



SEPTEMBER 15-19, 20121

*7th International Tourism and Hospitality  
Management Congress (ITHMC)*

**BOOK OF ABSTRACTS**

[WWW.ITHMC.COM](http://WWW.ITHMC.COM)

**BOOK OF ABSTRACTS**

**ITHMC 2021**

# **7th INTERNATIONAL TOURISM AND HOSPITALITY MANAGEMENT CONGRESS**

## **CHAIRS OF THE CONFERENCE**

Prof. Dr. A. Akın Aksu – Akdeniz University

Prof. Dr. Rifat Škrijelj / University of Sarajevo

Prof. Dr. Nusret Drešković - University of Sarajevo

Prof. Dr. Sami Karacan - Kocaeli University

Assoc. Prof. Dr. Senem Yazıcı - Muğla Sıtkı Koçman University

## **SCIENTIFIC COMMITTEE**

- Prof. Dr. A. Akın Aksu / Akdeniz University / TURKEY  
Prof. Dr. Ahmet Kibar Çetin / Çankırı Karatekin University / TURKEY  
Prof. Dr. Ahmet KUBAŞ / Namık Kemal University / TURKEY  
Prof. Dr. Ana Vovk Korze/ University of Maribor / SLOVENIA  
Prof. Dr. Andjelija Ivkov Dzigurski / University of Novi Sad / SERBIA  
Prof. Dr. Bike Kocaoğlu / Antalya Bilim University/TURKEY  
Prof.(FH) Mag. Claudia Bauer-Krösbacher / FH Krems University / AUSTRIA  
Prof. Dr. Cihan Çobanoğlu / University of South Florida / USA  
Prof. Dr. Cevdet Avcikurt / Balıkesir University / TURKEY  
Prof. Dr. Dimitrios Buhalis / Bournemouth University / UK  
Prof. Dr. Doğan Gürsoy / Washington State University / USA  
Prof. Dr. Fevzi Okumuş / University of Central Florida / USA  
Prof. Dr. Goran Jovic / University of East Sarajevo / BOSNIA AND HERZEGOVINA  
Prof. (FH) Dr. Georg Christian Steckenbauer / FH Krems University / AUSTRIA  
Prof. Dr. Hülya Gündüz Çekmecelioğlu / Kocaeli University / TURKEY  
Prof. Dr. Igor Žiberna / University of Maribor / SLOVENIA  
Prof. Dr. İrfan Arıkan / FH Krems University / AUSTRIA  
Prof. Dr. Jean-Pierre Van Der Rest / Hotelschool The Hague / NETHERLANDS  
Prof. Dr. Kurtuluş Karamustafa / Erciyes University / TURKEY  
Prof. Dr. Levent Altınay / Oxford Brookes University / UK  
Prof. Dr. Murat Hançer / University of Central Florida / USA  
Prof. Dr. Muharrem Tuna / Gazi University / TURKEY  
Prof. Dr. Muzaffer Uysal / University of Massachusetts / USA  
Prof. Dr. Mehmet Sariışık / Sakarya University / TURKEY  
Prof. Dr. Mithat Zeki Dinçer / İstanbul University / TURKEY

Prof. Dr. Orhan Batman / Sakarya University / TURKEY  
Prof. Dr. Rifat Škrijelj / University of Sarajevo / BOSNIA AND HERZEGOVINA  
Prof. Dr. Nusret Drešković / University of Sarajevo / BOSNIA AND HERZEGOVINA  
Prof. Dr. Sami Karacan / Kocaeli University/ TURKEY  
Prof. Dr. Snježana Musa / University of Sarajevo / BOSNIA AND  
HERZEGOVINA  
Prof. Dr. Željka Šiljković / University of Zadar / CROATIA  
Prof. Dr. Vuk Tvrtko Opačić / University of Zagreb / CROATIA  
Prof. Dr. Samir Đug / University of Sarajevo / BOSNIA AND HERZEGOVINA  
Assoc. Prof. Dr. Ayhan Orhan / Kocaeli University / TURKEY  
Assoc. Prof. Dr. Erdal Arli / Kocaeli University / TURKEY  
Assoc. Prof. Dr. Esin Karacan / Kocaeli University / TURKEY  
Assoc. Prof. Dr. Emrah Özkul / Kocaeli University / TURKEY  
Assoc. Prof. Dr. Milka Bubalo-Živković / University of Novi Sad / SERBIA  
Assoc. Prof. Dr. Murat Çuhadar / Süleyman Demiral University / TURKEY  
Assoc. Prof. Dr. Orhan Akova/ İstanbul University / TURKEY  
Assoc. Prof. Dr. Selçuk Koç / Kocaeli University / TURKEY  
Assoc. Prof. Dr. Kristina Košić / University of Novi Sad / SERBIA  
Assoc. Prof. Dr. Umut Avcı / Mugla Sıtkı Koçman University / TURKEY  
Assoc. Prof. Dr. Ranko Mirić / University of Sarajevo / BOSNIA AND HERZEGOVINA  
Assoc. Prof. Dr. Ševkija Okerić / University of Sarajevo / BOSNIA AND HERZEGOVINA  
Assist. Prof. Dr. Adem Yavaş / Kocaeli University / TURKEY  
Assist. Prof. Dr. Alev Dünder Arıkan / Anadolu University / TURKEY  
Assist. Prof. Dr. Bilsen Bilgili / Kocaeli University / TURKEY  
Assist. Prof. Dr. Miha Koderman / University of Primorska / SLOVENIA  
Assist. Prof. Dr. Simon Kerma / University of Primorska / SLOVENIA  
Assist. Prof. Dr. Nükhet Adalet Akpulat / Ege University / TURKEY  
Assist. Prof. Dr. Tülay Polat Üzümcü / Kocaeli University / TURKEY  
Assoc. Prof. Dr. Aida Korjenić / University of Sarajevo / BOSNIA AND HERZEGOVINA  
Assoc. Prof. Dr. Igor Stamenković University of Novi Sad / SERBIA  
Assist. Prof. Dr. Yıldırım Yılmaz / Akdeniz University / TURKEY  
Assist. Prof. Dr. Yüksel Güngör / Kocaeli University / TURKEY

## **ORGANIZATION COMMITTEE**

Assist. Prof. Dr. Edin Hrelja / University of Sarajevo / BOSNIA AND HERZEGOVINA  
Prof. Dr. Nusret Drešković / University of Sarajevo / BOSNIA AND HERZEGOVINA  
Assoc. Prof. Dr. Ranko Mirić / University of Sarajevo / BOSNIA AND HERZEGOVINA  
Assist. Prof. Dr. Tülay Polat Üzümcü / Kocaeli University / TURKEY  
Assoc. Prof. Dr. Aida Korjenić / University of Sarajevo / BOSNIA AND HERZEGOVINA  
Assist. Prof. Dr. Amra Banda / University of Sarajevo / BOSNIA AND HERZEGOVINA  
Assist. Prof. Dr. Boris Avdić / University of Sarajevo / BOSNIA AND HERZEGOVINA  
Amina Sivac, MA / University of Sarajevo / BOSNIA AND HERZEGOVINA  
Ahmed Džaferagić, MA / University of Sarajevo / BOSNIA AND HERZEGOVINA  
Aida Avdić, MA / University of Sarajevo / BOSNIA AND HERZEGOVINA  
Musa Kose - Zenith Group Sarajevo  
Ismet Uzun - Zenith Group Sarajevo  
Alma Ligata - Zenith Group Sarajevo  
Mahira Čaušević - Zenith Group Sarajevo

