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CONTENTS

DESTINATION MARKETING AND MANAGEMENT	8
THE USAGE OF SOCIAL MEDIA IN DESTINATION MARKETING: A RESEARCH ON CITTASLOW IN TURKEY	9
BURNOUT LEVEL OF TOURIST GUIDES	10
EVALUATION OF ENVIRONMENTAL MANAGEMENT PRACTICES IN RESORT HOTELS: AN IMPORTANCE-PERFORMANCE ANALYSIS	11
EVALUATION OF LOCAL (BIO)CLIMATIC CHARACTERISTICS FOR TOURISM BRANDING AND MARKETING IN THE EXAMPLE OF ERZURUM CITY	12
THE MOTIVATIONS TO PARTICIPATING TREKKING ACTIVITIES: ADANA CASE	13
ANALYSIS OF OPINIONS AND ATTITUDES OF LOCAL COMMUNITIES AND TOURISTS ON THE QUALITY OF TOURISM OFFER AT THE VRANICA MOUNTAIN	14
RELATIONSHIP BETWEEN PSYCHOLOGICAL CONTRACT AND ORGANIZATIONAL COMMITMENT: A CASE STUDY IN HOSPITALITY INDUSTRY	15
HOSPITALITY TOURISM MANAGEMENT AND MARKETING	16
MEMORIAL TOURISM IN CROATIA? A CASE STUDY OF VUKOVAR: ATTITUDES OF LOCAL POPULATION	17
CONSUMERS' POSITIVE AND NEGATIVE REVIEWS TOWARDS LOCAL FOOD EXPERIENCES: THE CASE OF RESTAURANTS IN GAZIANTEP CITY ON TRIPADVISOR ..	18
HIGH-PERFORMANCE WORK SYSTEMS LEAD TO EMPLOYEE ENGAGEMENT: DISCLOSING THE INTERNAL MECHANISMS IN HOSPITALITY.....	19
EMERGING LEADERSHIP STYLES IN HOSPITALITY ORGANIZATIONS: DIRECT AND INDIRECT EFFECTS ON EMPLOYEES' PSYCHOLOGICAL EMPOWERMENT	20
WINE TOURISM AND AN EXAMINATION ON WINE TOURISTS' PREFERENCES AT KULA DESTINATION	21
ARE THE HILLS STILL ALIVE WITH THE SOUND OF MUSIC? CINEMA & TOURISM ASSOCIATION IN SALZBURG, AUSTRIA.....	22
CROSS BORDER COOPERATION BETWEEN BOSNIA AND HERZEGOVINA AND SERBIA IN THE CASE OF TOURISM DEVELOPMENT IN MUNICIPALITIES OF MIDDLE PODRINJE	24
HEALTH TOURISM – SOMETHING NEW?	25

ANALYSIS OF TOURIST MAPS AS A PROPAGANDA TOOLS IN TOURISM OF BOSNIA AND HERZEGOVINA	26
UNESCO CREATIVE CITIES OF GASTRONOMY: A GLIMPSE ON UNESCO CREATIVE GASTRONOMY CITIES OF TURKEY AND SPAIN	27
EVALUATION OF TOURIST MOTIVES OF SARAJEVO DESTINATION	28
IDENTIFICATION, CLASSIFICATION AND VALORIZATION OF TOURIST MOTIVES OF TET (THETH) VALLEY.....	29
DETERMINING THE ALTERNATIVE TOURISM POTENTIAL OF THE LAGOONS OF ÇUKUROVA DELTA	30
LOOKING AT MONUMENTAL STRUCTURES FROM THE VIEWPOINT OF HISTORICAL HERITAGE AND TOURISM: THE TOKAT CASE	32
TOURISTIC SIGNIFICANCE OF „THE SARAJEVO FILM FESTIVAL“ IN BOSNIA AND HERZEGOVINA	33
A NEW CHALLENGE OF TOURISM EMPLOYEES:.....	34
CULTURAL INTELLIGENCE	34
THE GRIEF HERITAGE OF THE OTTOMAN	35
BOSNIA AND HERZEGOVINA	35
A STUDY TO DETERMINE PROBLEMS OF THE TURKISH TRAVEL AGENCIES FROM TRAVEL AGENCY ENTREPRENEURS PERSPECTIVE	36
ZENICA-DOBOJ CANTON - CULTURAL AND HISTORICAL HERITAGE.....	38
CULTURAL TOURISM IMPACT ON THE DEVELOPMENT OF SARAJEVO TOURIST GEOGRAPHICAL REGION.....	39
RECEPTIONAL CULTURAL FACTORS OF SARAJEVO TOURISM DESTINATION	40
MUNICIPALS’ LOGOS AS PART OF THE DESTINATION BRAND IDENTITY (THE CASE OF ADANA).....	41
HOW TO DEVELOP TOURISM IN EASTERN TURKEY: THE REMARKS FROM TRAVEL AGENTS.....	42
THE IMPORTANCE OF TOURISM IN KONYA FROM THE LOCAL PEOPLE’S PERSPECTIVE AND ITS ECONOMIC, SOCIAL AND ENVIRONMENTAL IMPACTS	43
A PROPOSAL TO EXPAND TOURISM REVENUES TO LOCALS; CITY ACTIVITY PLAN AND THE SAMPLE OF ERZURUM.....	44

CONTRIBUTIONS OF REGIONAL DEVELOPMENT AGENCIES ON PLANNING AND FINANCING OF TOURISM IN TURKEY	46
A CROSS-CULTURAL COMPARISON OF TOURISTS' MEMORABLE EXPERIENCES.....	47
2016 OLYMPIC AND PARALYMPIC GAMES: DID RIO DE JANEIRO GET A MEDAL AS A HOST CITY?	48
THE CORRELATION BETWEEN SPATIAL PLANNING AND SUSTAINABLE TOURISM DEVELOPMENT – CASE STUDY OF BOSNIA AND HERZEGOVINA.....	49
THE AIRPORT SERVICE QUALITY: CASE STUDY SARAJEVO INTERNATIONAL AIRPORT	50
CONCEPTS OF TOURISM REGIONALIZATION AND ANALYSIS OF CONTEMPORARY TRENDS OF TOURIST MOVEMENT IN BOSNIA AND HERZEGOVINA.....	51
SPATIAL PLANNING OF MOUNT VLAŠIĆ TOURIST DESTINATION.....	52
MANAGING CSR IN CROATIAN HOSPITALITY: THE CASE OF BOUTIQUE LUXURY HOTELS.....	53

