assessment. Recent approaches explicitly address climate-related hazards and impacts, future landscape change, risk, and adaptation. Nevertheless, these components remain methodologically fragmented. Specifically, the integration of future climate exposure, process sensitivity, temporal dynamics, and scenario-based assessment appears limited within operational approaches applicable to karst geoheritage. Rather than simply adding climate change as an additional assessment indicator, future methodological development should therefore explore stronger links between climatic exposure, process-specific sensitivity, geoheritage values, and management responses. This integration could provide a basis for more dynamic and forward-looking assessment

of vulnerable karst geosites and support climate-resilient geotourism and sustainable karst geoheritage management.

KEYWORDS

Geosite assessment, Karst geoheritage, Climate change, Vulnerability, Degradation risk, Geotourism

PROMOTING THE GREEN AND SMART CITY AS A FORM OF SUSTAINABLE INFLUENCE ON THE ENVIRONMENT

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ABSTRACT

Author of this paper intends to draw attention how significant the impact of green city and smart city is in terms of reducing pressure on the environment and realizing a sustainable urban entity. European capitals of culture use their prestigious title as a powerful tool for ecological transition and sustainable development of urban environments. The program supported by the European Commission increasingly emphasizes environmental protection. It could be said that the most important elements of green cultural development are: urban regeneration, reduction of mass tourism, green transport and Cross-border cooperation. On the other hand, green and smart city concepts integrate the ecological pillar of sustainability and the use of modern technology. The goal of the green city concept is the reduction of pollution, the optimal consumption of resources, the preservation of nature in urban areas, which leads to the improvement of the quality of life of the urban population. The concept of smart cities is based on the implementation of IoT (Internet of Things) and ICT (Information and communication technologies) devices. A smart city uses digital technology, data and the Internet of Things (IoT) to make its services work more efficiently. This possibility is provided thanks to the massive

use of advanced technologies, without whose participation the concept of a smart city cannot be realized. The intention is to include all city services in high technology that improves the lives of city residents, whose number is increasing uncontrollably. We can notice a synergy of two concepts of the city, in order to organize an urban sustainable ecosystem in more resistant and resilient to climate change. If we talk about the promotion of green cities by the European capitals of culture, it is important to note that the European Commission awards the title of Green Capital of Europe to the cities that have the best results in the application of ecological measures and leave the smallest ecological footprint and pressure on the environment.

KEYWORDS

Cultural tourism, Green city, Smart city, Sustainability, Environment

CONSERVATION OF HISTORIC STRUCTURES WITHIN THE FRAMEWORK OF CLIMATE CHANGE AND TOURISM PRESSURE: THE CASE OF ERZURUM

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ABSTRACT

Active tourism use of historical structures provides cultural visibility, social continuity, and economic support. However, visitor mobility and use intensity—evaluated alongside local microclimatic and environmental exposures—generate cumulative pressures threatening conservation-use balance. This global conservation paradox becomes prominent in areas displaying compact historical fabric. In this context, Erzurum's Yakutiye district—featuring multi-layered civilizational traces and an open-air museum character—typifies this condition through close spatial proximity of historical buildings facilitating pedestrian access. Meanwhile, Eastern Anatolia, indicated among sensitive regions severely affected by climate change in risk analyses, carries potential for harsher continental conditions

turning vulnerable via rising temperatures and changing precipitation regimes. The core problem addresses unexamined cumulative effects of intense tourism pressure from compact fabric and changing environmental exposures (freeze-thaw, temperature fluctuations, snow cover dynamics) in Yakutiye's open-air museum context. Accordingly, this research investigates multi-dimensional relationships among climatic parameters, tourist use intensity, and material degradation in registered monumental structures located in central Yakutiye. This research investigates architectural and material properties alongside existing degradation types through detailed field observations. Integrating current climate maps via a comprehensive literature review specific to Erzurum, visitor statistics will be compiled from official authorities and relevant literature. All collected data will be evaluated holistically, interpreting observed degradations within climate and tourism contexts. This multi-dimensional data integration anticipates climatic triggers accelerating material degradation processes, while intense tourism pressure in central Yakutiye combines with ecological vulnerability to generate cumulative risks. Consequently, the study aims guiding climate-sensitive sustainable conservation and holistic visitor management strategies based on compact settlement character and climatic reality.

KEYWORDS

Conservation, Historical structures, Climate change, Tourism, Erzurum

DANUBE WATER QUALITY AND SUSTAINABLE TOURISM ON NOVI SAD – BELGRADE SECTOR

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ABSTRACT

The development of sustainable tourism in the Danube region of Serbia depends to a large extent on the preservation of aquatic ecosystems and surface water quality. The section of the Danube between Novi Sad and Belgrade represents an important tourist and recreational area, with considerable potential for the development of nautical tourism, recreation and ecotourism. The aim of this study is to analyze hydroecological parameters relevant to the sustainable development of tourism along the studied section of the Danube and to assess their significance for tourism use and the preservation of the natural values of the area. The research is based on an analysis of multi-year water quality monitoring data (2014–2023) from selected monitoring stations on the Danube: Novi Sad and Zemun. Key physicochemical parameters relevant to the assessment of surface water quality were analyzed, including indicators of suspended matter, oxygen regime, organic matter and nutrients. The results were considered in the context of the potential for developing various forms of tourism, as well as the preservation of ecosystem services provided by the Danube to the local population and visitors. The results of the analyses show that the values of most of the analyzed parameters at the studied monitoring stations were within the limits characteristic of Class II surface water quality, with occasional deviations in individual parameters. Indicators of the oxygen regime, organic matter and nutrient content are of particular importance due to their relevance to eutrophication processes, the ecological stability of the aquatic ecosystem and the potential for recreational use. The results indicate that maintaining favorable hydroecological conditions in the Danube represents an important prerequisite for enhancing the tourist attractiveness and sustainable use of the area. Continuous water quality monitoring and integrated water resources management provide a basis for harmonizing environmental protection with the development of sustainable tourism along the studied section of the Danube.

KEYWORDS

Danube, Water quality, Hydroecological parameters, Sustainable tourism, Novi Sad, Belgrade

AN ALTERNATIVE SOLUTION TO THE SEASONAL PRESSURE OF COASTAL TOURISM IN MUĞLA: SULTANIYE THERMAL SPRINGS

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ABSTRACT

Humans' relationship with water has evolved beyond survival to include purposes such as purification, health, and recreation, since ancient times. The use of water for health and recreation has become an important tool, particularly since the modern era, driven by increased leisure time and economic prosperity, often favoring privileged classes. Hot springs which had been used since ancient times evolved to include leisure sector consumption spaces in response to tourist demand during this period. In addition, scientific studies, particularly those led by Dr. Richard Russell, on the effects of salty seawater and iodine-rich air on human health, have led people to shift water use from indoor spas to open seaside areas for health and recreation purposes. In this shift – influenced by the conservative and privacy-conscious sentiments of the time – “Bathroom Machines” and “Sea Baths” played a crucial role, beginning in Victorian England at the end of the 18th century and continuing into the beginning of the 20th century, the final period of the Ottoman Empire for the case of Türkiye. These structures and spaces, which very quickly became symbols of health, summer entertainment, and social status for the privileged classes, are the ancestors of today's sun-sea-sand tourism. With the rise of mass tourism, reliance on coastal areas has intensified. The concentration of sun-sea-sand tourism during the summer season has led to numerous problems such as overtourism and unsustainability. One of the most important alternatives for the tourism sector to overcome these problems is spa tourism, where health and recreation/relaxation are combined in the relationship between humans and water. The aim of this study is to examine the role of spa tourism in reducing the problem of seasonal congestion in coastal tourism, within the context of the historical “health and recreation” relationship between

humans and water. In this context, an attempt has been made to highlight the importance of Sultaniye Thermal Springs, which stand out with both its health capacity and recreational richness, as a holistic alternative tourism model. This study is a conceptual research based on qualitative research methods. Document analysis was used as a data collection tool in this research. Spa tourism literature and previous academic studies on Sultaniye Thermal Springs were reviewed; the secondary data obtained were subjected to content analysis.

