



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



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Cultural Crossroads: Heritage, Hybridity, and Horizons

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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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