DESTINATION MARKETING AND MANAGEMENT

THE USAGE OF SOCIAL MEDIA IN DESTINATION MARKETING: A RESEARCH ON CITTASLOW IN TURKEY

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Abstract: Cittaslow movement as a local development model has become increasingly important all over the world since 1999. One of the important factor for the sustainability of this movement is communicated with both local residents and destination visitors accurately and conscious way about the principles and the benefits of Cittaslow philosophy and the unique features of the destination. At this point, social media is a key tool in destination marketing for Cittaslow destinations due to its features such as providing a competitive advantage, reaching a global audience, rapid dissemination of information, communicating with consumers. In this regard the study focuses the role of social media in destination marketing. The aim of the research is to determine how and at what level Cittaslow in Turkey use social media in destination marketing. In accordance with this purpose, content analyse technique was used and Facebook was chosen as social media channel. Among 11 Cittaslow in Turkey, 7 Cittaslow destinations (Gökeada, Halfeti, Perşembe, Seferihisar, Şavşat, Vize, Yalvaç) that have an official municipality Facebook page were included to the research. This destinations' posts between January 2016 and June 2016 were analysed in terms of content, frequency and interactivity by utilising the categories Hays et al. (2013) created in their study. The findings of this study show that, Seferihisar Municipality uses social media more effectively in terms of content and post frequency but they also reveal that interactivity which is one of the most important features of social media is not adequately heeded by all Cittaslow destinations in Turkey.

Keywords: Destination Marketing, Social Media, Facebook, Cittaslow, Turkey.

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BURNOUT LEVEL OF TOURIST GUIDES

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Abstract: Burnout syndrome affects the employee performance and therefore service quality of a company. Especially, when it comes to tourism-related labour, in this case tour guides, pivotal interface in tourism industry, it is of great importance to examine the extent of burnout in an occupation which not only depends on physical strength but intellectual as well. Although the subject of burnout has well been documented and examined in other occupations, to date, there has been no single study into the burnout level and the concept of burnout with specific reference to tour guides. On the other hand, since the issue of Law on Tourist Guide Occupation in 2012, tour guides, recognized by TUREB (Union of Tourist Guides' Chamber) have become an obligatory part of package tours. This stipulates that tourist guides have to be licenced subsequent to training programs and packaged tours have to be attended by licenced tourist guides. This study was conducted to determine the burnout level of tourist guides. Following a comprehensive examination of the literature on burnout syndrome and tour guiding, this paper goes on with the method part. As data collection instrument, Copenhagen Burnout Inventory has been employed in this study. The number of the participants is 248 licenced tourist guides registered in Ankara Tourist Guides' Chamber. The data gathered were analysed through statistical software packages and the results indicated that emotional exhaustion, depersonalization and personal accomplishment in terms of sub-dimensions were found to have lower levels of burnout. In addition, rather than the personality factors, the burnout level was found out to be affected by work-related factors. Hence, it is suggested that organizational and job-related measures should be taken in order to decrease the level of burnout in tourist guides.

Keywords: occupational burnout, tourist guide, Copenhagen Burnout Inventory.

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EVALUATION OF ENVIRONMENTAL MANAGEMENT PRACTICES IN RESORT HOTELS: AN IMPORTANCE-PERFORMANCE ANALYSIS

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Abstract: The objective of this research is to evaluate the environmental attitudes of managers of four and five star resort hotels in Turkey, in order to compare the importance perception related to environmental practices of these managers and the environmental performance levels of the hotels they work at. Importance-performance analysis which is based on a comparison of the perceived importance and performance of determined items via a matrix, was performed. The data were gathered from 103 hotel managers via a survey, and also examined by using t-test for significany of the differences in addition to importance-performance analysis. The findings indicated that managers' environmental attitudes were positive. The importance-performance analysis results showed that, apart from two items, the levels of importance perception of managers were significantly higher than the levels of performance related to environmental practices of the hotels. The results found insignificant differences in items hotels should sort their waste and hotels should minimize their paper usage. Besides, it also identified that managers were not effective on environmental practices eventhough their importance perception related to environmental practices were high.

Keywords: Importance-Performance Analysis, Environmental Management System, Hospitality Management, Turkey.

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EVALUATION OF LOCAL (BIO)CLIMATIC CHARACTERISTICS FOR TOURISM BRANDING AND MARKETING IN THE EXAMPLE OF ERZURUM CITY

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Abstract: Tourism and recreation have numerous benefits to public felicity. Northeast Anatolia Region of Turkey, where the city of Erzurum is located, has untouched nature with diverse tourism and recreational potentials, which have been planned to use for the service of socio – economic development of local people in the scope of a strategy, Innovation Based Tourism Development Strategy prepared by Northeast Anatolia Development Agency (KUDAKA in Turkish acronym). Even though the region shelters potentials especially for winter and nature and adventure tourism, general public opinion about its climatic characteristics is generally unfavourable because country’s extreme weather events and values are reported from the region. This study was conducted to evaluate climatic and bioclimatic characteristics of Erzurum for touristic activities all year round using a 35- year (from 1980 to 2015) data set and one of the newly developed tourism climate indices, CTIS (Climate-Tourism-Information-Scheme). It was found from the result of the study that the city and the region do not really have unfavourable climatic characteristics for tourism and recreation activities and it was suggested that both infra-structural investment based on landscape planning should be made and promotional and marketing strategies should be developed and applied in the region through new development programs and projects in order to achieve a sustainable tourism development.

Keywords: tourism, climate, bioclimate, branding, marketing.

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THE MOTIVATIONS TO PARTICIPATING TREKKING ACTIVITIES: ADANA CASE

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Abstract: Understanding specific tourist’s motivations can help understanding the needs, goals and preference of the tourists and help planning better products and services more efficient in marketing communication and managing visitor attractions. Nature-based tourism is one of the specific and fast growing segments in the tourism industry. Despite the growth in nature-based tourism, it is relatively little understood about the motivation of nature-based tourist. There are a lot of different activities types of nature- based tourism, including trekking. Trekking is defined the combination of hiking and walking activity in nature, rural and undeveloped area. Trekking is also known as the act of making a long journey across difficult country on foot, usually for pleasure. Why make people a long and difficult journey in nature on foot? What motivates people to participating in those activities? The aim of this study is to determine the reasons that motivate the participation of individuals to trekking activities. Questionnaire technique has been utilized as the data gathering method and for this purpose ‘Recreation Experience Preference Scale’, which has 30 items, has been used in this study. The sample consists of 324 individuals participated to the trekking within nature-based activities associations in Adana. Descriptive statistic methods are used for evaluations and representation of data. As a result of this study we found that majority of the participants are male (% 53,7), between 35-44 years old (% 30,6), married (% 61,1), graduated from university (% 64,8) , have been attending for 1-5 years (41,7) and usually prefer to joint the activities with friends (% 60,8). The results of survey also show that the first ten reasons to motivate the individuals to participate to trekking are; “physical rest, slow down mentally, tranquility,escape role overloads, escape daily routine, escape crowds, exercise-physical fitness, independence, privacy and nostalgia”.