## CONTENT

THE EFFECT OF SERVICE QUALITY ON THE TOURISTS' SATISFACTION AND WILLINGNESS TO RETURN IN SPORT TOURISM IN BALI .....	1
THE ROLE OF SOCIAL CAPITAL AND ICT IN THE DEVELOPMENT OF NEW TOURIST DESTINATION IN INDONESIA .....	2
SCOPE AND CHALLENGES FOR AGRITOURISM DEVELOPMENT IN MAURITIUS .....	3
THE RELATIONSHIP BETWEEN TOURISM IMPACTS, COMMUNITY HAPPINESS AND FUTURE TOURISM DEVELOPMENT.....	4
EVALUATION OF DAIRY PRODUCTS SUPPLIER FOR TOURISM INDUSTRY USING A NOVEL DECISION FRAMEWORK .....	5
PERCEIVED DIFFICULTY OF YOUTH TOURISTS ON RESPONSIBLY TRAVEL BEHAVIOUR .....	6
RESPITE TOURISM FOR FAMILY CAREGIVERS.....	7
STAKEHOLDERS AND RELATIONSHIPS IN THE REJUVENATION OF A DESTINATION THROUGH INNOVATION.....	8
INNOVATION AND INNOVATION DRIVERS IN THE COMPLEMENTARY TOURISM OFFER .....	9
INTRODUCING THE ARCHAEOLOGICAL WORKS AYDIN PROVINCE AND EVALUATION IN TERMS OF ARCHAEO TOURISM.....	10
INTRODUCTION AND EVALUATION OF MINOAN CIVILIZATION IN TERMS OF ARCHEO TOURISM .....	11
DRIVERS AND CHALLENGES OF SUSTAINABLE ENTREPRENEURSHIP: CASE OF SOUVENIRS AND CRAFTS PRODUCTION IN MAURITIUS .....	12
INTEGRATING WINE FESTIVAL MOTIVATION AS A HIGHER-ORDER CONSTRUCT IN THE MOTIVATION-SATISFACTION-FESTIVAL LOYALTY FRAMEWORK BY CONSIDERING GENDER AS A MODERATOR .....	13
ANALYSIS OF TOURISM AND SECOND HOME DEVELOPMENT IN THE AREA OF SVIŠČAKI, SOUTHWESTERN SLOVENIA .....	14
CHANGES IN THE CLIMATE SUITABILITY FOR TOURISM IN ROMANIA IN THE NEAR FUTURE (2021-2040) IN THE CONTEXT OF CLIMATE CHANGES .....	15
SPATIAL CORRELATIONS BETWEEN TOURISM INDICATORS TO IDENTIFY NEIGHBOURHOODS UNDER TOURISTIFICATION PROCESSES. MEDITERRANEAN PORT CITIES AS CASE STUDIES .....	16
CHALLENGES OF THE COOPERATION OF THE PROTECTED AREA MANAGEMENT WITH TOURISM STAKEHOLDERS – THE CASE OF NATURE PARK STRUNJAN, SLOVENIA .....	17
CYCLING TOURISM AND SUSTAINABLE URBAN MOBILITY IN THE CITY OF ZADAR – FUTURE CHALLENGES.....	18

THE IMPORTANCE AND ROLE OF ANIMATION IN THE CURRICULUM ON THE EXAMPLE OF STUDENT OF DEPARTMENT FOR GEOGRAPHY TOURISM AND HOSPITALITY AT THE FACULTY OF SCIENCES IN NOVI SAD .....	19
STUDENT’S PROJECT FROM SUBJECT ANIMATIONS AND LOGISTICS IN TOURISM – NOVI SAD AND BEFORE.....	20
MEDIEVAL HERITAGE IN EDUCATION AND TOURISM – CASE STUDY OF GORNJI KOTORAC AND ARNAUTOVIĆI.....	21
THE PROFILE OF TOURISTS DURING SARAJEVO FILM FESTIVAL .....	22
APPLICATION OF GIS IN TOURISM DEVELOPMENT PLANNING OF BIJAMBARE PROTECTED AREA.....	23
APPLICATION OF GIS IN THE PROCESS OF IDENTIFICATION AND TOURIST VALORIZATION OF DOLINE KARST IN BOSNIA AND HERZEGOVINA .....	24
WATER TOURISM IN BOSNIA AND HERZEGOVINA .....	25
BANJA LUKA TOURIST-GEOGRAPHICAL REGION - A REGION FOR LEISURE AND RECREATION .....	26
CULTURAL HERITAGE OF MOUNTAIN BJELAŠNICA IN TOURISM SUPPLY.....	27

# **THE EFFECT OF SERVICE QUALITY ON HE TOURISTS' SATISFACTION AND WILLINGNESS TO RETURN IN SPORT TOURISM IN BALI**

**Angelia Tanudiredja<sup>1</sup>  
A. Y. Agung Nugroho<sup>2</sup>**

## **Abstract:**

Sport Tourism is a type of tourism that is attracting the world's attention nowadays. Many countries offer the concept of sports tourism to attract more foreign tourists. Indonesia is no exception doing a new branding of Bali as a sports tourism destination. International tourists knew Bali so far as cultural and heritage tourism only. Bali has many beaches and beautiful natural environments, which are the right place for various other activities. There have been many studies on tourism in Bali that discuss cultural and heritage aspects, but research on the potential for sport tourism in Bali is still limited.

This study examines the effect of Service Quality on the willingness to return foreign tourists to Bali by using the Scale of Service Quality in Recreational Sport Tourism (SSQRS). This study uses a quantitative approach, and the researcher obtained data by distributing online questionnaires to foreign tourists who have visited Bali and enjoyed sports tourism.

This study found that Service Quality affects the level of satisfaction. Service quality dimensions that affect satisfaction include the interaction quality and physical environment quality dimensions. The results also show that tourist satisfaction has a positive effect on the willingness to return to Bali. This study also reveals a need to make adjustments to the constructs in the service quality scales so that they are fit and relevant to the conditions of the research subjects.

**Keywords:** Sport Tourism, Service Quality, Satisfaction, Willingness To Return

---

<sup>1</sup> MBA program, Atma Jaya Catholic University of Indonesia

<sup>2</sup> MBA program, Atma Jaya Catholic University of Indonesia,agung.nugroho@atmajaya.ac.id



# THE ROLE OF SOCIAL CAPITAL AND ICT IN THE DEVELOPMENT OF NEW TOURIST DESTINATION IN INDONESIA

A. Y. Agung Nugroho<sup>1</sup>

Suharsono<sup>2</sup>

Alfonso Harrison<sup>3</sup>

## Abstract:

Regional autonomy in Indonesia encourages local governments to create new tourist destinations. These new tourist destinations are usually developed in remote areas with limited infrastructure and target the local tourist market. Previous studies show that it is necessary to boost the use of ICT in promoting and developing new tourist destinations and involving the community by utilizing the social capital of local communities.

This study aims to identify the role of social capital and ICT in the development of new tourist destinations, with a case study of tourist destinations in Pringsewu Regency, Lampung, Indonesia.

This study uses a qualitative approach with in-depth interviews with regulators, tourist destination managers, community groups, and visitors. It added with FGDs involving tourism business managers and tourism-conscious communities, and finally, the data were analyzed descriptively and critically using a triangulation technique.