KEYWORDS

Health tourism, Spa tourism, Sultaniye Thermal Springs, Köyceğiz

BUILT TO LAST, ABLE TO ADAPT? CLIMATE CHANGE AND EUROPE'S CULTURAL HERITAGE

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ABSTRACT

Climate change poses an increasing threat to cultural heritage, affecting both tangible and intangible heritage. Rising temperatures, changing precipitation patterns, melting ice, sea-level rise, heat waves, and other climate hazards affect heritage materials, physical appearance, condition, and accessibility in different ways, while also influencing the frequency and possibility of practicing intangible cultural heritage. This study focuses on Europe, examining the extent and diversity of climate change impacts on cultural heritage. Although this topic remains relatively underexplored, existing research demonstrates the diverse ways in which climate change affects cultural heritage, while tourism is simultaneously increasing in some areas due to their growing accessibility, particularly in northern regions. Research shows that studies on climate change and cultural heritage are unevenly distributed across Europe. Southern and Northern Europe have more developed research in this field, addressing a range of climate-

related hazards, while Central, Eastern, and Southeastern Europe remain comparatively underrepresented. The extent of damage also depends on the materials used in heritage structures, which were often locally sourced and adapted to regional conditions, such as many Mediterranean heritage sites were constructed using limestone, which can deteriorate more rapidly under warmer and wetter conditions, while northern regions rely on different materials with specific levels of vulnerability and resilience. Moreover, intangible cultural heritage also has been threatened by climate change. Where culinary traditions, recipes based on local resources (fish, spices, fruits, vegetables) may be affected by changes in their availability, making traditional food practices more difficult to maintain. Overall, the study shows that climate change is already affecting cultural heritage in multiple ways, from the deterioration of heritage materials to changes in traditional practices, making adaptation increasingly important for its preservation.

KEYWORDS

Climate change, Cultural heritage, Europe, Tangible cultural heritage, Intangible cultural heritage

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HOSPITALITY INDUSTRY

TOURISM-ORIENTED ADAPTIVE REUSE ON CUNDA (ALIBEY) ISLAND WITHIN THE FRAMEWORK OF SUSTAINABLE CULTURAL HERITAGE MANAGEMENT: EVALUATING THE IMPACTS OF BOUTIQUE HOTELS AND THE ALBERGO DIFFUSO MODEL

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ABSTRACT

This study examines the tourism-oriented adaptive reuse of traditional Greek houses on Cunda (Alibey) Island, one of the most significant historic settlements in the North Aegean, within the framework of sustainable cultural heritage management. The research investigates whether tourism-oriented adaptive reuse contributes to the long-term conservation of Cunda's architectural heritage or accelerates its physical and socio-spatial transformation. In this context, the study evaluates the conversion of registered civil architectural heritage—characterized by local sarımsak stone masonry and neoclassical façades, and largely abandoned after the 1923 Population Exchange—into boutique hotels from the perspectives of architectural conservation, urban morphology, and local identity. The research adopts a qualitative methodology based on an extensive literature review, systematic field observations, spatial and morphological analyses and representative registered historic buildings selected as case studies, and semi-structured interviews with local government representatives, hotel operators, and residents. The collected data were analyzed through content analysis, with particular attention given to physical interventions implemented during adaptive reuse processes and to transformations in the courtyard–building–street relationship. The findings suggest that the boutique hotel model contributes to the conservation of historic buildings by providing economic sustainabil-

ity for structures facing deterioration due to high restoration costs. However, the study indicates that the spatial requirements of the tourism industry and existing accommodation standards have resulted in difficult-to-reverse interventions in original floor plans, load-bearing masonry walls, and courtyard layouts. Furthermore, the replacement of traditional street-oriented living patterns with inward-looking tourism facilities appears to weaken the social and spatial continuity of the historic urban fabric. Increasing tourism pressure is also considered to reinforce tourism-led commercial gentrification, creating economic and social pressures on the local community. The study argues that boutique hotels should function not merely as accommodation facilities but also as active mediators of cultural heritage. Because it minimizes structural interventions, distributes tourism benefits among local residents, and preserves local ownership, the Italian-origin Albergo Diffuso (Diffuse Hotel) model is evaluated as a sustainable alternative for Cunda Island. Finally, the study emphasizes that the long-term conservation of Cunda's cultural heritage requires not only building-scale interventions but also a comprehensive Site Management Plan, prepared within the framework of Ayvalık's ongoing UNESCO World Heritage nomination process, integrating ecological and social carrying capacity principles while ensuring community participation.

KEYWORDS

Sustainable cultural heritage management, Adaptive reuse, Boutique hotels, Tourism-led commercial gentrification, Albergo Diffuso (Diffuse Hotel), Cunda (Alibey) Island, Site Management Plan

SHAPING ETHICAL CLIMATE THROUGH CORPORATE SOCIAL RESPONSIBILITY: INSIGHTS FROM HOTEL EMPLOYEES

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ABSTRACT

In contemporary tourism business, corporate social responsibility (CSR) and ethical climate might be considered as important determinants of organizational culture and long-term business sustainability based on employees' behavior and their performances. No matter the fact that CSR is widely recognized for its positive external impact, its internal influence on shaping specific dimensions of the ethical climate within tourism enterprises, including hotels, requires deeper insight. In respect to that, this study is focused towards researching the relationship between perceived CSR dimensions (termed as Legal, Economic, Ethical and Philanthropic) on the one hand and identified ethical climate types among hotel employees on the other (termed as Law and care, Adhering the law, procedures and rules, Organizational interest, Team spirit and personal morality and Personal interest). The research results indicate that different dimensions of CSR significantly shape the ethical climate in hotels. In general, legal and economic dimensions directly influence employees' perceptions of organizational interests, rules and procedures, while the ethical dimension adds complexity to balancing team and personal goals. The research results suggest that hotel managers should strategically align their CSR initiatives, ensuring that ethical, legal and economic policies are encouraging a transparent and balanced organizational ethical climate at the same time.

KEYWORDS

Corporate social responsibility, Ethical climate, Tourism business, Hotel employees, Serbia

ACKNOWLEDGEMENT

This research is part of a broader study that started with a research project conducted for the purposes of a PhD dissertation (PhD candidate Maja Mijatov (Ladičorbić) (2018): Implemented types of ethical climate within hotels of Kopaonik and their influence on business performances. PhD dissertation, Faculty of Sciences, Department of Geography, Tourism and Hotel Management, Novi Sad - supported by a PhD scholarship from the Ministry of Education, Science and Technological Development), followed by support from the Ministry of Science, Technological Development and Innovation of the Republic of Serbia and the Department of Geography, Tourism and Hotel Management for the publication of an updated version of the study in a form

of the monograph (2025) entitled 'Business ethics in tourism: Research on the impact of ethical climate and corporate social responsibility on employee's performances in hotels of Kopaonik'. The study is continuously being conducted.

BETWEEN REGIONAL IDENTITY AND CONTEMPORARY HOSPITALITY: SPATIAL REINTERPRETATION OF MEDITERRANEAN ARCHITECTURE AT AVANTGARDE HOTEL YALIKAVAK

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ABSTRACT

Contemporary hospitality architecture is positioned within the tension between globalised design discourse and place-specific spatial, material, and atmospheric identities. Viewed through Kenneth Frampton's conceptualisation of critical regionalism, the transfer of regional references into architectural practice is not a matter of formal quotation, but of selectively recoding tectonic culture, topography, light, material, and texture. This tension is particularly visible in Mediterranean tourism geographies, where architectural identity is expected both to reinforce a sense of place (*genius loci*) and to respond to paradigms of comfort and experience. Hospitality buildings therefore establish a spatial and atmospheric field of negotiation between regional architectural references and global tourism aesthetics. Nevertheless, the mechanisms through which such references are reconstructed in boutique hotels, and how locality and contemporaneity are reflected in design decisions, remain underexplored. This study examines this process through Avantgarde Hotel Yalıkavak, designed by Wangan Studio in Bodrum-Yalıkavak, Türkiye. It aims to identify how Mediterranean regional references are reinterpreted in boutique hotel design and how this reinterpretation produces a hybrid spatial identity. Using a qualitative single-case design, the study evaluates project descriptions, visual materials, planning principles,

and design decisions through documentary, visual, and spatial analysis. Analysis focuses on spatial organisation, the hierarchy between private and communal areas, geometric language, material-texture-light relationships, landscape integration, and indoor-outdoor continuity. Regional references are also examined through direct representation, selective abstraction, and hybridisation with contemporary design. Findings indicate that Mediterranean identity is constructed not through formal imitation but through selective abstraction and recombination. Organic and fluid geometries, a natural material palette, strong landscape-architecture integration, continuity between open and semi-open spaces, and the organisation of communal areas around an oasis-like focal point reinterpret regional associations through a contemporary architectural language. Rather than opposing regional references to contemporary minimalism, the project integrates them within a shared spatial system. The study argues that regional identity in hospitality architecture can be constructed through reinterpretation rather than reproduction. Avantgarde Hotel Yalıkavak demonstrates an approach in which regional associations are hybridised at spatial, material, and atmospheric levels, offering an analytical framework for examining locality and contemporaneity in tourism architecture.