Keywords: Trekking, nature-based tourism, tourist motivation.

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ANALYSIS OF OPINIONS AND ATTITUDES OF LOCAL COMMUNITIES AND TOURISTS ON THE QUALITY OF TOURISM OFFER AT THE VRANICA MOUNTAIN

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Abstract: Bosnia and Herzegovina was a symbol of winter tourism in the former Yugoslavia, and it still has a significant tourism potential due to its rich natural and cultural heritage, advantageous of geographical position and proximity to the emissive tourist markets. Mountain Vranica is a popular tourist destination that provides many opportunities for the development of various types of tourism throughout the whole year. Vranica includes central parts of Bosnia and Herzegovina and belongs to the area of the Central Dinarides, as a part of so called Vranica rayon. The variety and attractiveness of the geological structure, relief, hydrological phenomena, flora and fauna, as well as the attractiveness of the landscape, are the primary factors for the development of tourism in this area. However, despite the significant tourism potential, tourism is insufficiently recognized in this area. The aim of this paper is to determine the characteristics of tourism trends, the impact of tourism development on the local community, as well as differences in the perception of tourist motives of Vranica by the local community and tourists. The research is based on an analysis of the results of direct surveys conducted during 2016 at multiple locations on Vranica, on a sample of 206 tourists and residents (106 local residents and 100 tourists). The survey included respondents older than 18 years and statistical analysis was conducted in SPSS. Its results can be used for better identification of visitors' profile, and as a starting point in conception of tourist offer of higher quality in the future, with greater integration of local communities and residents' opinion in the process of tourism planning of this area.

Keywords: Vranica, tourist offer, tourists, local communities, tourism development.

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RELATIONSHIP BETWEEN PSYCHOLOGICAL CONTRACT AND ORGANIZATIONAL COMMITMENT: A CASE STUDY IN HOSPITALITY INDUSTRY

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Abstract: Tourism industry in Turkey has been increasing rapidly since the 2000s, especially in hospitality. It has been argued that the development of the industry depends largely on employees' behavior. To understand how employees feel in terms of organizational behavior, it is necessary to refer and examine term of organizational commitment. Psychological contract reflects the belief system of employees to mutual responsibility and obligation between individuals and organizations. There are obvious links between the nature of the psychological contract and the individual's commitments to the organization.

This study aims to measure the relationship between psychological contracts and organizational commitment in hospitality establishments. Through this aim, the hypothesis of the study is given below. There is a significant relationship between psychological contracts and organizational commitment in establishments.

The data was collected from 375 employees of 10 establishments in Ankara in Turkey. But 340 observations were just used to analyze because of technical problems. Questionnaires consist of 3 parts. The first part has some descriptive information about characteristics of participants. In the second part, there are "psychological contracts questionnaire" for 21 different items. In the last part, there are "organizational commitment questionnaire" for 15 different items. The results of the analyses suggest that there is a negative relationship between psychological contract and organizational commitment. Perception level of psychological contract of the employees with bachelor degree is more positive than the high school degree and lower degrees. Perception level of organizational commitment of the employees with bachelor degree graduate is more positive than the high school degree and the lower degrees. It is remarkable that the employees who work at the food & beverage department have most negative perception about psychological contracts and organizational commitment.

Keywords: psychological contract, organizational commitment, hospitality industry.

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**HOSPITALITY TOURISM
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MEMORIAL TOURISM IN CROATIA? A CASE STUDY OF VUKOVAR: ATTITUDES OF LOCAL POPULATION

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Abstract: Croatian tourism supply is mainly based on Sun&Sea tourism on the attractive coast and islands. However, in recent years there has been increased competition and the tourists' demands that have contributed to development of alternative forms of tourism, also in continental part of Croatia. The city of Vukovar, as the battlefield of one of the largest battles in Europe after the World War II, after its peaceful reintegration in the Croatian territory (1997), became the Croatian national memorial place. Even though tourism is not among the leading economy branches in Vukovar, due to its recent past, memorial tourism based on memorial sites from the Croatian Homeland War (1991-1995) could be developed. Memorial tourism is a form of cultural tourism with a supply based on memorial sites - places of important events, in this case the places of suffering and tragedies. As the main research objectives can be pointed out: a) the analysis of the characteristics of tourist flow and accommodation facilities in Vukovar after the end of the Croatian Homeland War and its reintegration into the Croatian territory and b) analysis of the Vukovar local population' attitudes on the possibilities of the development of memorial tourism based on heritage from the Croatian Homeland War. The local population attitudes were detected by a direct questionnaire survey at several locations in the center of Vukovar. In addition to descriptive statistics, statistical analyses were conducted to determine the differences in the respondents' attitudes (the dependent variable) with regard to gender, average age, level of education and nationality (independent variables). Total of eight statistically significant differences were found using standard statistical methods in SPSS program: chi-square test and t-test.

Keywords: heritage, Croatian Homeland War, memorial tourism, dark tourism, memorial site, tourism development, Vukovar, Croatia.

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CONSUMERS' POSITIVE AND NEGATIVE REVIEWS TOWARDS LOCAL FOOD EXPERIENCES: THE CASE OF RESTAURANTS IN GAZIANTEP CITY ON TRIPADVISOR

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Abstract: Local flavor managements are the essential components of vacation and destinations. Most of the tourists taste local food and beverages that presents local culture during their vacations and tell these experiences to the people around them. At this point, one of the efficient ways for transferring these food and beverage experiences is the social media. Today, through social media which reaches to an important number of users, many individuals share their gastronomy experiences with their friends and others and form references with their positive or negative comments. Within this study, by using this important sharing world that internet provides as a starting point, the users' social media comments on food and beverage managements in Gaziantep, the city which is included in UNESCO Creative Cities Network from Turkey, was aimed to be searched. Under this scope, 1462 comments belong to the top 7 food and beverage managements in Gaziantep, on interactive forums of TripAdvisor which is an important travelling web-site were analyzed. According to the results, managements' food and beverage qualities and service qualities got the most positive comments whereas most negative comments were done on atmospheres and prices within these managements.