The results showed that ICT plays an essential role in promoting new tourist destinations because of its effectiveness in reaching prospects through social media. The study also revealed that a tourism support community group is an enabling factor that becomes a catalyst to connect destination managers with stakeholders such as supporting businesses, local communities, and government. This connection through regular meetings between stakeholders is an essential aspect of social capital in developing new tourist destinations, namely increasing the spirit of cooperation (gotong-royong) which is the norm and value of the Indonesian community. It also provided trust among stakeholders and built higher quality networking between regulators, communities, destination managers, and tourism supporting businesses.

**Keywords:** Social Capital, Local Community Involvement, Ict, Tourist Destination.

---

<sup>1</sup> MBA program, Atma Jaya Catholic University of Indonesia, [agung.nugroho@atmajaya.ac.id](mailto:agung.nugroho@atmajaya.ac.id)

<sup>2</sup> Atma Jaya Catholic University of Indonesia

<sup>3</sup> Atma Jaya Catholic University of Indonesia

# SCOPE AND CHALLENGES FOR AGRITOURISM DEVELOPMENT IN MAURITIUS

**Perunjodi Naidoo<sup>1</sup>**  
**Prabha Ramseook-Munhurrun<sup>2</sup>**  
**Vanessa Seebaluck<sup>3</sup>**  
**Kewin Cesar<sup>4</sup>**

## **Abstract:**

Since agritourism is in its infancy in Mauritius and limited information is available on the topic, the aim of the study was to examine potential visitors' perceptions of agritourism development. A qualitative approach to inquiry was used and semi-structured interviews were conducted with 21 respondents through convenience sampling. Information were collected on the awareness of agritourism, desired expectations and experiences and potential challenges to engage in agritourism. Interviews were supported by the photo-elicitation technique where pictures were selected by the research team prior to the interviews to aid participants to visualise agritourism in case they were not familiar with the concept. The findings reveal that agritourism is an unfamiliar and new concept for the domestic market although the literature acknowledges that it is a widely adopted form of tourism in many parts of the world. Moreover, the study also showed that contextual considerations might pose challenges to the development of agritourism specially the very small size of farms in this island destination. Low income and limited level of service may also be a challenge for small entrepreneurs, yet, this study showed that visitor experience can still be enhanced with minimal primary facilities. Moreover, enterprises with small farm settings may be able to consolidate their product offer by focusing on authenticity and engaging experiences such as the discovery of the local food journey and hands-on food preparation.

**Keywords:** Agritourism, Domestic Market, Challenges, Small Islands, Mauritius

---

<sup>1</sup> University of Technology Mauritius, pnaidoo@umail.utm.ac.mu

<sup>2</sup> University of Technology Mauritius

<sup>3</sup> University of Technology Mauritius

<sup>4</sup> University of Technology Mauritius

# **THE RELATIONSHIP BETWEEN TOURISM IMPACTS, COMMUNITY HAPPINESS AND FUTURE TOURISM DEVELOPMENT**

**Perunjodi Naidoo<sup>1</sup>**  
**Prabha Ramseook-Munhurrun<sup>2</sup>**  
**Soolakshna Bhiwajee<sup>3</sup>**  
**Sadhiska Bhoojedhur<sup>4</sup>**

## **Abstract:**

The purpose of this study was to investigate the impacts of tourism on the happiness of the local community in Mauritius. A study on happiness is important since in recent years, it has been acknowledged that the contributions of tourism should not be measured in economic terms alone. It is important to look at the long-term contributions of tourism and the development of an industry such as tourism should seek more significant and broader outcomes for its population. Hence, its relationship to happiness cannot be overlooked because studies have shown that happy people are more likely to perform positive activities and display optimistic behaviours that benefit societies at large. The study uses a quantitative approach through the use of a questionnaire. The quantitative data for this study were collected from a sample of 600 local residents in Mauritius. It was found that two factors, namely economic impacts, and local services significantly and positively influenced community happiness and support for tourism mainly due to the considerable economic dependence and significance of the tourism industry for Mauritius. Contrastingly, health and well-being impacts negatively influenced community happiness and resident's support for future tourism development. Other tourism impacts did not directly significantly influence happiness and the residents' perceptions of future tourism development.

**Keywords:** Tourism, Development, Happiness, Impacts, Community, Mauritius

---

<sup>1</sup> University of Technology Mauritius, pnaidoo@umail.utm.ac.mu

<sup>2</sup> University of Technology Mauritius

<sup>3</sup> University of Technology Mauritius

<sup>4</sup> University of Technology Mauritius

# EVALUATION OF DAIRY PRODUCTS SUPPLIER FOR TOURISM INDUSTRY USING A NOVEL DECISION FRAMEWORK

Ömer Faruk Görçün<sup>1</sup>  
Hande Küçükönder<sup>2</sup>

## Abstract:

The tourism industry encounters many complicated decision-making problems on supplier selection. Companies have to make a very comprehensive collaboration with many suppliers to give quality hospitality services. However, selecting appropriate suppliers is not an easy job, as many conflicting criteria affect the evaluation processes. Furthermore, complexities are ever-increased depending on the number of alternatives and criteria. The paper proposes a novel multi-criteria decision-making (MCDM) framework to solve these decision-making problems encountered in the tourism and hospitality industries. The proposed model consists of two MCDM techniques. First, the Simple Additive Weighting (SAW) method was applied to convert the subjective evaluations of some criteria to the crisp values. Second, the simultaneous evaluation of criteria and alternatives (SECA) technique was implemented to identify the criteria weights and determine the preference ratings of the decision alternatives. The proposed model has many advantages compared to the other traditional and popular MCDM frameworks. First, it can reach very accurate and reasonable results with fewer computations; it does not require many comparisons and computations since it can be applied with fewer pairwise comparisons. Besides, it does not require additional techniques for determining consistency, as it is maximally consistent. We applied this approach to solve the selection of suppliers for the tourism and hospitality industry. Afterward, we performed a comprehensive sensitivity analysis to test the validation of the proposed MCDM framework by forming 100 different scenarios. The results of the sensitivity analysis approve the validity and applicability of the proposed model and its results.

**Keywords:** Tourism And Hospitality, MCDM, SECA, SAW, Supplier Selection

---

<sup>1</sup> Kadir Has University, omer.gorcun@khas.edu.tr

<sup>2</sup> Bartın University, Faculty of Economics and Administration Department of Numerical Methods

# PERCEIVED DIFFICULTY OF YOUTH TOURISTS ON RESPONSIBLY TRAVEL BEHAVIOUR

Nirundon Tapachai<sup>1</sup>

## Abstract:

Tourist responsible behaviour is determined by how difficult they perceive with a particular behavior. Even perceived difficulty is important but no study have been found in tourism study.

This study aimed to 1) study the responsibly travelling behaviour of young travellers and 2) explore the extent to which perceived difficulty on responsibly travel behaviours.

A sample of 178 Czech undergraduate students was selected by convenience sampling method. The study used a self-administered questionnaire as a collection instrument. The 4 points rating scale (1 = very difficult to do; 4 = not difficult to do at all) of perceived difficulty on responsibly travel behaviour was developed and the scale reliability was tested.

The top three responsible behavior were reported, including supporting local tour operators the most, eating local food, and staying locally owned accommodation. Concerning perceived difficulty on responsible behaviour, the respondents demonstrated that the average perceived difficulty of responsible behaviour was moderate. The top three travel-related behaviours perceived difficult to do included supporting local tour operators, giving money to support community projects, and choosing eco-friendly transportation. The top three travel-related behaviour perceived as easy to do were always behaving respectfully on the place visited, finding out the social, cultural and political background and visiting visitor centers to get local information.