KEYWORDS

Hospitality architecture, Critical regionalism, Mediterranean architecture, Boutique hotel, Spatial reinterpretation

THE HOSPITALITY FORMULA: HAPPY STAFF, BETTER REPUTATION

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ABSTRACT

This study examines how employees in the hospitality sector of Novi Sad perceive employer reputation and how these perceptions relate to job sat-

isfaction and loyalty. A quantitative cross sectional design was used with a sample of 100 employees ($N = 100$), employing Likert type scales to measure seven organizational factors (career development, compensation and benefits, corporate social responsibility, organizational culture, training and development, work environment, and work life balance) and two outcome variables (job satisfaction and loyalty). The analyses included descriptive statistics, Pearson correlations, t-tests, ANOVA, and OLS regression. The results show that organizational factors are generally rated moderately positively, while compensation, career opportunities, and work life balance are evaluated as the weakest areas. All organizational factors are significantly and positively correlated with job satisfaction and loyalty, with job satisfaction partially mediating the relationship between these factors and loyalty. Moderate group differences were observed based on age, job position, and type of hospitality establishment. Regression analysis confirmed that compensation, organizational culture, work environment, and work life balance significantly predict job satisfaction, even after controlling for demographic variables. Overall, the findings highlight employer reputation as a key *intangible resource* in the hospitality industry that shapes employee experience, reduces turnover, and strengthens competitive advantage in the labor market.

KEYWORDS

Employer reputation, Job satisfaction, Employee loyalty, Organizational culture, Employer branding

CULINARY CULTURES IN TRANSITION

YOUTH, WINE AND WINE TOURISM: CHALLENGES AND OPPORTUNITIES FOR THE FUTURE OF WINE DESTINATIONS

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ABSTRACT

Contemporary wine tourism is undergoing significant changes driven by shifting consumption patterns, values, and lifestyles among younger generations. Generation Z and younger Millennials increasingly perceive wine not as an integral part of everyday culture, but rather as a component of social experiences, lifestyle, and authentic tourism experiences. Traditional approaches to wine presentation, often characterised by formality, technical terminology, and elitism, tend to alienate younger consumers. Instead, they are attracted to inclusive, sustainable, gastronomy-oriented, and digitally enhanced wine experiences. The paper provides a comparative overview of contemporary international trends in sustainable wine tourism development, with a particular focus on younger generations, and presents the preliminary findings of the research project *Youth, Wine and Wine Tourism*, conducted among young people in Slovenia (aged 18–34). The online survey, carried out in collaboration with the Faculty of Tourism Studies - Turistica (University of Primorska), the *Okusi Vipavske* Festival, and *Wine Universum* (a student wine festival), explores young people's wine consumption habits, the factors influencing their wine choices, their attitudes towards wine tourism, and their motivations for visiting wine destinations. The preliminary findings indicate that young people generally do not reject wine; rather, they most commonly consume it during social gatherings, celebrations, and gastronomic occasions, while placing greater emphasis on quality than quantity. In designing wine tourism experiences, authenticity, local gastronomy, sustainability, engaging heritage interpretation, aesthetic quality of place, and experience-based programmes encouraging active visitor participa-

tion are becoming increasingly important. Experiences from leading wine tourism countries further highlight the importance of integrating wine with gastronomy, cultural experiences, nature, digital media, and contemporary approaches to the interpretation of wine heritage and wine culture. The paper argues that the future of wine tourism is not merely a matter of promoting wine, but above all of developing innovative interpretative approaches capable of bringing wine culture closer to younger generations as an important component of Europe's cultural heritage and identity. Understanding the expectations, values, and motivations of young people therefore represents one of the key prerequisites for developing competitive, sustainable, and internationally attractive wine tourism destinations of the future.

KEYWORDS

Generation Z, Wine culture, Wine tourism, Wine destinations, Sustainability, Gastronomy, Wine tourism experiences

KEY FACTORS INFLUENCING RESTAURANT CHOICE AMONG GENERATION Z

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ABSTRACT

Generation Z represents a significant segment of the restaurant market, particularly for concepts that offer informal dining experiences, affordable prices, quick service, and a strong digital presence, such as fast-food restaurants, pizzerias, fast-casual and casual dining restaurants, cafés, and contemporary street-food concepts. The consumption habits of this generation have been shaped by the development of digital technologies, the intensive use of social media, as well as changes in lifestyle and values. Therefore, it is important for restaurants to understand which attributes of their offerings Generation Z consumers consider when making restaurant choice de-

cisions. The aim of study was to identify the factors that are most important in restaurant choice among members of Generation Z in Serbia. The study examined factors related to food quality, price, service quality, restaurant atmosphere, location, recommendations from others, online reviews, and social media. Based on the conducted research, the key factors shaping restaurant choice among Generation Z consumers were identified. The findings provided a basis for a better understanding of the behavior of this consumer segment and may help restaurant managers adapt their offerings and marketing activities to better meet their needs and expectations.

KEYWORDS

Generation Z, Restaurant choice, Restaurants, Consumer behavior, Hospitality

THE MORTADELLA: FROM ELITE FOOD TO STREET FOOD

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ABSTRACT

Mortadella is an Italian restored meat with ancient origins, inextricably linked to Bologna, so much so that in all the world it is often simply called “Bologna”. The roots of mortadella are often traced back to Etruscan and Roman times. The name derives from *mortarium* (mortar), for meat “pounded” in a mortar, or *farcimen myrtatum* -filling-, flavored with myrtle berries, *myrtus*. The roots of mortadella are often traced back to Etruscan and Roman times. The most celebrated Renaissance cook, Messisbugo published a recipe for “Sfogliata (puff pastry) Mortadella”. On October 24, 1661, when Cardinal Girolamo Farnese, papal legate in Bologna, issued a ban to regulate its production, he imposed the exclusive use of pork, prohibiting other meats, and imposing severe penalties on transgressors, helping to maintain the high standard of “exquisite perfection” (*d’isquisita perfettione*) for centuries. From this moment on, the mortadella bolognese became a “codified” product, with a recipe and production standards officially defined. Today it

is protected as a PGI. In 1873 the Bolognese Luigi Giusti invented the first mechanical slicer, designed in particular to cut mortadella quickly and evenly. During the nineteenth and twentieth centuries the mortadella spread throughout Italy and abroad, where it is often identified, simply as “Bologna”. After centuries, and after being sold for home meal or in restaurants, today bred and mortadella is sold like a Turkish Burek or a Pakistan Kebab. In Bologna it has become a street food, street food in every sense, since people sit on the sidewalks and on the thresholds of houses to taste an ancient product, but made modern, with the accompaniment of others ingredients, chosen by the customer, so mortadella remains only as a base, but being rich in spices, it offers an unforgettable taste. The queues in front of the seller’s distribution attract other customers and so the habit spreads, so much so that other cities in the region are imitating what happens in Bologna.

KEYWORDS

Bologna, Mortadella, Pork meat, Production rules, PGI

REGIONALIZATION OF GASTRONOMIC IDENTITY AS A DRIVER OF SUSTAINABLE TOURISM DEVELOPMENT IN THE REPUBLIC OF SRPSKA

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ABSTRACT

Regional gastronomic identity represents an important component of cultural heritage and a valuable resource for enhancing the attractiveness and competitiveness of tourism destinations. However, the insufficient recognition, differentiation, and promotion of local gastronomic characteristics may limit their contribution to sustainable tourism development. The regionalization of gastronomic identity provides an opportunity to identify

and valorize distinctive local foods, traditional dishes, culinary practices, and cultural values, while strengthening local economies and supporting the preservation of gastronomic heritage. The successful implementation of this approach depends on the recognition of regional gastronomic characteristics, cooperation between tourism and hospitality stakeholders, the inclusion of local products in the hospitality offer, and the development of environmentally and socially responsible business practices. The aim of this study is to examine the factors that shape regional gastronomic identity and assess its potential contribution to the sustainable tourism development of the Republic of Srpska. An empirical study was conducted using a structured questionnaire administered to professionals employed in tourism organizations, hospitality establishments, and educational institutions in the fields of tourism and hospitality across six mesoregions of the Republic of Srpska. The survey examined attitudes toward geographical characteristics, food authenticity and quality, the representation of local dishes and products in hospitality establishments, gastronomic events, economic and environmental aspects of business, social impacts, and food safety. The findings are expected to identify the key factors influencing the formation and recognition of regional gastronomic identity and to indicate opportunities for integrating local products, traditional dishes, gastronomic events, and cooperation with local producers into sustainable tourism development. The scientific contribution of this study lies in linking the regionalization of gastronomic identity with sustainable tourism and demonstrating how local food traditions, products, and culinary practices can be transformed into distinctive tourism resources, providing a basis for defining gastronomic regions and developing recognizable and sustainable tourism products in the Republic of Srpska.