Keywords: Local Flavor, Food and beverage managements, TripAdvisor, Gaziantep.

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HIGH-PERFORMANCE WORK SYSTEMS LEAD TO EMPLOYEE ENGAGEMENT: DISCLOSING THE INTERNAL MECHANISMS IN HOSPITALITY

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Abstract: Problem – In recent years employee engagement has increasingly gained the interest of both academics and practitioners. Organizations are beginning to recognize the importance of having engaged employees because they feel inspired, enthusiastic, full of energy and immersed in their task at work. Yet, relatively little is known about how to achieve engaged employees, especially in service organizations. Therefore, it becomes important to understand the underlying mechanisms through which hospitality firms can create working environments that motivate positive psychological states such as employee engagement.

Objectives – This study attempts to reveal some intermediate variables that explain how high-performance work systems lead to employee engagement: disclosing the internal mechanisms in hospitality to gain the causal link between high-performance work systems (HPWS) and engagement. It is hypothesized that engagement is influenced not solely by organizational interventions, but also by the way those interventions are interpreted by the employee (namely, psychological empowerment). A serially mediated model is tested.

Research methods – Using regression with bootstrapping, empowering leadership and psychological empowerment were each found to be an independent mediator of the HPWS-engagement relationship; in addition, empowering leadership and psychological empowerment serially mediate this relationship. 340 hotel workers participated in this study conducted in Spain.

Results – With this study, the internal process by which engagement is achieved is made more precise. HPWS and empowering leadership are identified as structural conditions influencing employees' psychological states. The results suggest that given certain high performance work systems, empowering leadership and psychological empowerment serially lead to work engagement. All hypotheses are confirmed.

Conclusions – Through HPWS and management empowering behaviors, the company sends a powerful message to employees that the organization pays utmost attention to human capital. This generates greater feelings of psychological empowerment, which in turn motivates employees to be more engaged.

This study contributes to recent research on engagement in the hospitality context. Implications of the results are discussed and avenues for future research are offered.

Keywords: high-performance work systems, engagement, empowerment.

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EMERGING LEADERSHIP STYLES IN HOSPITALITY ORGANIZATIONS: DIRECT AND INDIRECT EFFECTS ON EMPLOYEES' PSYCHOLOGICAL EMPOWERMENT

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Abstract: Problem – The current study provides a comprehensive vision of how emerging leadership styles may affect employees' psychological empowerment and engagement.

Objectives – The main aim is to investigate how three different leadership behaviors are related to psychological empowerment and engagement in hospitality organizations. The proposed model claims to demonstrate the existence of a positive and significant link between servant, paradoxical and empowering leadership styles and psychological empowerment, and how this, in turn, affects indirectly the level of engagement among employees.

Research methods – To achieve the purposes of the study, data were collected from a sample of 340 frontline hotel employees in Spain. A questionnaire was designed where all perceptual constructs in the study were measured via multiple items. Employees were given assurance of confidentiality, and they responded to the survey anonymously during work hours.

Results – After satisfactory testing the reliability and validity of the measurement model, the proposed relationships were examined using structural equation modeling (EQS). Results of hypothesis testing showed that empowering and paradoxical leadership styles positively affect psychological empowerment, which in turn influences employee work engagement. But, contrary to expectations, servant leadership style was not found to be an antecedent of psychological empowerment, but directly of engagement.

Conclusions – This research makes significant theoretical and substantive contributions to hospitality leadership literature in two primary ways. First, it provides additional insights regarding emerging leadership styles. Second and more importantly, it delineates the important role psychological empowerment plays in explaining the indirect effects of leadership on engagement.

This study has also several practical implications for hospitality organizations: it provides a way of explaining how different managers' behaviours affect employees' positive psychological states, and it highlights the importance of assessing the leaders' behavior in human resource management.

Limitations of the study are discussed and some recommendations for future research are offered.

Keywords: servant, empowering and paradoxical leadership; engagement; psychological empowerment

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WINE TOURISM AND AN EXAMINATION ON WINE TOURISTS' PREFERENCES AT KULA DESTINATION

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Abstract: This study aims to determine overall profile characteristics of wine tourists who are visiting Kula destination and reveal their points of views on wine tourism. Findings of the study indicate that wine tourists generally are well educated, have high income and belong to middle or higher age groups. Other findings reveal that wine tourists are willing to travel long distances in order to have a wine tourism experience and they have plenty of leisure time besides not having monetary issues. On the other hand wine tourists' interest in wines generally show a long term relationship and travels towards wine tourism are quite preferred touristic activities by wine tourists. Furthermore, wine tourists are found out have a sophisticated palate. Results of the study support previous studies of the national and international literature. Attitudes and profile characteristics of wine tourists who are visiting Kula destination show similar properties which are towards different wine destinations. Finally, it is found out those wine tourists who are visiting Kula have little knowledge on the destination prior to their travel and they were expecting inferior supply elements regarding wine tourism at Kula destination before their visit. However their perceptions towards Kula changed in a positive manner after their experience.

Keywords: Wine tourism, wine tourists, Vineyards, Kula destination.

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ARE THE HILLS STILL ALIVE WITH THE SOUND OF MUSIC? CINEMA & TOURISM ASSOCIATION IN SALZBURG, AUSTRIA

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Abstract: Shot in Salzburg in 1964, directed by Robert Wise and starred by Julie Andrews and Christopher Plummer, “The Sound of Music” is one of the first examples of successful associations between cinema and tourism. Shortly after the film was exhibited in cinemas in the United States, tourists started to gather to Salzburg looking for the locations and for the ambiance that can be seen all over the film. Being part of a wider research entitled “Tourism, cinema, literature, visual arts and music: multiple associations”, the aim of this specific investigation is to analyze whether and how the film is still being explored by the Salzburg tourism authorities in the city official site, as well as how the travel agency Salzburg Panorama Tours explores the film in its thematic product called The Sound of Music Original Tour, which has been in operation since 1965. In order to conduct this analysis, the author organized an in loco research in Salzburg in March 2016, as to be able to take part of the thematic tour based upon The Sound of Music film and to conduct the necessary side analysis. This research presents the findings of the analysis, pointing out the strengths and weaknesses of the Panorama thematic tour, and the way the official site presents the importance of the film to the city. Besides, it also discusses the way the hotels somehow involved with the shooting of the film explores it (or not) in their marketing efforts.

Keywords: “The Sound of Music”, Salzburg locations and hotels, Salzburg tourism site, The Original Sound of Music Tour.