A significant difference in perceived difficulty between/among students of different gender, frequency of travelling, self-perception was found. However, no significant correlation between student age and perceived difficulty was found.

**Keywords:** Perceived Difficulty, Responsible Tourism, Tourist Behaviour, Sustainable Tourism

---

<sup>1</sup> Faculty of Business Administration, Kasetsart University, ntapachai@yahoo.com

# RESPITE TOURISM FOR FAMILY CAREGIVERS

Robert Holda<sup>1</sup>

**Abstract:**

One of the most misunderstood and unappreciated segments of society in relation to medical tourism is the family caregiver; those caring for a loved one who sacrifice their own employment schedule, their personal time for relaxing and recreation, and often and importantly their own health. The purpose of this chapter is to raise awareness of the plight of family caregivers as an issue for medical tourism, the effects of stress and burnout, and the essential need for respite of body, mind, and spirit for these central assistants in the matter of healthcare for patients. Though healthcare and its subset, medical tourism, are frequently perceived as focused on a “patient”, they also encompass many other individuals and organizations. As addressed here, the focus is on the family member caring for a loved one. The intent is to link the concept of medical tourism as an avenue for relaxation and respite to enhance the wellness of this specific target market.

**Keywords:** Caaring, Sacrifice, Burnout, Respite, Wellness, Medical Tourism

---

<sup>1</sup> Purdue University, [bholda2@frontier.com](mailto:bholda2@frontier.com)

# STAKEHOLDERS AND RELATIONSHIPS IN THE REJUVENATION OF A DESTINATION THROUGH INNOVATION

**Mariona Luis Tomás<sup>1</sup>**

**Maria Tugores Ques<sup>2</sup>**

## **Abstract:**

This article makes a theoretical and empirical contribution to the study of the role of people and relationships in the rejuvenation of destinations through innovation in the field of tourism, generating a model of analysis and management that integrates the main elements among rejuvenation and innovation. According to several authors, one of the key success factors of a rejuvenation process is people, their relationships, and their way of collaborating. The literature review focuses on the analysis of the importance of relationships and collaboration as a key element of the rejuvenation of destinations, considering the theory of innovation systems. The methodological framework is hypothetically deductive and qualitative: first, the existing theories on rejuvenation of destinations and innovation have been used as a starting point for the proposal of a hypothesis on the impact of stakeholders and relationships in the rejuvenation of destinations through innovation. Second, a qualitative methodology based on the case study and on conducting in-depth interviews with experts related with the rejuvenation process of Magaluf (Majorca), a European reference in mass tourism, is used to analyze the impact of relationships and collaboration in this process. The results are the most significant elements that stakeholders have turned on to respond to the challenges proposed by the new mass tourism and to rejuvenate the destination. The discussion and conclusions section compares the results obtained with the literature review and it makes a proposal of key elements to organize people and organizations around the shared objective of rejuvenating a destination.

**Keywords:** Stakeholders, Relationships, Collaboration, Destination Rejuvenation, Innovation In Destinations

---

<sup>1</sup> Universitat de Les Illes Balears, luistomasmariona@gmail.com

<sup>2</sup> Universitat de Les Illes Balears

# INNOVATION AND INNOVATION DRIVERS IN THE COMPLEMENTARY TOURISM OFFER

**Maria Tugores Ques<sup>1</sup>**

**Mariona Luis Tomás<sup>2</sup>**

## **Abstract:**

The objective of this article is to describe the complementary offer in a sun and beach mass destination, to identify the most innovative companies and to detect the key drivers of this innovation.

To respond to this objective, Magaluf, in Mallorca, is an ideal destination, as a mature destination that has undergone a process of rejuvenation where the complementary offer has been diversified and has increased its quality.

A quantitative methodology is proposed to develop 90 surveys of food and beverage companies, leisure and sports establishments and souvenirs, which allows reaching a representative sample of the sector of the complementary tourist offer in the destination. The results are a general description of the complementary offer in a mass destination, an analysis of the level of innovation of the companies and the identification of which drivers of innovation are most valued by the companies that are innovative, comparing them with the most valued drivers for those that are not.

The discussion of the article focuses on identifying to what extent the results are consistent with what the previous literature says, regarding the different drivers and in the Complementary

The article concludes with a summary of the main characteristics of the complementary offer in the analysed destination. It also includes the analysis of its innovative profile and the assessment of the drivers of innovation that distinguish innovative companies of those that are not, which allows to identify possible policies that can support innovation in the complementary offer of the destination.

**Keywords:** Complementary Offer, Innovation, Innovation Drivers, Mass Destination

---

<sup>1</sup> Universitat de Les Illes Balears, mtugores@uib.es

<sup>2</sup> Universitat de Les Illes Balears



# INTRODUCING THE ARCHAEOLOGICAL WORKS AYDIN PROVINCE AND EVALUATION IN TERMS OF ARCHAEO TOURISM

**Murat Turgut<sup>1</sup>**

## **Abstract:**

Aydın is a city in western Turkey. Aydın is surrounded by İzmir in the north, Denizli in the east, Muğla in the south and the Aegean Sea in the west. The ancient city of Tralleis is 1 km from Aydın. A Roman bath, an Arsenal structure used in the Hellenistic Roman and Byzantine periods, and a Byzantine religious structure were unearthed. The ancient city of Aphrodisias is located in the Karacasu district of Aydın Province. This city was founded in the name of goddess Aphrodite and took its name from this goddess. The city has become a world-famous city with its architectural works. Temple, stadium, bath and odeon are among the structures of the city that survive today. Miletos is located in the Didim district of Aydın province. It is one of the most important city ports of Ionia. It has four ports. This city has many structures. In addition, the city trained many scientists in ancient times. The ancient city of Nysa is located in Sultanhisar district. Strabon, who is described as the most important geographer of the ancient period, was educated in this city. Apart from these cities, there are also important ancient cities such as Priene, Magnesia ad Meandrum, Alinda, Alabanda, Didyma. In this study, it will be tried to introduce the ancient cities within the borders of Aydın province and to highlight their tourism values.

**Keywords:** Ancient Ruins, Museum, Antique Cities, Aydın, Aydın Tourism

---

<sup>1</sup> Selcuk University, mturgut@selcuk.edu.tr

# INTRODUCTION AND EVALUATION OF MINOAN CIVILIZATION IN TERMS OF ARCHEO TOURISM

**Murat Turgut<sup>1</sup>**

## **Abstract:**

The Minoan Civilization is a civilization that lived on the island of Crete, the fifth largest island in the Mediterranean. In general, it represented the Bronze Ages of the island. Thanks to the geographical location of the island, the Minoan civilization was in contact with the Greek mainland, Anatolia, Egypt, the Eastern Mediterranean ports and, to a lesser extent, with the Western Mediterranean regions. Crete had an important place in Ancient Greek mythology. Zeus, the god of ancient Greek belief, was born on Mount Ida on the island of Crete. Apart from being the hometown of Zeus, the island of Crete has also hosted many mythological stories. The center of Minoan civilization was the Palace of Knossos. This building was not only a palace but also a temple. The people of Knossos decorated the walls of this temple with frescoes. These frescoes have very vivid colors. The fresco of jumping over the bull has been one of the most important examples of a tradition that goes back to India. Apart from the fresco of jumping over the bull, frescoes depicting women collecting saffron, athletics and boxing athletes were found. Apart from Knossos, many important ruins have been reached in settlements such as Phaistos and Rethymno. These ruins have qualities that can attract the attention of both researchers and tourists. In this study, it is planned to introduce the island of Crete according to the archaeological documents of the Minoan period and to draw attention to the importance of archaeotourism.