KEYWORDS

Regional gastronomic identity, Regionalization, Sustainable tourism, Local food products, Gastronomic heritage, Republic of Srpska

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ACRYLAMIDE IN FOOD: THE GREAT UNKNOWN OF MODERN CONSUMERS

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ABSTRACT

Acrylamide is a chemical compound formed in starchy foods during high-temperature thermal processing (above 120 °C) under low moisture conditions, through the Maillard reaction. It is classified as a potentially carcinogenic substance and can cause a range of health issues. The phenomenon of acrylamide formation in food was first documented in scientific literature in 2002. The main sources of exposure include potato products, coffee and coffee substitutes, toasted bread, biscuits, crackers, and tobacco smoke. The key factors influencing acrylamide concentration in French fries are frying temperature and time, raw material characteristics, pre-treatment methods, as well as thermal processing technology. This paper focuses on French fries as one of the most popular potato products. The research was conducted as a cross-sectional study from January to May 2026 in the territory of AP Vojvodina, involving 229 respondents. The primary objective of the study was to examine the population's habits during the preparation of French fries at home, as well as to evaluate the level of awareness regarding the formation and toxicity of acrylamide. The survey questionnaire was distributed online and comprised three key sections: socio-demographic characteristics, culinary habits in French fries preparation, and awareness and knowledge of acrylamide. The results of the conducted survey revealed a low level of awareness among respondents regarding the process contaminant—acrylamide in food. When directly asked about their knowledge of acrylamide, 60.7% of respondents stated they had never heard of its presence in food before, while 66.8% of respondents indicated they were not at all familiar with the health risks associated with this compound. The findings indicate an urgent need for public health campaigns and educational initiatives promoting appropriate domestic culinary practices to reduce exposure to this potential carcinogen.

KEYWORDS

Acrylamide, French fries, Thermal processing, Culinary habits, Awareness level, Serbia

A MODEL FOR THE REGIONALIZATION OF THE GASTRONOMIC IDENTITY OF AP VOJVODINA IN THE FUNCTION OF SUSTAINABLE GASTRONOMIC TOURISM

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ABSTRACT

Gastronomic identity is a complex concept that integrates the natural, cultural, historical, economic, and social characteristics of a particular region, making it one of the key resources for preserving cultural heritage and fostering the development of sustainable gastronomic tourism. Although contemporary literature recognizes the importance of local gastronomy in destination branding and regional development, there is still a lack of scientifically grounded models that enable the systematic regionalization of gastronomic identity and its application in the strategic planning of tourism development. Addressing this research gap, the present study aims to develop a model for regionalizing the gastronomic identity of the Autonomous Province of Vojvodina, based on the integration of multiple complementary dimensions that reflect regional gastronomic characteristics. The proposed model conceptualizes gastronomic identity through geographical, gastronomic, economic, environmental, social, and food safety dimensions, which collectively provide a framework for identifying regional gastronomic profiles. The empirical research will be conducted among employees in the tourism and hospitality sector across the seven administrative districts of AP Vojvodina using a structured questionnaire. Respondents will evaluate the extent to which specific gastronomic characteristics are representative of each district. Based on the obtained results, the gastronomic characteristics of individual districts will be evaluated, and a regionalization mod-

el will be developed to define the spatial patterns of gastronomic identity within AP Vojvodina. The proposed model is expected to provide an original methodological framework for the scientific investigation of gastronomic identity, while simultaneously serving as a practical tool for destination branding, the development of authentic gastronomic products, the creation of thematic gastronomic routes, and strategic decision-making in the field of sustainable gastronomic tourism. Consequently, the study contributes to advancing theoretical knowledge on the regionalization of gastronomic identity and demonstrates its practical application in the sustainable development of gastronomy and tourism in AP Vojvodina.

KEYWORDS

Gastronomic identity, Regionalization, Model, AP Vojvodina, Gastronomic tourism, Sustainable development.

ACKNOWLEDGEMENT

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THE POLITICS OF GASTRONOMY TOURISM: GASTRONATIONALISM, SOFT POWER, AND CULINARY STATE CAPITALISM

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ABSTRACT

The text analyzes the emerging political dimension of culinary tourism, a

sector traditionally examined primarily through an economic lens. Gastronomy is defined as the art of fine cooking and the knowledge surrounding the selection and preparation of appropriate ingredients, now serving as a central pillar of the global travel industry with immense economic impact and growth prospects. This study argues that culinary tourism is profoundly political, involving concepts such as gastronationalism, gastrodiploacy, and gastropopulism. It introduces the term “culinary state capitalism” to describe the state’s active return to shaping tourism policy, challenging the dominance of the neoliberal “neutral” market model. The state intervenes to protect domestic production and promote national identity, particularly as a reaction to the homogenizing trends of globalization. In the context of international relations, food is utilized as a vehicle of “soft power.” Through gastrodiploacy, countries seek to improve their image and build intercultural relations. Conversely, during periods of crisis, such as the COVID-19 pandemic and the war in Ukraine, there is a surge in “food protectionism,” where food is weaponized as “hard power” or a means of political pressure.

Furthermore, the text examines how populism influences the industry, with leaders using traditional dishes to identify with “the common people” against the elites. The trend of “gastronativism” provides citizens with a sense of security and belonging in a destabilizing world. Existing literature suggests that culinary tourism is now positioned at the heart of geopolitics; in an era of “de-globalization” and economic decoupling, gastronomy functions as a strategic tool for protecting local identity, enhancing economic resilience, and conducting foreign policy.

KEYWORDS

Gastronomy tourism, Gastronationalism, Gastrodiploacy, Gastropopulism, Gastronativism

FOOD, TOURISM AND RURAL DIVERSIFICATION: FARMERS' ATTITUDES AND THE TRANSFORMATION OF AGRICULTURAL PRODUCTION IN VOJVODINA, SERBIA

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ABSTRACT

Diversification of agricultural activities into tourism represents a potential strategy for improving the economic performance of farms while contributing to sustainable rural development. Linking agricultural production with tourism may provide farmers with opportunities to develop additional activities, generate new sources of income, and create value from existing agricultural resources. This study examines farmers' attitudes towards diversifying agricultural production into tourism and identifies the key factors shaping their potential engagement in tourism-related activities. Particular attention is given to motivation, resources, market conditions, accessibility, and farmers' identity. The study was conducted among 420 farm owners from the Autonomous Province of Vojvodina, Republic of Serbia. Data were collected through a structured questionnaire and analyzed using factor analysis. Four main factors were identified: motivation, resources, market conditions, and accessibility. The findings show that the average monthly income of the surveyed farmers is approximately €1,350. Farmers recognize diversification into tourism as an opportunity to improve the economic performance and resilience of their farms and to create additional value from existing agricultural activities. The results also highlight the importance of farmers' identity in the diversification process. The prevailing traditional farmer identity may limit farmers' willingness to expand their activities beyond conventional agricultural production and engage in tourism. Thus, diversification potential is shaped not only by economic opportunities, resources, market conditions, and accessibility, but also by farmers' perceptions of their professional role. The study contributes to a better understanding of the links between food production, agriculture, and tourism from the farmers' perspective. The findings highlight the potential of agricultural diversification to support farm economic sustainability and

rural tourism development, while emphasizing the importance of considering economic, market, resource-related, and socio-cultural factors when designing support measures for diversification in Vojvodina.

KEYWORDS

Agricultural diversification, Tourism, Farmers attitudes, Sustainable development

DEVELOPMENT OF FUNCTIONAL ICE CREAM BASED ON FILTER TEA INDUSTRY BY-PRODUCTS: A SUSTAINABLE APPROACH TO FOOD INNOVATION

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ABSTRACT

Food industry by-products represent an important source of potentially valuable ingredients and a significant opportunity for the development of more sustainable and innovative food products. However, their insufficient utilization within conventional food production may limit their contribution to waste reduction, circular economy principles, and the creation of value-added products. The valorization of filter tea industry by-products, particularly herbal dust generated during tea processing, provides an opportunity to transform underutilized plant-based material into functional food ingredients while supporting more efficient use of food-industry resources. The successful development of such products depends on the appropriate selection of functional components, preservation of desirable sensory characteristics, technological feasibility, and consumer acceptance. The aim of this study is to further develop an innovative functional ice cream concept based on herbal dust as a by-product of the tea industry, through the incor-

poration of selected functional ingredients and the evaluation of consumer acceptance of the developed formulations. The original concept, initially developed in 2021, was revisited and improved by introducing different formulations containing green spirulina and selected protein sources, including yeast-derived, soy, and whey proteins, together with variations in the selection of sweeteners. The developed products were evaluated through a structured sensory assessment including appearance, aroma, taste and flavour, texture, overall liking, purchase intention, willingness to try products containing microbial-derived ingredients, and preference regarding potential market introduction. The findings indicate generally positive consumer acceptance of the developed functional ice cream formulations, with differences observed between samples in several sensory attributes, particularly overall liking, taste and flavour, texture, and purchase intention. The results also indicate consumer openness toward the use of innovative functional ingredients and suggest that formulations combining functional components may have promising potential for further product development. The scientific contribution of this study lies in linking the valorization of filter tea industry by-products with the development of functional frozen desserts and demonstrating how underutilized plant-based materials can be integrated with innovative ingredients such as green spirulina and proteins. The study provides a basis for further physicochemical, nutritional, sensory, and consumer-related evaluation and contributes to the development of sustainable food innovation within circular food systems.