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TOURISM PLANNING AND REGIONAL DEVELOPMENT

CROSS BORDER COOPERATION BETWEEN BOSNIA AND HERZEGOVINA AND SERBIA IN THE CASE OF TOURISM DEVELOPMENT IN MUNICIPALITIES OF MIDDLE PODRINJE

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Aida Bidžan-Gekić²

Boris Avdić³

Haris Gekić⁴

Abstract: It is widely recognized today that tourism with all of its impacts penetrates in every segment of social and economic development of many modern countries. Tourism has emphasized direct, indirect and multiplicative effects on economic development. That is the reason for increasingly high attention to him in a recent years, especially in the aspect of its contribution to comprehensible regional and national development. This paper object is the cross border cooperation between Bosnia and Herzegovina and Serbia in the case of tourism development in the municipal areas of Višegrad, Srebrenica, Bratunac and Zvornik on the Bosnian side of the border, and municipalities of Bajina Bašta, Ljubovija and Mali Zvornik on the eastern bank of Drina River (Serbian side). River Drina has central location in Western Balkans, hydrographically belonging to the drainage basins of Sava and Danube rivers. Its drainage basin connects areas of Eastern Bosnia and Western Serbia. The aim of this paper is tourism resources analysis and their delimitation between two countries. For the purpose of tourism resources delimitation, tourism-geographical and economic concepts are examined and used for determination of dominant motives. Guidelines for more effective coordination in the multiple mutual issues in the context of tourism development at the level of cross border cooperation, establishment of tourism destinations of mutual interests, as well as achievement of more effective comprehensible economic development of both countries are given in this paper.

Keywords: tourism resources, tourism development, cross border cooperation.

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HEALTH TOURISM – SOMETHING NEW?

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Abstract: Introduction: Health tourism is a travel of people to other countries for health reasons, or due to the realization of medical treatment. The number of people who travel for medical tourism is very important, the global profits from these activities is estimated at about \$ 60 billion. Health tourism is growing with annual growth of about 20% and is a global challenge for the whole world.

Method: Analytical review of documentation, legislative, ethical dilemmas and risks related to health tourism.

Results: Reasons for health tourism are different and there is almost no area of medicine for which people nowadays will not travel from one country to another. The health tourism includes all countries of the world, whether as countries from which it is traveled or to which people travel due to the realization of some health services. Sometimes people travel from undeveloped to developed countries in order to ensure treatments which, because of the undevelopment of technologies and unavailability of devices, can not be achieved in their own county. However, sometimes people travel from developed to undeveloped countries because of lower prices of services or more liberal laws.

Conclusion: Travelers around the world travel for many health reasons and meet different risks.

Keywords: health tourism, risks.

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ANALYSIS OF TOURIST MAPS AS A PROPAGANDA TOOLS IN TOURISM OF BOSNIA AND HERZEGOVINA

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Abstract: The development of tourism has caused a need for making tourist maps. Tourist maps are thematic maps providing better and more accurate information for tourists about some location or destination. As such they serve as propaganda tool. Their content may vary, depending on the scale, purpose and size of the shown area. They are usually made in a large scale (to 1: 100 000), often with a topographic map as a basis and symbols representing particular elements important to the tourists. The subject of this paper is to analyze tourist maps offer in Bosnia and Herzegovina and the way of presenting the natural geographical and socio-geographical content. When making tourist maps 6 parameters should be taken into account: the purpose and duration of the visit, the amount of information that should be included in the tourist map, the characteristics of tourists, capabilities if processing maps as well as various characteristics of the displayed area. The aim of his paper is to show how these items are represented during mapmaking processes and in offer of analyzed tourist maps.

Keywords: tourist map, tourism, thematic map, Bosnia and Herzegovina.

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UNESCO CREATIVE CITIES OF GASTRONOMY: A GLIMPSE ON UNESCO CREATIVE GASTRONOMY CITIES OF TURKEY AND SPAIN

Ozan Güler¹

Sandra Maria Sanchez-Canizares

Celil Çakici

Abstract: The UNESCO Creative Cities Network (UCCN) was created in 2004 to promote cooperation with and among cities that have identified creativity as a strategic factor for sustainable urban development, social inclusion and cultural vibrancy. Today, UCCN is comprised of 116 cities from 54 countries worldwide, where the cities distinguish themselves within their seven creative fields including Crafts and Folk Art, Design, Film, Gastronomy, Literature, Media Arts and Music. This study aims to contribute the debate over the “world gastronomy cities” concept within the scope of The UNESCO Creative Cities Network. Study provides an overview on a current and a fashion topic “gastronomy cities” on a basis of the destination and food branding strategies. Furthermore, UNESCO creative gastronomy cities of Turkey and Spain which compete in the international tourism market and have similar food culture deriving from Mediterranean cuisine. As a result, Gaziantep (Turkey), Dénia and Burgos (Spain) were introduced in the scope of their gastronomic prosperousness and distinctiveness. Besides food culture characteristics of these three cities, similarities and differences between cities were handled and thus improvement proposals for both countries’ cities to promote creative food&beverage and tourism activities were drawn to the reader’s attention.

Keywords: UNESCO Creative Cities Network, Creative Gastronomy Cities, Food Branding, Turkey, Spain.

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EVALUATION OF TOURIST MOTIVES OF SARAJEVO DESTINATION

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Abstract: Sarajevo Tourism Destination is the most important cultural and tourism centre of Bosnia and Herzegovina (1/3 of total national tourism). It's home to a very significant tourist motives (natural and anthropogenic), and according to the statistical data for the last decade, it has a positive tourist growth. That's why is very important to analyse tourist motives and its importance for a tourism development. Tourist motives are the main component of a tourist offer. Their importance can be measured at different criterias, which mostly include assesment of few elements: attractivity, rarity, utility and availability. However, tourist value of motives is well reflected by tourist (visitor) impressions. Tourist (travel) experience is especially important element of tourism that affect affirmation of destination worldwide and stimulate tourist visits. Research problem considers identification and models of motive's evaluation for determination of their importance. Scientific methodes are: analysis, identification, classification, terrain work, survey, evaluation, Likert, synthesis. The aim of this article is to define real tourist value of motives for better planning of tourist offer. Of great importance are results of tourist motive's evaluation, because the ultimate goal is to achieve tourist satisfaction and the positive destination repercussion worldwide. Motives of Sarajevo has a good tourist value and particular importance at tourism planning and development of Sarajevo Destination.

Keywords: Sarajevo, motives, tourist offer, tourist importance, tourist experience, identification, evaluation, tourism planning and development.