**Keywords:** Aegean Islands, Ancient Crete, Minoan, Minotaur

---

<sup>1</sup> Selcuk University, mturgut@selcuk.edu.tr

# **DRIVERS AND CHALLENGES OF SUSTAINABLE ENTREPRENEURSHIP: CASE OF SOUVENIRS AND CRAFTS PRODUCTION IN MAURITIUS**

**Prabha Ramseook-Munhurrin<sup>1</sup>**

**Perunjodi Naidoo<sup>2</sup>**

**Soolakshna Lukea-Bhiwajee<sup>3</sup>**

**Sadhiska Bhoojedhur<sup>4</sup>**

## **Abstract:**

The purpose of this study was to explore the key drivers and challenges in souvenirs entrepreneurship and to broaden understanding of souvenir production through the examination of creativity and innovation in craft souvenirs. Despite the importance of innovation to all sectors of the economy, creativity and innovation has not been sufficiently studied from the perspective of SMEs in the tourism industry in Mauritius. A qualitative approach was used to explore the entrepreneurs' understanding and experiences of creative and innovative sustainable approaches in designing and producing sustainable locally made artefacts for the tourism industry. Semi-structured interviews were conducted with 25 SMEs using purposive and snowballing samplings to facilitate the access to hard-to-reach SMEs. The qualitative data was content analysed for prominent themes. The criteria used by the SMEs to explain creative and innovative sustainable crafts and souvenirs were workmanship, eco-friendly, originality and uniqueness local heritage, and local inspiration. The findings further revealed that challenges such as lack of skilled labour, lack of labour cost, availability and price of raw materials, unfair competition, and sales and marketing support impacted on the production of locally handmade and authentic crafts and souvenirs. The findings of this study can provide useful information for souvenir producers/retailers, tourism decision-makers and tourism authorities when developing crafts and souvenirs that reflect aspirational experiences for travellers and also an opportunity to use these tourism products as a powerful marketing tool.

**Keywords:** Crafts And Souvenirs, Entrepreneurship, Sustainability, Mauritius

---

<sup>1</sup> University of Technology Mauritius, pmunhurrin@umail.utm.ac.mu

<sup>2</sup> University of Technology Mauritius

<sup>3</sup> University of Technology Mauritius

<sup>4</sup> University of Technology Mauritius

# **INTEGRATING WINE FESTIVAL MOTIVATION AS A HIGHER-ORDER CONSTRUCT IN THE MOTIVATION-SATISFACTION-FESTIVAL LOYALTY FRAMEWORK BY CONSIDERING GENDER AS A MODERATOR**

**Valsaraj Payini<sup>1</sup>**  
**Manuel Alector Ribeiro<sup>2</sup>**  
**Kyle Maurice Woosnam<sup>3</sup>**  
**Vasanth Kamath<sup>4</sup>**  
**Jyothi Mallya<sup>5</sup>**

## **Abstract:**

This study examines the role of motivation, perceived value, and satisfaction in predicting visitors' loyalty to wine festivals in India and the moderating effect of gender. Based on a sample of 400 respondents, structural equation modeling was used to test the model. Results revealed that motivation influences perceived value, satisfaction, and loyalty. Perceived value was a significant contributor in boosting Indian consumers' satisfaction towards the wine festival and their loyalty. This study extends existing models of motivation in the hospitality and tourism literature by demonstrating that motivation is best modeled as a higher-order construct comprising two second-order dimensions of pull and push motivations and eight first-order dimensions. The findings also show that perceived value and satisfaction mediate the relationship between motivation and loyalty. Lastly, this study demonstrates the moderating effects of gender on the proposed relationships. This study adds knowledge on the higher structure of motivation, and managerial implications are provided.

**Keywords:** Motivation, Satisfaction, Perceived Value, Wine Festival, Loyalty, Gender

---

<sup>1</sup> Wecomgroup Graduate School of Hotel Administration, Manipal Academy of Higher Education, valsaraj.p@manipal.edu

<sup>2</sup> University of Surrey

<sup>3</sup> University of Georgia

<sup>4</sup> Tapai Management Institute

<sup>5</sup> Welcomgroup Graduate School of Hotel Administration, Manipal Academy of Higher Education

# ANALYSIS OF TOURISM AND SECOND HOME DEVELOPMENT IN THE AREA OF SVIŠČAKI, SOUTHWESTERN SLOVENIA

**Gregor Kovačič<sup>1</sup>**  
**Miha Koderman<sup>2</sup>**

## **Abstract:**

The hamlet of Sviščaki is located in the Municipality of Ilirska Bistrica and is one of the largest mountain second home resorts in southwestern Slovenia. It lies in the close vicinity of the Veliki Snežnik mountain (1796 m above sea level), the highest mountain of southern Slovenia. The area is known for extensive forests and represents an important nature protected area, included in the Natura 2000 directive. In this paper, we present the development of the Sviščaki hamlet in the context of the tourism development on the Snežnik plateau. We analyse the current condition of the tourist infrastructure, while focusing on spatial analysis of second homes and other communal and tourist infrastructure in Sviščaki. Second homes represent a serious risk for direct and indirect pollution in this sensitive natural landscape, where further tourist development is expected. Spatial analysis of second homes was carried out with the help of the Real Estate Register and the Public Insight into Real Estate portal, which is managed by the Surveying and Mapping Authority of the Republic of Slovenia. We also evaluate the future perspectives for the tourism development of Sviščaki according to the Municipal Detailed Spatial Plan for the Sviščaki Tourist Centre. The evaluation of the future development of the tourist centre was based on professional documents, related to the process of implementation of the spatial plan for the Sviščaki Tourists Centre.

**Keywords:** Tourism Development, Second Homes, Protected Area, Sviščaki, Snežnik, Municipality Of Ilirska Bistrica, Slovenia

---

<sup>1</sup> Associate professor, Department of Geography, Faculty of Humanities, University of Primorska

<sup>2</sup> Associate professor, Department of Geography, Faculty of Humanities, University of Primorska, miha.koderman@fhs.upr.si

# CHANGES IN THE CLIMATE SUITABILITY FOR TOURISM IN ROMANIA IN THE NEAR FUTURE (2021-2040) IN THE CONTEXT OF CLIMATE CHANGES

Liliana Velea<sup>1</sup>  
Alessandro Gallo<sup>2</sup>

## Abstract:

Tourism is an important economic sector, which in Romania brought about 2.6% from GDP in 2017, and the number of tourists is increasing in the last years. The pandemic situation strongly affected tourism worldwide especially in 2020, but the improvement of this situation opened the opportunities for tourism. Nevertheless, on longer term the climate changes present a real challenge for this sector too, due to the strong relationship between tourism and weather, climate and environmental features of the touristic destination. Review of scientific literature targeting in particular the tourism in Romania showed that, as well as for any destination, the tourist motivation for choosing a particular destination has multiple facets, but the overall weather aspect may be seen as a common feature. A suitable index to describe quantitatively the weather conditions agreeable for outdoor activities is Holiday Climate Index (HCI). In this paper, we present an analysis of changes in climate attractivity for tourism in Romania, expressed through changes in HCI index, in the context of climate changes. We focus on the near-future period (2021-2040) and we employ data provided by the 'Climate Suitability for Tourism Indicators' dataset available from Copernicus Climate Data Store (<https://cds.climate.copernicus.eu/>), at daily and monthly scale. The results are presented in terms of suitability class corresponding to HCI seasonal mean values at country level, for each of RCP45 and RCP85 climate change scenarios. Furthermore, the expected changes in the climate suitability as expressed through HCI for the largest three cities in Romania are presented.