KEYWORDS

Functional ice cream, Herbal dust, Food industry by-products, Green spirulina, Yeast-derived protein, Sustainability, Sensory evaluation, Food innovation

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FROM ECOLOGICAL CHALLENGE TO GASTRONOMIC OPPORTUNITY: CONSUMER ACCEPTANCE OF INVASIVE SPECIES

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ABSTRACT

Invasive alien species represent one of the greatest challenges to biodiversity conservation and the stability of natural ecosystems. At the same time, their controlled utilization for food purposes offers opportunities for the development of sustainable gastronomic products that contribute to the principles of the circular economy and the advancement of contemporary gastronomy. However, the success of this approach largely depends on consumers' willingness to accept novel food products and overcome existing psychological, cultural, and food safety-related barriers. The aim of this study is to examine the factors influencing consumer acceptance of invasive species in gastronomy, as well as perceptions of the relationship between tradition and innovation in the development of novel gastronomic products. An empirical study was conducted using a structured questionnaire administered to consumers in the Autonomous Province of Vojvodina (Serbia). The survey examined attitudes toward various invasive species with gastronomic valorization potential, including fish, plants, and the invasive crayfish (*Faxonius limosus*). The findings are expected to identify the key drivers and barriers influencing consumer acceptance of products derived from invasive species and to provide practical recommendations for their successful market positioning and gastronomic valorization. The scientific contribution of this study lies in linking biodiversity conservation with the development of sustainable gastronomy, demonstrating how an ecological challenge can be transformed into a gastronomic opportunity by integrating traditional values, innovative food concepts, and the preferences of contemporary consumers.

KEYWORDS

Invasive alien species, Consumer acceptance, Sustainable gastronomy, Biodiversity conservation, Food innovation, Traditional food

CONSUMERS' PERCEPTIONS OF SLOW FOOD PRODUCT AVAILABILITY IN SERBIA

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ABSTRACT

Slow Food promotes access to food that is “good, clean and fair”, emphasizing local production, traditional food practices, sustainability and responsible consumption. Considering Serbia's rich agricultural resources and gastronomic heritage, the availability of Slow Food products may represent an important prerequisite for the wider adoption of Slow Food principles among consumers. The aim of this paper is to examine consumers' perceptions of the availability of Slow Food products in Serbia. Data were collected through an online questionnaire, with the analysis focusing on four statements measuring perceived availability of Slow Food products. Respondents evaluated each statement on a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). The preliminary analysis is based on data from 121 respondents. The results indicate a moderately positive perception of the availability of Slow Food products. The main source of information about Slow Food products was social media (44.6%), followed by friends and family (30.6%) and traditional media (14.0%). The highest mean score was recorded for the statement that Slow Food products are widely available on the market ($M = 3.45$, $SD = 0.88$), followed by the ease of finding such products in the respondents' place of residence ($M = 3.42$, $SD = 0.98$). The statement that Slow Food products are easily available to consumers received a somewhat lower mean score ($M = 3.31$, $SD = 1.08$). The lowest mean score was recorded for satisfaction with the available offer of Slow Food products ($M = 3.15$, $SD = 1.06$). Overall, the findings suggest that although consumers perceive Slow Food products as relatively available, the existing offer does not fully meet their expectations. The findings highlight the availability of Slow Food products as an important factor in the wider adoption of Slow Food principles and indicate the need for strengthening the local supply and visibility of these products. Improving the availability and diversity of such products could contribute to the promotion of local food culture and the sustainable development of gastronomy and tourism in Serbia.

KEYWORDS

Slow food, Slow food products, Consumer perceptions, Product availability, Serbia

KEEP IT QUIET: TRUMPSPEAK AS A DISCURSIVE STRATEGY OF CLIMATE CHANGE DISINFORMATION AND NON-COMMUNICATION

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ABSTRACT

Beginning of the 2026 was marked by the revelation of a striking discrepancy: research showing that media coverage of climate change in the United States declined by 14% in 2025, while public concern about climate change simultaneously reached its peak. In the era of the polycrisis, at the intersection of the geopolitical and political turmoil, accompanied by energy crisis (fossilflation) and particularly with Donald Trump's return to the office, the climate change narrative has slowly but steadily begun to fade away from the public discourse. At the same time, federal government has started compiling a list of "words to avoid" related to the "climate change", "green", "sustainable" while scientists in the academic institutions and federal agencies increasingly align their language (often speaking in codes) in order to secure the grants and funding. Bearing in mind clexit (Trump's withdrawal from the Paris Climate Agreement during his first and second mandates and IPCC, UNFCCC, as well as 64 other organizations) and the Deregulation Act, climate change acquired persona non grata status. In this context, the paper analyzes the rhetorical strategies of U.S. President Donald Trump and his administration within media and political discourse of climate change during his first and second mandates in the White House. Particular emphasis is placed on Trumpspeak and its comparison with Orwellian rhetoric, that is, Newspeak in terms of the manipulative and persuasive use of language to mislead the public on escalating climate change risks by avoiding outright censorship through lexical suppression. The aim of the analysis is to deconstruct Trump's climate discourse of skepticism and his petromas-

culinity rhetoric by identifying and exposing discursive strategies used to silence climate-related narratives, in particular his efforts to delegitimize scientific consensus, minimize perils of the future impacts by belittling scientific findings especially in the context of RCP 8.5 and erase the entire concept by framing climate science as a “hoax” and “con job”. Catchphrases such as “Drill, baby, drill” and “Mine, baby, mine,” representing Trump’s framing of energy policy are also analyzed and juxtaposed with climate agenda of the “Dumocrats” as he labels them, thereby revealing the clashing ideologies of the polarized political landscape. The paper seeks to critically examine the hypothesis that the real climate risk isn’t outright denial but the silence, i.e. discursive strategy of silencing climate change causes and effects.

KEYWORDS

Climate change communication, Political discourse, Media discourse, Language

IS A DIGITAL OBJECT A CULTURAL OBJECT? VR/AR, DIGITAL CULTURAL HERITAGE AND CULTURAL TOURISM BETWEEN THE EUROPEAN/UNESCO FRAMEWORK AND SERBIAN PRACTICE

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ABSTRACT

Virtual reality (VR) and augmented reality (AR) are increasingly being applied in the protection, interpretation and presentation of cultural heritage. Digitized objects, 3D models, photogrammetric reconstructions and virtual exhibitions thus become part of contemporary cultural offer and cultural tourism. This development raises the question: whether and under what conditions a digital object can be recognized as an independent *object of cultural heritage, and not only as a digital record or documentation of a physical asset? The paper examines this issue through a comparison of UNE-

SCO and the European approach with the legal and institutional framework and practice in Serbia. UNESCO's Charter on the Preservation of Digital Heritage from 2003 recognizes digital heritage, including native digital content, while an approach is being developed at the European Union level that views the digitization of cultural heritage as a basis for new forms of access, interpretation and use of heritage. Serbia, the digitization and management of digital records are regulated by the Guidelines for Digitization of Cultural Heritage and the Rulebook from 2018. However, current cultural regulations do not clearly recognize a digital object as an independent category of cultural property. The existing framework considers the digital object primarily as a result of the process of digitization and documentation of the existing cultural heritage. At the same time, the standards for modern forms of 3D digitization, especially for objects created by photogrammetry and other spatial recording techniques, are not sufficiently elaborated, as well as the issues of their authenticity, verification, presentation and long-term digital preservation. The work indicates the need for a clearer distinction between digital documentation, digital representation, digital reconstruction and an independent digital object of cultural heritage. By analyzing the international, European and Serbian framework, the consequences of the existing normative gap for the protection of cultural heritage, the development of VR/AR content and cultural tourism in Serbia are discussed. The aim of the paper is to indicate the need for further development of legal and professional standards for the creation, verification, preservation, presentation and digital conservation of cultural heritage objects in digital form.

KEYWORDS

VR, AR, Heritage, Digital object, Cultural tourism

MINDFULNESS PRACTICES FOR GREENER BUSINESS TRAVEL: A CONCEPTUAL FRAMEWORK LINKING ON-SITE SUSTAINABLE BEHAVIOUR AND TRAVELLER WELLBEING

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ABSTRACT

Business travel generates environmental impacts not only through transportation but also through on-site behaviour: energy and water use in accommodation, food choices, waste, local mobility, and work-related routines. Business travellers simultaneously face time pressure, cognitive depletion, and disrupted routines, conditions that favour automatic, convenience-oriented choices over deliberate environmentally responsible ones. This paper develops a conceptual framework linking mindfulness micro-practices to on-site sustainable behaviour and traveller wellbeing, integrating dual-process accounts of decision-making, the habit discontinuity hypothesis, and Conservation of Resources theory. We argue that business travel constitutes a habit discontinuity window in which established domestic routines are suspended, and that state mindfulness, conceptualised through attention regulation and non-judgemental orientation, may shape the likelihood that this window is filled by deliberate, value-congruent choices rather than by convenience defaults. We deliberately frame the practices as micro-practices: mindful breathing, short reflective pauses, attentive eating, and intentional engagement with the immediate environment. These are brief and situationally embedded rather than formal training programmes, and therefore compatible with the constraints of the business trip. The framework proposes a dual pathway: micro-practices may weaken the link between contextual convenience cues and resource-intensive behaviour by increasing the salience of consumption consequences, while helping travellers preserve or restore the attentional resources that deliberate choice requires. Boundary conditions include trip purpose and duration, organisational travel policy, destination infrastructure, and traveller value orientation. We also consider possible unintended effects: where micro-practices are experienced primarily as self-care detached from environmental values, moral

licensing and negative behavioural spillover cannot be excluded. The framework explicitly rejects mindfulness as a substitute for organisational or infrastructural measures, engaging with critiques of the individualisation of environmental responsibility, and concludes with a research agenda based on experience sampling, diary designs, and field experiments using objective consumption measures.