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IDENTIFICATION, CLASSIFICATION AND VALORIZATION OF TOURIST MOTIVES OF TET (THETH) VALLEY

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Abstract: The subject of this scientific work is the identification, classification and valorization of tourist motives of Tet (Theth) Valley and their spatial distribution. Executed valorisation of tourist motives of Tet (Theth) Valley and finding their real value with the purpose is based on the scientific assumption that in the Tet (Theth) Valley there are insufficiently explored tourist motifs that have a high tourism value and that the scientific process of identification and valorization would raise the competitiveness of tourism in this region. In the implementation of the set of scientific research objectives were realized the following tasks: analysis of available literature and cartographic data and theoretical identification and classification of tourist motives, field observations and collection of additional data and accompanying photo documentation. Several methods were used, such as analysis and synthesis, comparative, descriptive statistical, UNWTO method, the method of „Interpersonal consent“ and others. On the Tet (Theth) Valley were identified 24 tourism motives. With the procedure of tourist and geographical evaluation the Tet (Theth) Valley has an overall tourism value of 4.30 and is ranked in the motives of national tourist interest. This region offers very good conditions for the development of these forms of tourism: mass winter tourism, eco-tourism, sightseeing and recreational tourism, hiking, hunting, health tourism and others. Tourist valorization in the Valley of Tet (Theth), shows that all the analyzed values of tourist motives are unique, and its uniqueness and attractiveness have a national character with high value for uniqueness and attractiveness, the ambience and the possibility of using motives for tourism purposes and others. The results of this work will lead to raising awareness on the preservation of these motifs in order to improve conditions for the development of cultural tourism in this region, and create the already rich tourist offer and also promote the heritage and indigenous culture in this region.

Keywords: identification, classification and valorization, Tet (Theth).

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DETERMINING THE ALTERNATIVE TOURISM POTENTIAL OF THE LAGOONS OF ÇUKUROVA DELTA

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Abstract: Lagoons are special ecosystems of great environmental significance that have many functions, such as regulating the water regime of their region, providing a habitat for endemic plant and animal life and serving as a great resource for economic, cultural, scientific and recreational use. There are a total of 72 lagoons in Turkey, of which 17 are located in the Mediterranean region. Çukurova Delta, located in the northeastern part of the Mediterranean basin, contains four lagoons: Akyatan, Yumurtalık, Ağyatan and Tuzla. These four lagoons make up the Lagoon Region of Çukurova Delta. In addition to the lagoons themselves, the lagoon region has habitats with different ecological characteristics, including open water, reeds, freshwater and saltwater swamps, freshwater ponds, lakelets, extensive dune ecosystems, pine forests and beaches. The diversity of the region's habitats enables many plant and animal species to thrive in the region. The region is located on the routes of migratory birds, and is designated a Ramsar Site, a Wildlife Protection Site, a Nature Conservation Area and a Natural Protected Area. With its ecological treasures and conservation status, the lagoon region and its vicinity is also suitable for many different kinds of alternative tourism. The objective of this study was to assess the tourism potential of the Lagoons of Çukurova Delta and their surroundings, and identify the different types of alternative tourism activities that could be possible in the region. To this end, the relevant literature was reviewed and observations were conducted in the region. In addition, SWOT analysis was used to identify the strengths and weaknesses of the region, in terms of alternative tourism, as well as opportunities and threats, and recommendations were made for the development of sustainable tourism in the region. According to the results, (1) botanical tourism, (2) birdwatching, (3) photo safaris, (4) wildlife observation, (5) trekking, (6) bicycle touring and (7) landscape viewing were identified as the major types of alternative tourism activities feasible in the region. The study is expected to raise awareness about the tourism potential of the region among stakeholders, including local communities and administrators, as well as evaluating the current situation of tourism in the region and decisions concerning its future.

Keywords: Lagoons, Çukurova Delta, Alternative Tourism, SWOT Analysis.

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URBAN TOURISM AND HISTORICAL HERITAGE

LOOKING AT MONUMENTAL STRUCTURES FROM THE VIEWPOINT OF HISTORICAL HERITAGE AND TOURISM: THE TOKAT CASE

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Mustafa Çelik
Zeynep Ergen
Kemal Demir

Abstract: Attractiveness is quite an important factor in tourism. It is highly dependent on geographic and local components. One of the most important topics for the local components is the historical environment. Monumental structures in an historical environment are of significant value due to their centralized positions, locations, scales, massive appearances, and striking qualifications. Monumental structures also play an important role in the introduction of the city in question.

This study examines the tourism-oriented viewpoints of the locals in Tokat on the monumental structures as cultural heritage samples. Thus, it aims to reveal both the interest of the city-dwellers in tourism, and their positive and negative views on it. The methodology of the study was based on a face-to-face survey conducted in Tokat city center. Within the scope of this study, a total of 200 people took part in a face-to-face interview during the months of April and May 2016, and the surveyed people were selected on the basis of an incidental method. The survey setup took shape on two main foundations. The first one included the questions used to understand the viewpoints of the locals in Tokat on tourism and tourists. The second part of the survey, on the other hand, contained the questions about the tourism-directed usage of the monumental structures in the city, and whether these monumental structures corresponded with tourism in terms of city image. After the survey study was evaluated, the following conclusions were reached. Among all participants, 132 of them regarded Tokat as a tourist attraction, 195 of them had a positive approach to tourists, and 191 of them considered the historical texture of Tokat to be an advantage for it. In the second part of the survey, the participants assessed the touristic usability of the historical structures, and 115 of them stated that the historical structures in Tokat were used in tourism. The participants were also asked to evaluate the historical structures that are identified with the city of Tokat. In this context, 62 participants regarded Taşhan (the Stone Inn) as a monumental structure identified with the city of Tokat, 56 participants similarly considered Ali Pasha Mosque and Hammam to be associated with Tokat, and 37 participants viewed Tokat Castle to be connected to the city. As a result, it is observed that Tokat is an important tourist attraction with its historical texture; the locals in the city recognize the significance of tourism and they treat tourists in a hospitable manner. The historical texture and the city's history are among the most important issues in cultural tourism. Additionally, the monumental structures are the most significant elements as they reflect the architectural features of the relevant periods.