**Keywords:** Tourism, Climate Change, Romania, Holiday Climate Index

---

<sup>1</sup> Department of Humanities, Università Ca'Foscari, [liliana.velea@unive.it](mailto:liliana.velea@unive.it)

<sup>2</sup> Department of Humanities, Università Ca'Foscari

# SPATIAL CORRELATIONS BETWEEN TOURISM INDICATORS TO IDENTIFY NEIGHBOURHOODS UNDER TOURISTIFICATION PROCESSES. MEDITERRANEAN PORT CITIES AS CASE STUDIES

Francisco José Chamizo-Nieto<sup>1</sup>  
Nuria Nebot-Gómez De Salazar<sup>2</sup>  
Carlos Rosa-Jiménez<sup>3</sup>  
Sergio Reyes-Corredera<sup>4</sup>

## Abstract:

The present work aims to define spatial correlations between indicators based on tourism variables which are quantitative and qualitative in nature. The main objective is to identify neighbourhoods where there is a conflict of interest between residents, tourists, hosts, catering sector and other stakeholders involved because of urban tourism. The methodology proposed is based on static and dynamic variables –population, short-term rentals, regulated tourist accommodations, catering facilities, cultural equipment and citizen initiatives– to measure the degree of overtourism. Research instruments are web scraping, open access data from local and regional governments, and most read local newspapers to create a database through Geographic Information System (GIS). Data collection has been analysed on a case-by-case basis with SPSS statistical treatment programme. These methods have been tested in three port cities from the Mediterranean arc: Malaga, Valencia and Palma de Mallorca; where average population is over half a million inhabitants. The key finding is the spatial correlations between indicators which show common patterns in the urban areas analysed by GIS mapping. On that basis, touristification thresholds have been established in order to measure “tourism gentrification” (Gotham, 2005) in-depth. The diagnosis presented may serve as a road map for local and regional administration to struggle with touristification through urban policy in the short- and medium-term. Furthermore, this work is open to new research considering new variables or redefining the existing ones, as well as new tourist destinations as case studies in order to build a comprehensive model which allows qualifying the scopes defined.

**Keywords:** Touristification; Gentrification; Urban Tourism; Overtourism; Indicator System; Spatial Correlation

---

<sup>1</sup> PhD Student, University of Malaga, franciscochamizo@uma.es

<sup>2</sup> Assistant professor, University of Malaga

<sup>3</sup> University of Malaga

<sup>4</sup> University of Malaga

# CHALLENGES OF THE COOPERATION OF THE PROTECTED AREA MANAGEMENT WITH TOURISM STAKEHOLDERS – THE CASE OF NATURE PARK STRUNJAN, SLOVENIA

Simon Kerma<sup>1</sup>

## Abstract:

Several studies have presented win-win scenarios that can effectively link conservation practices and enhancement of ecosystem services, namely provisioning services, supporting services, as well as cultural services, including tourism and recreation. Increasing demand for tourism and recreational activities in protected areas has many positive as well as negative consequences. Managers of protected areas face a challenge balancing policies that strengthen nature conservation and therefore limit the progress of tourism related activities, and tourism development plans. This represents the major challenge in their relation with tourism stakeholders. The need for the implementation of the concept of sustainable tourism development in protected areas resulted in the development of integrated management of protected areas.

This paper focuses on the selected Slovenian protected area, Nature park Strunjan. It is located in a well-developed tourist environment and is easily accessible, which is one of the reasons for high visitor count by one-day visitors and holiday guests. However, this is a protected area and it is thus necessary to introduce sustainable principles in its tourist development. The aim of this preliminary study was therefore to research the quality of cooperation of the protected area management with tourism stakeholders in Nature park Strunjan and determine whether it is possible to talk about integrated management of this protected area. Four semi-structured interviews with the management and selected tourist stakeholders were conducted, alongside an analysis of tourist offer and visits. The results showed that the destination is not yet sufficiently developed in the direction of sustainable tourism.

**Keywords:** Tourism In Protected Areas, Protected Area Management, Sustainable Development, Nature Park Strunjan, Slovenia

---

<sup>1</sup> Assistant professor, Faculty of tourism studies – TURISTICA, University of Primorska, [simon.kerma@fts.upr.si](mailto:simon.kerma@fts.upr.si)



# CYCLING TOURISM AND SUSTAINABLE URBAN MOBILITY IN THE CITY OF ZADAR – FUTURE CHALLENGES

Ana Pejdo<sup>1</sup>

## Abstract:

During the last decade cycling tourism has become one of the fastest growing tourism branches. Survey data from seven European countries show that 3-28 % of all trips are made by cycling, and for trips up to 5 km share of cycling varies from 12 to 39% (European Commission, 2020). In Zadar County the share of population cycling is extremely low due to lack of cycling lanes, not interconnected cycling infrastructure and low level of safeness and traffic culture. In 2019, the pre-pandemic year, a total of 2 million overnights were realized in the City of Zadar. The conflict between tourism and traffic is evident in summer months when almost all domestic and foreign tourists who visit County of Zadar, come to the Zadar city center at least once. Cycling as a form of sustainable urban mobility can be one of the transport solutions during summer months. During July and June interviews have been conducted with tourists who cycled during their stay in Zadar. Results indicate high satisfaction with nature, cultural sites and the beaches while there is rather low degree of satisfaction concerning cycling infrastructure. Understanding tourists' profile and mobility patterns can provide bases for future plans concerning cycling network in the City of Zadar. In order to ensure awareness about tourism and mobility changes it is necessary to ensure key local stakeholders involvement and awareness about tourism and mobility challenges.

**Keywords:** Cycling Tourism, Urban Mobility

---

<sup>1</sup> Associate professor, Department of Geography, University of Zadar, [apejdo@unizd.hr](mailto:apejdo@unizd.hr)

# THE IMPORTANCE AND ROLE OF ANIMATION IN THE CURRICULUM ON THE EXAMPLE OF STUDENT OF DEPARTMENT FOR GEOGRAPHY TOURISM AND HOSPITALITY AT THE FACULTY OF SCIENCES IN NOVI SAD

Igor Stamenković<sup>1</sup>  
Marija Kozomora<sup>2</sup>  
Jelena Marjanović<sup>3</sup>  
Anđelija Ivkov Džigurski<sup>4</sup>

## Abstract:

Animation is applied in various areas of human activity and social life where it is possible to organize animators who have the task of encouraging people to certain activities. The modern tourist is looking for a destination that offers changes, new experiences, events, and that is where the animation flourishes. An increasing number of hotels have recognized the importance of animation and additional content that can offer guests a complete experience.

In this paper, the projects of students of DGTH in Novi Sad will be highlighted. In addition, the role and importance of the subject Animation and Logistics in Tourism in the curriculum during the study of tourism will be emphasized. Starting from 2005, within the curriculum of the compulsory subject, students of 3 years of hotel and tourism have the opportunity to organize a humanitarian thematic evening. Bearing in mind that the subject itself has existed for 15 years, students have so far organized as many as 49 evenings. The goal for students is to gain insight through their own experience and to organize an event that includes a gala dinner, entertainment program and the logistics, as well as to gain skills that will mean in their future business careers. The significance of this paper, which will show the model of how the evening is realized, is reflected in the fact that this curriculum should serve as a model for other faculties in the region to educate their staff in the field of animation.