KEYWORDS

Mindfulness micro-practices, Business travel, Sustainable behaviour, Traveller wellbeing, Conceptual framework

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LOOKING AT CLIMATE CHANGE: A CONCEPTUAL FRAMEWORK FOR EYE-TRACKING RESEARCH ON WARMING STRIPES

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ABSTRACT

Warming stripes have become one of the most recognisable forms of climate change visualisation, translating long-term temperature records into a simple sequence of colours ranging from cooler blues to warmer reds. Their visual simplicity and absence of conventional graphical elements have contributed to their widespread use in science communication and public engagement. However, visual simplicity does not necessarily imply accurate interpretation, and relatively little is known about how viewers allocate attention when processing this increasingly prominent form of climate communication. Recent empirical evidence by Dawson et al. (2026) provides an

important starting point for addressing this problem. Their assessment of warming stripes as a graphical risk communication format demonstrates that conventional, unlabelled stripes do not necessarily improve understanding of temperature change, risk perception, or affective responses, whereas adding temporal and temperature labels can improve comprehension. These findings challenge assumptions about the intuitive communicative effectiveness of warming stripes but leave an important perceptual mechanism unexplored: how viewers actually look at and visually process the stripes. This conceptual paper argues that eye tracking represents a necessary methodological extension of current research on warming stripes. We propose a framework linking visual design features, including colour progression, labels, temporal markers and contextual information, to visual attention, cognitive processing and subsequent climate communication outcomes. Eye-tracking measures such as time to first fixation, fixation duration, dwell time, transitions and scanpaths can reveal whether attention is disproportionately directed towards warmer red segments, whether viewers follow the intended temporal progression, and how labels alter patterns of visual exploration. Integrating these measures with comprehension, affect and perceived climate risk would enable researchers to distinguish between exposure to a climate visualisation and meaningful processing of its informational content. The paper concludes with a research agenda for experimental eye-tracking studies comparing labelled and unlabelled warming stripes, alternative colour schemes, and global and locally contextualised visualisations. By positioning visual attention as the missing mechanism between visual design and communication outcomes, the proposed framework provides a basis for developing evidence-informed climate visualisations that are not only visually compelling but also cognitively interpretable.

KEYWORDS

Warming stripes, Climate change communication, Eye tracking, Visual attention, Climate visualisation

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ADVANTAGES OF GREEN SPACE EXPOSURE: ENGAGING WITH REAL AND DIGITAL NATURE ENHANCES PSYCHOLOGICAL HEALTH AND COGNITIVE PERFORMANCE

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ABSTRACT

Contemporary urban settings are a relatively modern way of living that differ vastly from natural environments in which hunter-gatherer societies developed their perceptual, emotional, and cognitive systems. Consequently, reduced access to greenery may translate into psychological distress, while exposure to green spaces often improves psychological and physical well-being and cognitive functioning of humans. With more than half of the world's population living in urban areas, and taking into account the ongoing rise of digitalization in everyday life, important questions arise regarding how to ensure sufficient exposure to greenery to counter the negative effects of urbanization, and whether virtual or digital nature can be used for that purpose. Across three studies—two cross-sectional and correlational, and one experimental—we explored the benefits of exposure to nature. Study 1 ($N = 46$) found that Singapore residents who spent more time in urban greenery experienced lower stress levels and perceived nature as more restorative. Study 2 ($N = 117$), conducted in Lima and Callao, Peru, established that greater access to nearby urban greenery was positively associated with life satisfaction. Study 3 ($N = 50$), conducted in Warsaw, Poland, explored whether exposure to digital nature in a video game offers similar benefits to exposure to real nature. We found that exposure to the biophilic video game condition increased participants' creativity and cognitive functioning. Gamers in the biophilic vs. urban-constructivist condition also reported better mood after the game, and experienced their in-game setting as more stimulating and interesting. Taken together, these results confirm the benefits of exposure to nature, while pointing to the possibility of ensuring such exposure in a digital format, an option that may be of paramount importance given that many cities and circumstances in which we spend our time in those (e.g.,

workplaces) often do not provide sufficient access to quality greenery. These findings may find application in promoting biophilic urban architecture or interior design, as well as in therapeutic settings, informing digital interventions to promote broadly understood well-being and cognitive functioning.

KEYWORDS

Exposure to real and virtual nature, Psychological health, Cognitive functioning

ASSESSING THE IMPACTS OF INCLUSIVE CO-CREATION METHODOLOGIES IN URBAN PUBLIC SPACE REDESIGN: A MULTI-DIMENSIONAL FRAMEWORK ALIGNED WITH NEW EUROPEAN BAUHAUS PRINCIPLES

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ABSTRACT

The incorporation of co-creation approaches in urban public space (re-)design reinforces social inclusion, place-based innovation, and the democratic character of the process. However, the impact assessment of such approaches remains challenging, especially when the goal is to identify both the quality of the participatory process, along with the long-term outcomes of the implemented design. This abstract presents a methodological framework towards a holistic impact assessment of the EU Horizon SPICE¹ project, which facilitates participatory urban co-design through the development of facilitating digital tools. The SPICE tools are designed with accessibility requirements for diverse audiences and are tested using suitable master plans across four different European public space demonstrators. The SPICE im-

¹ SPICE is a HORIZON Europe project funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor CINEA can be held responsible for them.

impact assessment framework incorporates a multidimensional format, covering the triple-bottom line of environmental sustainability, economic viability, and social welfare, while aligning with the New European Bauhaus (NEB) principles of inclusivity and aesthetics. It identifies two basic levels of impact; the first consists of the benefits of the co-creation processes, such as participation, empowerment, trust, and social cohesion, while the second tracks down prospective benefits from the implementation of the project's masterplans, including environmental, climate, and resource efficiency considerations. The development of the framework is built upon a critical review of existing and potentially suitable methodologies, such as Life Cycle Assessment, Environmental Impact Assessment, Theory of Change, Outcome Harvesting, Participatory Monitoring and Evaluation, Social Impact Assessment, and Cost-Benefit Analysis. The identified methodologies were then evaluated through a cross-cutting criteria framework, which was constructed on a combination of RACER (Relevance, Acceptance, Credibility, Ease, Robustness) transversal criteria and sustainable urban co-design specific requirements, such as participatory capacity, scalability, and policy alignment. The resulting framework provides a context-specific assessment capability for participatory urban design activities, while preserving the capacity to assess their prospective benefits and broader sustainability implications. This is achieved by a combination of structured impact logic, participatory validation, and indicator-based assessment, which enables the translation of NEB values into measurable impacts. The framework contributes to the literature body of urban co-design, which currently lacks holistic impact assessment frameworks.

KEYWORDS

Co-creation, Public space, Impact assessment, New European Bauhaus, Urban planning, Accessibility

COGNITIVE LOAD AND ATTENTION IN MULTIMEDIA ECOLOGICAL EDUCATION.

EVIDENCE FROM AN EYE-TRACKING STUDY

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ABSTRACT

Communicating climate change via digital media to the general public requires conveying complex, multidisciplinary processes, which are often represented through formal models. Translating this information into accessible, comprehensible, and persuasive content poses significant challenges for both content producers (marketers) and the intended audience recipients. This work extends the cognitive science and inclusiveness perspective on these challenges, specifically focusing on the cognitive load, particularly memory and attention, placed on recipients when engaging with climate change-related materials. The challenges with climate digital communication are multifaceted and amplified when it comes to the audience with cognitive disabilities. As an example, dyslexia, a relatively common persistent neurodevelopmental disorder affects cognitive functioning from childhood throughout adulthood. People with dyslexia experience challenges for several cognitive functions, like working memory with limited capacity for processing (holding and manipulating) verbal or visual information simultaneously, or slower and less automated information processing, especially decoding of visual-to-verbal information, which requires deeper focus of attention. The growing body of literature indicates that digital accessibility techniques facilitate the processing of visual and verbal information for individuals both with and without cognitive disabilities. For instance, Ekin et al. (2025) demonstrated that cognitive accessibility measures mitigate cognitive load during the consumption of digital news. Building on this, the current eye-tracking study investigates whether adapting multimedia educational materials, focused on climate topics, to the needs of individuals with cognitive and visual impairments effectively reduces cognitive load among students with and without risk-of-dyslexia. Participants engaged with an educational website featuring climate-related multimedia content,

presented in versions either with or without accessibility adaptations. The results indicate that adapting the materials reduced cognitive load regardless of dyslexia especially when it comes to processing of the graphical elements. We also demonstrate that dyslexia is associated with a different pattern of attention distribution on multimedia materials favoring visual content over textual. Results are discussed in the context of cognitive functioning modeling complemented with recommendations for climate-related communication managers.