Keywords: Culture Tourism, Monuments, City Image, Tokat

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TOURISTIC SIGNIFICANCE OF „THE SARAJEVO FILM FESTIVAL“ IN BOSNIA AND HERZEGOVINA

Rahman Nurković¹

Abstract: The aim of this paper is to show the touristic significance of the Sarajevo Film Festival on development of film and accompanying industry, which would be, at the same time, the best support to promotion of Sarajevo, and the whole country, as one of the most interesting tourist and cultural destinations of South East Europe. Event tourism is among significant branches of the economy that have been recently developing dynamically in Bosnia and Herzegovina. In this context, Sarajevo with the Sarajevo Film Festival has a lot to offer. Touristic significance of the Sarajevo Film Festival on development of local community and tourism is extremely high. With this regard, Sarajevo is visited by a large number of tourists from different countries of the world, with a special atmosphere created in the streets and big opportunities open for development of new creative activities, while a positive image of Sarajevo and Bosnia and Herzegovina is broadcast by the world media in those days. Even in preparation phase of the festival a large number of participants is included, and during the festival about 600 of employed persons and 500 volunteers are involved. It is important to emphasize that the Sarajevo Film Festival has an international importance from both participants' and guests' aspects. Overcrowdedness of accommodation facilities in the city of Sarajevo shortly before and during the festival should be highlighted. Starting from the fact that heterogeneity of tourist demand is more and more expressed in Bosnia and Herzegovina, we are going to point to particular parts of geographic space that may be recognisable in the future through development of ethno, eco, rural, sports, hunting and other types of tourism.

Keywords: the Sarajevo Film Festival, Bosnia and Herzegovina, tourism

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A NEW CHALLENGE OF TOURISM EMPLOYEES: CULTURAL INTELLIGENCE

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Abstract: Anyone who works in the tourism industry must be well aware of cultural differences to keep tourists happy until the end of their holiday journey. Working in the tourism industry requires close interactions between employees and tourists from different cultural backgrounds. Many tourism employees work as service encounter. The role and the script theories helped to understand the service encounter concept. In the role theory, service encounter is known as social actors and they participate in a performance by knowing their own roles. On the other hand, script theory explains that customer and employee roles are scripted to be performed. Tourism employees may have a role conflict because cultural differences may interfere during performance of the job. Many different types of tourists come to interact with tourism employees from different cultural backgrounds. A tourism employee may be confused about a behaviour, which might be appropriate for one culture and not acceptable in another culture. Moreover, tourism employees and customers may read from different cultural scripts and a role conflict may occur at the end of interaction. Therefore, tourism employees and customers are members of different cultural groups where they need to understand each other perfectly in order to have a successful interaction during the time on holiday. Tourism employees carry an important role of having a successful relationship with customers. Therefore, cultural intelligence becomes more important for tourism employees to perform their job more successfully. Earley and Ang were the first academics who drew attention to Cultural Intelligence (CQ) in 2003. Earley and Ang (2003) described the CQ as “capability for successful adaptation to new cultural settings, that is, for unfamiliar settings attributable to cultural context”. CQ has four components: Meta-cognitive CQ; Cognitive CQ; Motivational CQ; Behavioural CQ. CQ has been mainly studied under the cross-cultural studies. There are very limited studies related to tourism context. This paper investigates the relationship between cultural intelligence and employee performance to redefine the requirement of successful tourism employment in an international environment.

Keywords: CQ, Tourism, Hospitality, Management, Employee, Tourist.

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THE GRIEF HERITAGE OF THE OTTOMAN BOSNIA AND HERZEGOVINA

Tülay Polat Üzümcü¹

İbrahim Çetin

Ersin Uğurkan

Abstract: There has been period with pain and sorrow events as happiness and proudly remembered in the past of societies. The desire to visit the places where grief event emerged, search for the traces of historical background and the desire to share the pain of community tied with the religious or nationally has led the emerge of grief tourism. In literature associated with dark, grief, etc., grief tourism, has been used as a new form of tourism for marketing the destinations. It depends on whether the happenings belonging the near past and the degree of unknown to become an attractive grief tourism center for a region. The places of where war, exile, sorrow and so on lived in near past attracts people for visit. The war in Bosnia-Herzegovina between 1992-1995 led to the greatest human tragedy in Bosnia and Herzegovina. The ethnic cleansing and genocide against the Bosnians which also committed as massacre by the International Court of Justice have been given historical, spiritual, cultural meaning not only by the Bosnians, Turks and other Muslims living in the region but also in the world. In this sense, Bosnia and Herzegovina has a significant potential in terms of grief tourism. Though having great potential for grief tourism, the government system of Bosnia Herzegovina has problems to develop grief tourism properly. In this study primarily, conceptual information related to literature scanning about grief tourism will be given and then grief tourism potential of the traces of war region will be evaluated and analyzed on the basis of photos and observations. After comparison of grief tourism potential of Bosnia Herzegovina against the popular grief destinations the recommendation and solutions will be done and explained to develop grief tourism in Bosnia Herzegovina.

Keywords: Bosnia and Herzegovina, War, Grief Tourism.

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A STUDY TO DETERMINE PROBLEMS OF THE TURKISH TRAVEL AGENCIES FROM TRAVEL AGENCY ENTREPRENEURS PERSPECTIVE

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Abstract: Travel agencies are important intermediates that provide business between tourism suppliers and tourists. Travel agency entrepreneurs are facing significant challenges of the changing buying behaviour of tourists with new technological developments worldwide. Despite this fact, travel agency enterprises are the first business affected by social, economic and political crises. Therefore, this study is aimed to find out the problems faced by the travel agency entrepreneurs in the Bodrum Region, which is the most important tourist destination in Turkey. For this purpose, a research is carried out in “A” group of travel agencies (“A” group travel agencies mean that travel agency can organise international and national tours, and provide all types of tourism products) registered with the Turkish Travel Agency Association (TURSAB) in Bodrum. The questionnaire developed for this study consists of 33 problem statements plus 8 demographic questions. The questionnaire was sent out by email with an online form to all travel agencies registered under the email list of TURSAB Bodrum. 87 fully completed questionnaires were returned. The top problems were identified as lack of incentives and funding available for a travel agency by the government, uncontrollable illegal travel agency activities, transportation issues, high tax rates, different ministry legislations and formalities. The results have shown that travel agencies are facing uncontrollable external environmental problems. If the higher authorities will not take right action to solve this kind of external problems, many travel agencies will end up in bankruptcy and tourism industry will lose more businesses.

Keywords: Entrepreneurship, Problems, Travel Agency, Government, Travel Agency Association, Tourist.