**Keywords:** Novi Sad, Animation In Tourism, Faculty Of Sciences, Students Project, Thematic Evening

---

<sup>1</sup> Associate Professor, Department of geography, tourism and hotel management, Faculty of Sciences, University of Novi Sad, igorrrrogi@yahoo.com

<sup>2</sup> Department of geography, tourism and hotel management, Faculty of Sciences, University of Novi Sad

<sup>3</sup> Department of geography, tourism and hotel management, Faculty of Sciences, University of Novi Sad

<sup>4</sup> Full Professor, Department of geography, tourism and hotel management, Faculty of Sciences, University of Novi Sad

# STUDENT'S PROJECT FROM SUBJECT ANIMATIONS AND LOGISTICS IN TOURISM – NOVI SAD AND BEFORE

**Jelena Marjanović<sup>1</sup>**  
**Marija Kozomora<sup>2</sup>**  
**Andelija Ivkov Džigurski<sup>3</sup>**  
**Igor Stamenković<sup>4</sup>**

## **Abstract:**

Animation is an important segment of the offer in tourism and it includes all activities that fill the time of the tourists at the destination. Modern tourists are looking for a destination that offers change, new experiences, events and animation is experiencing its heyday. Starting from 2005, within the curriculum of the compulsory subject "Animation and Logistics in Tourism", students of 3rd year at the Department of Geography, Tourism and Hotel Management, Faculty of Sciences in Novi Sad had the opportunity to organize a large number of humanitarian events. The last generation, the generation of 1999, enrolled in the 2018/19 school year, designed to show the famous personalities of Novi Sad through an interactive play that marked the period of the history of this city from the 19th century until today. Students found inspiration for the event from the answers to the survey questionnaire that they had previously created and conducted a pilot survey on a sample of 265 respondents. The content of the survey included open-ended questions about the opinion of the respondents about the most important personalities of Novi Sad, cultural goods, gastronomic specialties and events. The reason for choosing the topic "Novi Sad and the past" is that Novi Sad bears the title of European Capital of Culture 2021, which was postponed to 2022 due to the COVID-19 pandemic. This paper will present a dextritive, comparative and statistical research method.

**Keywords:** Novi Sad, EPK2021, Animation In Tourism, Student Project, Dgt

---

<sup>1</sup> Department of geography, tourism and hotel management, Faculty of Sciences, University of Novi Sad

<sup>2</sup> Department of geography, tourism and hotel management, Faculty of Sciences, University of Novi Sad

<sup>3</sup> Full Professor, Department of geography, tourism and hotel management, Faculty of Sciences, University of Novi Sad

<sup>4</sup> Associate Professor, Department of geography, tourism and hotel management, Faculty of Sciences, University of Novi Sad, igorroggi@yahoo.com

# **MEDIEVAL HERITAGE IN EDUCATION AND TOURISM – CASE STUDY OF GORNJI KOTORAC AND ARNAUTOVIĆI**

**Ranko Mirić<sup>1</sup>**  
**Nusret Drešković<sup>2</sup>**  
**Boris Avdić<sup>3</sup>**  
**Edin Hrelja<sup>4</sup>**

## **Abstract:**

The basic values of certain cultural and historical sites in Bosnia and Herzegovina, in addition to tourism valorization, have a very pronounced educational component in terms of education in almost all segments of schooling (primary, secondary and higher education). The presented cultural and historical monuments with their content represent a real potential in the aspect of developing positive moral and cultural attitudes towards the homeland. Their use in education has a double value: it develops perceptual abilities, as well as awareness of the importance of cultural heritage (positively directs the attitude towards culture). The cultural and historical heritage in Bosnia and Herzegovina is generally not adequately protected today. For that reason, this paper will present the basic characteristics of medieval sites of Gornji Kotorac and Arnautovići, which are to some extent incorporated into the contents of textbooks and other literature in the educational process, and their state in terms of promotion, articulation and presence in tourism offer.

**Key words:** Cultural and historical heritage, geographical education, Gornji Kotorac, Arnautovići.

---

<sup>1</sup> Associate Professor, Department of Geography, Faculty of Science, University of Sarajevo, Sarajevo, Bosnia and Herzegovina

<sup>2</sup> Full Professor, Department of Geography, Faculty of Science, University of Sarajevo, Sarajevo, Bosnia and Herzegovina

<sup>3</sup> Assistant Professor, Department of Geography, Faculty of Science, University of Sarajevo, Sarajevo, Bosnia and Herzegovina, e-mail:borisavdicpmf@hotmail.com

<sup>4</sup> Assistant Professor, Department of Geography, Faculty of Science, University of Sarajevo, Sarajevo, Bosnia and Herzegovina

# THE PROFILE OF TOURISTS DURING SARAJEVO FILM FESTIVAL

Amra Čaušević<sup>1</sup>

Amra Banda<sup>2</sup>

## Abstract:

Sarajevo Film Festival is of great importance for the image and competitiveness of Sarajevo as a tourist product. It has been held every year since 1995 in Sarajevo and has an average attendance of about 100,000 film lovers. An event of any kind, which gathers more than 100,000 visitors in Sarajevo, hosts an impressive number of world media, employs a large number of young people, fills the capacity of hotels, restaurants, draws offers from the tourist community, is the best promoter not only of Sarajevo but the whole country and the leverage for the development of the country in other areas too. The aim of this paper is to analyze the profile of tourists visiting Sarajevo during the Sarajevo Film Festival. Statistical significance tests and descriptive statistics were used in the analysis of the results.

**Key words:** tourism, event tourism, Sarajevo, Sarajevo Film Festival

---

<sup>1</sup>Assistant Professor, Department of Geography, Faculty of Science, University of Sarajevo, amra.causevic@pmf.unsa.ba

<sup>2</sup>Assistant Professor, Department of Geography, Faculty of Science, University of Sarajevo,

# APPLICATION OF GIS IN TOURISM DEVELOPMENT PLANNING OF BIJAMBARE PROTECTED AREA

**Edin Hrelja<sup>1</sup>**  
**Nusret Drešković<sup>2</sup>**  
**Aida Korjenić<sup>3</sup>**  
**Amina Sivac<sup>4</sup>**

## **Abstract:**

The subject of the research is the application of GIS in tourism development planning, a case study of the protected natural area of Bijambara. The aim of the research is to show the benefits of the application of GIS in the use of existing and the establishment of new tourism products within protected natural areas. Protected natural areas are a very valuable tourist potential, but as such, very often, they are under significant tourist pressure, losing their original role - nature protection. Therefore, it is necessary to take into account all elements of the environment when planning the development of tourism within them. The application of GIS has a very important role in the overall process of valorization of tourism potentials and tourism development planning. The identification of tourist potentials is the initial phase in the process of tourist valorization, which in the modern scientific concept of research includes the creation of databases that are thematically established. Tourist valorization is also based on spatial data that include natural geographic (characteristics of relief, hydrography of space, etc.) and socio-geographical characteristics of space (proximity of roads, proximity of emitting centers, etc.), and the most adequate can be seen using modern geoinformation technologies. The implementation of the mentioned concept of tourism development planning, which will be presented through the conducted research, will contribute to the reduction of anthropogenic tourist pressures within protected natural areas.