KEYWORDS

Cognitive load, Dyslexia, Digital accessibility, Multimedia education, Eye tracking

FRIENDLY CITY: SUPPORTING THE INDEPENDENCE OF PEOPLE WITH VISUAL IMPAIRMENTS IN NAVIGATING THE CITY OF ŁÓDŹ, INCLUDING A MOBILE APPLICATION AND INFORMATION ON ARCHITECTURAL HERITAGE

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ABSTRACT

The aim of the study was to evaluate the usability and user experiences of the Przyjazne Miasto mobile application, designed to support people with visual impairments in sightseeing built environments. The study focused on assessing the application in real-world settings. Thirteen (7 women) participants with visual impairments, aged 40–88 years ($M = 56.85$, $SD = 13.77$), took part in the study. Participants completed a predefined urban sightseeing route in Łódź city. During the route, the application guided participants

to three architectural sites, where they could access information about the sites by listening to audio descriptions. Participant observation was conducted throughout the walk to document participants' interactions with the system and any difficulties encountered during its use. After completing the route, individual interviews were conducted, and usability was assessed using the System Usability Scale (SUS) and a researcher-developed questionnaire addressing participants' experiences with the application. The results indicate an overall positive evaluation of the system and its potential to support accessible urban tourism. 62% of participants declared that they would be willing to use the application once it becomes publicly available. This demonstrates the importance and need for such solutions. Despite initial difficulties, 88% of participants believed that new users would quickly learn how to use the system. The majority of participants successfully completed the main tasks and explored the designated route and the sites located along it. Evaluating the application under real-world settings made it possible to identify practical barriers that may not be apparent in laboratory settings and provided valuable insights for further development of the application in accordance with the diverse needs of people with visual impairments. The findings indicate a high potential of the application and highlight the importance of technological mobile solutions in increasing cultural heritage inclusion of people with visual impairments.

KEYWORDS

Accessibility, Visual impairment, Assistive technology, Independent mobility, Urban navigation

RETHINKING DISASTER GOVERNANCE IN TOURISM DESTINATIONS: THE ROLE OF VETERINARY SERVICES IN MULTI-SPECIES CLIMATE RESILIENCE

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ABSTRACT

Climate change is increasing the frequency, intensity, and complexity of natural disasters, generating cascading impacts that challenge the stability of global and regional tourism. In rural, ecological, and coastal tourism destinations, these compound risks occur at the intersection of human safety, animal welfare, and environmental health. Despite a growing emphasis on crisis management and destination resilience, current disaster governance frameworks remain predominantly human-centric. Consequently, animals—ranging from wildlife and agrotourism livestock to companion animals accompanying travelers—are often marginalized, and the capabilities of veterinary services remain an overlooked component of formal destination disaster planning. Drawing on disaster governance, One Health literature, and community resilience theory, this paper argues for reframing tourism crisis management to embed veterinary actors as integral components of destination resilience. Veterinary services perform critical functions that directly sustain tourism economies: they ensure disease surveillance to prevent zoonotic outbreaks that can halt global travel, protect food safety and agricultural supply chains vital for the hospitality sector, and facilitate safe evacuation protocols for pet-owning visitors, whose disaster behavior is heavily influenced by their animals. This paper identifies an institutional gap where these existing operational capacities are rarely translated into formal disaster risk reduction (DRR) strategies. To address this, we propose a multi-species governance framework that integrates veterinary services and animal-inclusive planning into higher-level tourism resilience policies. By institutionalizing veterinary expertise in the preparedness, response, and recovery phases, tourism destinations can enhance their adaptive capacity, mitigate economic losses, and ensure a more coordinated, ethically informed response to future climate-driven crises.

KEYWORDS

Disaster governance, Tourism resilience, Veterinary services, One Health, Disaster risk reduction, Crisis management, Rural tourism

CAN CLIMATE CHANGE-RELATED VISUAL STIMULI RESHAPE DESTINATION IMAGE? AN EYE-TRACKING STUDY OF GREECE

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ABSTRACT

Popular Mediterranean destinations, including Greece, are increasingly exposed to climate change-related hazards such as wildfires, floods, droughts and Saharan dust events. These hazards may influence how current and potential tourists perceive destinations. Therefore, understanding how climate change-related visual stimuli may influence destination image has become an important research issue. This study aims to examine whether exposure to climate change-related visual stimuli can reshape the destination image of Greece among Serbian tourists, while considering the role of pro-environmental attitudes and perceived social norms regarding tourists' environmentally responsible behaviour. The study employs an experimental research design combining eye-tracking methodology with questionnaires administered before and after exposure to visual stimuli. Data are collected among Serbian participants of different age groups, including both individuals who have previously visited Greece and those without previous travel experience to the destination. Participants are assigned to either a control group exposed only to positive visual stimuli depicting Greek tourist attractions or an experimental group exposed to both positive and negative visual stimuli illustrating climate change-related hazards affecting Greece. Before and after exposure to visual stimuli, participants complete questionnaires assessing destination image, pro-environmental attitudes and perceived social norms regarding tourists' environmentally responsible behaviour. Eye-tracking data are collected using RealEye, an online eye-tracking platform. The analysis focuses on visual attention patterns, including fixation duration, fixation count and areas of interest. The study is expected to reveal that exposure to climate change-related visual stimuli may negatively influence destination image, particularly its affective and conative dimen-

sions, while also identifying differences in visual attention patterns between positive and climate change-related stimuli. The findings are expected to provide further insights into the role of pro-environmental attitudes and perceived social norms regarding tourists' environmentally responsible behaviour in shaping destination image perceptions and responses to climate change-related visual stimuli. Overall, the study is expected to contribute to a better understanding of how climate change-related visual stimuli may reshape destination image, highlighting the value of integrating eye-tracking methodology into tourism research.

KEYWORDS

Destination Image, Climate Change, Pro-Environmental Attitudes, Tourists' Environmentally Responsible Behaviour, Eye-Tracking, Greece

ACKNOWLEDGEMENT

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INTEGRATING NATURE-BASED SOLUTIONS AND DISASTER PREPAREDNESS FOR URBAN FLOOD RESILIENCE: A CONCEPTUAL FRAMEWORK FROM THE ARIANNA PROJECT

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ABSTRACT

Urban flood resilience in the Adriatic-Ionian region depends on the interplay between ecosystem management, infrastructure protection and emergency preparedness, a challenge particularly acute in tourism destinations, where residents, visitors and cultural and natural assets are concentrated.

Driven by accelerating climate change and the increasing frequency and intensity of hydrometeorological extremes, this paper develops a conceptual framework for understanding this interplay, drawing on a structured analysis of the ARIANNA project (Adriatic-Ionian Nature-Based Solutions Enhancement), supported by the Interreg IPA ADRION programme. It examines how the project's objectives, pilot designs and evaluation procedures connect three complementary intervention domains: nature-based prevention, infrastructure vulnerability assessment and operational response capacity. The first domain addresses nature-based prevention through digital-twin-supported simulation of vegetated flood-retention measures, incorporating context-relevant Nature-Based Solutions (NBS) designed to mitigate disaster risks under changing climatic conditions, increase infiltration and evapotranspiration, and reduce surface runoff. The second addresses infrastructure vulnerability by examining the combined implications of seismic hazards and urbanisation for flood-defence infrastructure and by linking vulnerability assessment to the selection of appropriate nature-based solutions and governance arrangements. The third addresses operational response capacity through firefighter training, specialised rescue equipment and interagency coordination, positioning emergency preparedness as a complementary capacity for managing residual flood risk. Stakeholder participation and transnational cooperation connect the three domains through a joint strategy, pilot evaluation, capacity building and a shared knowledge base, while the planned evaluation combines scientific and technical assessment with local stakeholder feedback on social impacts. The framework proposes that the contribution of nature-based solutions to urban flood resilience should be assessed in relation to infrastructure reliability and institutional response capacity, and it is intended to guide the subsequent evaluation of the project pilots. For tourism destinations, this implies integrating ecosystem-based prevention and emergency coordination into destination resilience planning. Empirical assessment is required to establish the effectiveness and transferability of the proposed approach.