**Key words:** protected areas, GIS, planning, tourism, environment, Bijambara

---

<sup>1</sup> Assistant Professor, Department of Geography, Faculty of Science, University of Sarajevo, Sarajevo, Bosnia and Herzegovina, e-mail: edin\_hrelja@yahoo.com

<sup>2</sup> Full Professor, Department of Geography, Faculty of Science, University of Sarajevo, Sarajevo, Bosnia and Herzegovina

<sup>3</sup> Associate Professor, Department of Geography, Faculty of Science, University of Sarajevo, Sarajevo, Bosnia and Herzegovina

<sup>4</sup> Senior Teaching Assistant, Department of Geography, Faculty of Science, University of Sarajevo

# APPLICATION OF GIS IN THE PROCESS OF IDENTIFICATION AND TOURIST VALORIZATION OF DOLINE KARST IN BOSNIA AND HERZEGOVINA

Ahmed Džaferagić<sup>1</sup>

Amina Sivac<sup>2</sup>

## Abstract

Soluble rocks where karst and genetically related types of relief are represented characterize over 50% of the territory of Bosnia and Herzegovina. Various shapes characterize the karst of Bosnia and Herzegovina, and many terrains are the "locus typus" of karst in the world. The main tourist motives are numerous caves, springs, mountain peaks and cliffs, canyons and gorges, rivers with travertine waterfalls, and karst fields. Some of these motives, independently or as part of a larger whole, represent protected areas, the most crucial tourist motives, and the most visited tourist destinations in Bosnia and Herzegovina. Apart from the above, karst hides a lot more, and due to inaccessibility and uninformedness, numerous karst phenomena are not recognized as tourist potentials. Basically, these are unusual and broader sections of the landscape with a relatively unknown population.

Since the recent rise in the popularity of aerial photography and remote sensing, and the increasing availability of such multimedia content to the general public, a single karst phenomenon has captured the attention of ordinary observers. It is doline karst that refers to terrains with densely distributed sinkholes. Doline karst is widespread in Bosnia and Herzegovina, but only a few sites are known to the general population. In this paper, using GIS, the areas of doline karst in Bosnia and Herzegovina are identified, the fundamental factors and the way of origin of sinkholes and doline karst are explained, and the possibilities of including doline karst in the tourist offer are pointed out.

**Key words:** doline karst, GIS, tourist valorization, sinkholes, karst phenomena

---

<sup>1</sup> Teaching Assistant, Department of Geography, Faculty of Science, University of Sarajevo, ahmed.dzaferagic@pmf.unsa.ba

<sup>2</sup> Senior Teaching Assistant, Department of Geography, Faculty of Science, University of Sarajevo

# WATER TOURISM IN BOSNIA AND HERZEGOVINA

**Aida Korjenić<sup>1</sup>**

**Boris Avdić<sup>2</sup>**

**Aida Avdić<sup>3</sup>**

## **Abstract**

Water-based tourism refers to tourism activities undertaken on resources such as rivers, lakes, seas and coastal zones, and groundwater sources. Tourism on water or water tourism, includes trips to locations where activities can take place such as: swimming, canoeing, kayaking, rafting, sport fishing, etc., so according to the activity we divide it into water tourism, water adventurous, extreme water sports tourism, fishing and spa. The challenge and experience of sports activities are combined with the natural human desire to spend free time in or near water. Vacation on water can also refer to visits to destinations with specific hydrological facilities such as springs, waterfalls and cascades. In addition to the fact that water resources are the basic conditions for this type of tourism, their natural environment is the main attraction and motivation for sports and recreational activities of tourists. Bosnia and Herzegovina is one of the countries that are relatively rich in water. Permanent surface river network in the length of about 20,919 km, lake waters of about 181.6 km<sup>2</sup>, of which almost 83% are artificial reservoirs, as well as the marine waters of Bosnia and Herzegovina, which belongs to about 12.2 km<sup>2</sup> and the appearance of healing groundwater provide ideal opportunities for recreation and tourism. Water resources and clean water contribute to the development of tourism, which today is one of the leading, fast-growing, industries in the world. The main goal of this paper is to present opportunities for the development of water tourism in Bosnia and Herzegovina.

**Key words:** tourism, hydrographic resources, Bosnia and Herzegovina

---

<sup>1</sup> Associate Professor, Department of Geography, Faculty of Science, University of Sarajevo, Sarajevo, Bosnia and Herzegovina, aida.k@pmf.unsa.ba

<sup>2</sup> Assistant Professor, Department of Geography, Faculty of Science, University of Sarajevo

<sup>3</sup> Teaching Assistant, Department of Geography, Faculty of Science, University of Sarajevo



# BANJA LUKA TOURIST-GEOGRAPHICAL REGION - A REGION FOR LEISURE AND RECREATION

Aida Bidžan-Gekić<sup>1</sup>

Haris Gekić<sup>2</sup>

Lejla Žunić<sup>3</sup>

## Abstract

Banja Luka tourist-geographical region is rich in natural and anthropogenic tourist potentials, where specific forms of tourism can be developed, such as mountain, hunting, rural, excursion-recreational, adventure, recreational-sports, fishing, speleological, ecotourism, religious, cultural-manifestation, business, congress, and transit tourism.

This paper will present the main natural-geographical and socio-geographical features of this tourist-geographical region, as well as the possibility of its valorization for the development of tourism in them. Also, the tourist traffic and accommodation capacities of this tourist-geographical region will be shown. In this paper, the following methods will be applied: statistical, tourist valorization, descriptive, cartographic, etc.

**Key words:** Banja Luka tourist-geographical region, tourism, tourist valorization

---

<sup>1</sup> Associate Professor, Department of Geography, Faculty of Science, University of Sarajevo, aidabidzan@gmail.com

<sup>2</sup> Associate Professor, Department of Geography, Faculty of Science, University of Sarajevo,

<sup>3</sup> Associate Professor, Department of Geography, Faculty of Science, University of Sarajevo,

# CULTURAL HERITAGE OF MOUNTAIN BJELAŠNICA IN TOURISM SUPPLY

Amra Banda<sup>1</sup>  
Amra Čaušević<sup>2</sup>  
Aida Avdić<sup>3</sup>  
Ahmed Džaferagić<sup>4</sup>

## Abstract

Bjelašnica mountain is located in the central part of Bosnia and Herzegovina, in the zone of Central Dinarides. Administratively, it belongs to Sarajevo and Herzegovina-Neretva Canton, ie. municipalities of Hadžići, Ilidža, Trnovo and Konjic. Along with the favorable traffic-geographical position and the richness of tourist attractions, Bjelašnica became well known tourism destination, mainly for ski tourism. Nevertheless, rich cultural and historical heritage of the analyzed area, originated in different periods and influenced by multiple artistic styles, in addition to natural heritage is important for the development of tourism and should be part of tourism supply. The main goal of the research was the valorization of cultural and historical heritage, with special reference to national and UNESCO monuments, as one of the basic resources for the development of tourism in Bjelašnica mountain areas.

**Key words:** cultural heritage, tourism supply, mountain tourism, Bjelašnica

---

<sup>1</sup>Assistant Professor, Department of Geography, Faculty of Science, University of Sarajevo, amra.banda@pmf.unsa.ba

<sup>2</sup>Assistant Professor, Department of Geography, Faculty of Science, University of Sarajevo

<sup>3</sup>Teaching Assistant, Department of Geography, Faculty of Science, University of Sarajevo

<sup>4</sup>Teaching Assistant, Department of Geography, Faculty of Science, University of Sarajevo

# ITHMC

## *7th International Tourism and Hospitality Management Congress (ITHMC)*



[www.ithmc.com](http://www.ithmc.com)