KEYWORDS

Nature-based solutions, Climate change, Flood resilience, Disaster risk reduction, Preparedness, Governance, Tourism

ACKNOWLEDGEMENT

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ACCESSIBLE BY DESIGN, READY TO USE? ORGANISATIONAL READINESS FOR CLIMATE SERVICES

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ABSTRACT

Climate services can support climate adaptation and evidence-based decision-making only when organisations are able to access, interpret and integrate climate information into their everyday activities. However, the transition from the availability of climate information to its actual organisational use may depend not only on service design, but also on institutional readiness. This study examines the differences between current and potential users of climate products and services, with particular attention to organisational capacity, communication practices, service requirements and expectations regarding accessible and user-centred climate information. The analysis draws on the ClearClimate organisational survey and includes 130 organisations, comprising 61 current and 69 potential climate-service users. Group differences were assessed using Mann-Whitney tests with Cliff's delta effect sizes and false-discovery-rate correction, while categorical differences were examined using chi-square and simulated Fisher exact tests. Logistic regression was applied to identify organisational predictors of current climate-service use. The findings reveal a clear contrast between shared expectations and unequal organisational readiness. Current users demonstrated stronger institutional anchoring, communicated with broader audiences and across more climate-related topics, and reported broader climate-service requirements. Most notably, organisations with a dedicated climate-responsible person or unit had more than seven times higher odds

of currently using climate services (OR = 7.19, 95% CI [2.78, 18.58], $p < .001$), while the predictive model showed good discrimination (AUC = .838). In contrast, current and potential users expressed remarkably similar expectations regarding accessibility, clear communication, human-centred design, AI integration and the incorporation of traditional knowledge. These findings suggest that expanding climate-service uptake requires more than technically advanced digital solutions. Accessible and human-centred design should be treated as a baseline requirement, while targeted capacity-building and institutional responsibility structures are needed to enable potential users to become active users of climate services.

KEYWORDS

Climate services, Accessibility, Organisational readiness, Human-centred design, Climate communication, Service uptake

ACKNOWLEDGEMENT

This research was conducted within the ClearClimate project, “Engaging approaches and services for meaningful climate actions”, funded by the European Union’s Horizon Europe research and innovation programme under the Marie Skłodowska-Curie Actions Staff Exchanges, Grant Agreement No. 101131220.

FIGHTING CLIMATE HEAT

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ABSTRACT

The climate agreements from Kyoto 1997, the Paris 2015, all the Cops, until COP 30 in Belem; EU programs, like the Geen Deal, the RED III, The Electrification Action, the UN Work Programme 2026-2030, all the activities of international organizations, like UN-IPCC, have to secure energy for more

than 8 billion people, at the same time to protect the environment, according to the 2030 Agenda for Sustainable Development. The environmental pollution from CO₂ is increasing; all the gas emitted since the industrial revolution are remaining in the atmosphere, only the 50% will be reduced by Carbon Storage Sinks, like the oceans, but emission are increasing, for energy use increasing at the incredible path due, to media communication, data centers, and A.I. It is a difficult task, since energy needs are mounting and, at the same time, governments must provide energy access for 665 million who are without energy. The energy use growths causing the global trend of high temperatures, which requires high level of cooling capacity, which at the same time, expand the CO₂ emissions. We still use fossil energy for 80%, and 30% of emissions are given by food, whose production is an obvious growth. Record land and sea surface temperatures, heat, drought, fire and floods define the state of the climate in this record hot year 2026. Since 2015 the increase has been constant, 2026 is the hottest year within 11 years of records, so that we have had the 25 warmest years in the last 5 thousand years. The trend will continue to grow, at least until 2100, to arrive, according to the worst-case scenarios, at +4.5 Celsius degrees, according to the best scenarios, at +2.1 Geopolitical tensions, market volatility and climate impacts are increasing pressure on energy security and affordability, while investment remains uneven, and the UN system faces tighter financial constraints. (UN-Energy). The Paris Goal should be reached only by tripling the renewable energy capacity globally and doubling the global average annual rate of energy efficiency improvements by 2030 and accept low-emissions hydrogen technology.

KEYWORDS

Extreme heat, Use of energy, Renewable energy, International organizations

WHO CAN ACCESS CLIMATE INFORMATION?

AN EYE-TRACKING ANALYSIS OF CLIMATE SERVICE WEBSITES IN SOUTHERN EUROPE

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ABSTRACT

Climate services provide essential information, including weather forecasts, climate projections, and extreme weather alerts, that support informed decision-making and climate change adaptation. Despite their importance in society, Climate Information Services (CIS) websites often present information through complex interfaces that may hinder access and comprehension, particularly for non-specialist users and people with disabilities. Ensuring that climate information is both accessible and understandable is crucial for inclusive climate communication and for compliance with accessibility regulations such as the European Union Web Accessibility Directive. This study investigates the accessibility of CIS websites from five Southern European countries (Slovenia, Croatia, Serbia, Bulgaria, and Greece) focusing on how users locate, process, and interpret key climate information. Building on a previous comparative analysis of these platforms, the research employs eye-tracking methods to examine user interaction patterns and identify potential barriers to information access. Data was collected using RealEye, a web-based eye-tracking application. Thirty adults participated in the study, including fifteen individuals with some degree of sight loss and fifteen non-disabled participants. All participants were fluent in English and completed a series of tasks designed to assess their ability to identify and interpret core climate information elements, including temperature data, weather forecasts, warning messages, and visual weather icons. The analy-

sis focuses on gaze behaviour, fixation duration, visual attention patterns, task completion, and information retrieval performance across the different interfaces. By comparing the experiences of participants with and without visual impairments, the study seeks to identify interface characteristics that facilitate or hinder access to climate information. The findings are expected to contribute to the development of a set of recommendations for the design of more accessible and inclusive climate service websites. More broadly, the study highlights the importance of integrating accessibility considerations into climate communication strategies to ensure that essential environmental information can be effectively accessed and understood by diverse user groups.

KEYWORDS

Climate Information Services, Web accessibility, Eye-tracking, Inclusive design

COMPARING SCIENTIFIC AND LOCAL KNOWLEDGE-BASED WEATHER PREDICTION STIMULI: AN EYE-TRACKING STUDY OF WEATHER INFORMATION DECISION SUPPORT FOR FARMERS

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ABSTRACT

This study, carried out in Ghana, aimed to compare how farmers perceive and engage with three weather-prediction stimuli: scientific weather information, local knowledge-based weather indicators, and weather information presented through Drop App - a research-based decision-support tool providing two-way hydro-climatic information services combining scientific forecasts with indigenous weather knowledge. The study employed the RealEye webcam-based eye-tracking platform to examine participants' visual attention and engagement while interacting with the different weather-information stimuli. A structured questionnaire using a five-point Likert

scale was administered to assess perceptions across six dimensions: trust, confidence, accuracy, flexibility, understandability, and usefulness. Participants were presented with the three weather-information stimuli and asked to evaluate each independently. Eye-tracking measures provide behavioural evidence of visual attention and information-processing patterns, while questionnaire responses capture participants' subjective perceptions and preferences. The study provided empirical insights into how different forms of weather information is perceived, understood, and processed by subsistence farmers who depend on it for their livelihood. By integrating webcam-based eye tracking with self-reported perceptions, the study contributed to understanding the complementary roles of scientific forecasting, local knowledge, and digital weather technologies in climate adaptation. The findings may support the development of accessible, trusted, understandable, and contextually relevant weather information decision-support systems for climate-sensitive agricultural communities in the Global South.

KEYWORDS

Weather information, Climate change adaptation, Local knowledge, Eye tracking, Decision-support systems

HUNTING TOURISM

HUNTING TOURISM AND LOCAL RURAL DEVELOPMENT: THE CASE OF NEUZINA HUNTING GROUND IN VOJVODINA, SERBIA

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ABSTRACT

Hunting tourism represents a specific form of rural tourism that can contribute to the sustainable use of natural resources while generating economic benefits for rural communities. Beyond revenues directly associated with hunting activities, it can stimulate demand for accommodation, food, transport, guiding, and other locally provided services, thereby supporting economic diversification in rural areas. This paper examines the role of hunting tourism in local rural development through the case study of the Neuzina hunting ground in Vojvodina, Serbia. The hunting ground is characterized by rich wildlife resources and provides a basis for the development of organized hunting tourism. Hunting tourism activities are conducted through the local hunting association and its hunting section, in cooperation with a local tourism agency involved in organizing and promoting hunting experiences and related services. Particular attention is given to the practice of accommodating visiting hunters in settlements surrounding the hunting ground, including Neuzina and the wider Sečanj area. This approach enables tourism-related expenditure to extend beyond the hunting ground and benefit local accommodation providers, restaurants, and other small businesses. The paper analyzes the potential of this locally based model to contribute to employment, support local entrepreneurship, strengthen the rural tourism offer, and retain tourism-related income within the local community. At the same time, the study emphasizes the importance of responsible game management, habitat conservation, and cooperation between hunting orga-

nizations, tourism agencies, local service providers, and public authorities. The case of Neuzina illustrates how hunting tourism, when integrated with local services and appropriately managed natural resources, can serve as a complementary instrument for sustainable rural development in the Sečanj area and the wider Vojvodina region.

KEYWORDS

Hunting tourism, Local rural development, Neuzina hunting ground, Vojvodina, Serbia

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