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CULTURAL TOURISM

ZENICA-DOBOJ CANTON - CULTURAL AND HISTORICAL HERITAGE

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Abstract: Zenica Dobož Canton consists of the twelve municipalities with the city of Zenica as the administrative center. According to the last Census year 2013 in the canton lived 364,344 inhabitants. Canton is located in the central Bosnia and Herzegovina which points to a favorable tourist - geographical position. The purpose of the article is to make inventory and evaluation of cultural and historical heritage of Canton regarding each municipality. The article presents a summary review of the ethno-social, artistic resources – architectural and archaeological, ambient, cultural and sports manifestation tourist resources. The total number of identified and evaluated tourist resources represented in the Zenica-Dobož Canton is 152. Among all cultural and historical heritage the artistic resources are numerous and there are 102. Especially numerous are architectural resources with 78 objects. In the canton 59 monuments are declared of the national importance as national heritage. Two movable properties are declared as the national heritage and the 57 objects as immovable national heritage as well. As immovable cultural heritage are considered historical monuments and buildings, architectural groups and areas. The evaluation of tourist resources was carried out at an interval from 1 to 5 and the average score of the entire heritage in Canton is 2.2.

Keywords: Zenica-Dobož Canton, favorable tourist-geographical position, cultural and historic heritage, inventory and evaluation.

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CULTURAL TOURISM IMPACT ON THE DEVELOPMENT OF SARAJEVO TOURIST GEOGRAPHICAL REGION

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Abstract: In this paper, we will present the hypothesis that cultural tourism can be a factor of tourist development of the Sarajevo tourist and geographical region with consideration of auxiliary hypotheses:

- Sarajevo tourist geographical region has potential for development of cultural tourism,
- Cultural tourism is a relevant form of tourism which contributes to the sustainability of tourism and
- By cooperation of tourism and cultural sector, adequate and competitive tourist offer of this tourist and geographical region is achieved.

The aim is to point out that cultural tourism promote sustainability which is based on the preservation of and respect for culture receptive community and as a contemporary form of tourism is significant in the development of tourism in Sarajevo tourist geographical region, and may represent the possibility of recovery and development of the tourist and geographical region. Given that cultural tourism is not recognized as a development strategy of urban policy and that in Bosnia and Herzegovina there is still not enough cooperation between the cultural sector and tourism nor the continuous multi-sectoral cooperation in the field of cultural tourism development, this issue needs to be realized in the future.

Keywords: cultural tourism, Sarajevo tourist geographical region, tourism development.

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RECEPTIONAL CULTURAL FACTORS OF SARAJEVO TOURISM DESTINATION

Lejla Žunić¹

Abstract: Sarajevo Tourism Destination has an advantageous tourism & geographical position as it's located on a very important European tourist corridor, which is used by Central European tourists that mostly circulate toward the Adriatic. Same time, Sarajevo is the capital of Bosnia and Herzegovina, so it is the most important geographical, political, cultural and tourism centre (1/3 of total tourism at Bosnia and Herzegovina). Sarajevo Destination is home to many attractive tourism potentials (natural and anthropogenic), according to the statistical data for the last decade, it has a positive tourism growth (medium to higher growth rates of tourist number and overnight stays, accomodation units, etc.). That's why is very important to analyse receptional cultural factors of tourism: hospitality and a tourism destination content. This factors highly affect attractivity of a destination and its sustainable tourism development. Research problem considers identification and evaluation of receptional cultural factors and relevant parameters. The aim of this article is to identify cultural factors of tourism and its value that is important for a tourism destination development. Scientific methods are: analysis, identification, classification, terrain work, survey, evaluation, Likert, synthesis. Terrain work includes: observations, survey, interview and other ways of collecting data (from a competent institutions). The survey found over 200 respondents (tourism managers and workers, tourists, tourist transporters), that gave a solid fundament of great importance at evaluation of cultural tourism factors. This factors has a good tourism value, so they represent an important predisposition for a tourism planning and development of Sarajevo Destination.

Keywords: Sarajevo Tourism Destination, receptional cultural factors, hospitality, tourism destination content, identification, evaluation.

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MUNICIPALS' LOGOS AS PART OF THE DESTINATION BRAND IDENTITY (THE CASE OF ADANA)

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Abstract: The concept of destination branding offers countries a framework in which they can differentiate themselves from other destinations offering similar experiences. The promotional efforts of a destination branding strategy are the first points of contact many potential visitors have with the destination. Logo is the most important element of the corporate identity of the brand and is seen as a signature of the brand. The main goal of a logo is to enhance awareness about the destination and to build a beneficial destination image. In today's world while promoting and marketing a destination, creating the brand identity and using some parts of local icons in the logo, that reflects the destination identity, is very important for the destinations who wish to highlight their core values and differences. Adana is a major city in southern Turkey and situated on the Seyhan river, on the coast of the Mediterranean Sea, at the foothill of the Taurus Mountains. As a tourism destination Adana, with its natural beauty, historical, cultural and local values is actively making headway on a world tourist market. It has one metropolitan municipality and fifteen local municipal governments and also it is trying to position itself by its unique properties and attractions. With this regard sixteen municipal governments' logos of Adana city have been studied from their website for this research. Destination attractions properties and features that differentiate destinations from each other and reflects their uniqueness, such as local history, geographic characteristics, cultural values, architecture and lifestyle and their usage in these logos, have been analyzed in this case. After the assessment of the results, for creating and reflecting the brand identity, being more holistic and rigorous, and benefiting from experts opinion has been recommended to the sixteen local governments of the host province Adana.

Keywords: Destination brand identity, local symbols, logos, Adana.

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HOW TO DEVELOP TOURISM IN EASTERN TURKEY: THE REMARKS FROM TRAVEL AGENTS

Uğur Çalışkan¹

Abstract: Hence there is tough competition between destinations, destination management and achieving the competitiveness is becoming crucial issue to preserve or gain the market. Managers should determine the (dis)advantages of the destination to gain a competitive position. Destination management requires a partnership between public sector, private sector and non-governmental organizations. Cooperation should include not only the partners from the destinations, but also the partners from out of the destinations such as tourists, travel/tour operators. In this study, thoughts of travel agencies which have tours to Eastern Turkey were collected through semi-structured interviews and the data were analyzed. The results indicate that natural and cultural assets are seen as the most competitive side while the operational and infrastructural deficits are seen as the weakest points. Other findings and the recommendations from travel agents are also discussed in the paper.

Keywords: Destination management, competitiveness, partnership, travel agencies, satisfaction.

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THE IMPORTANCE OF TOURISM IN KONYA FROM THE LOCAL PEOPLE'S PERSPECTIVE AND ITS ECONOMIC, SOCIAL AND ENVIRONMENTAL IMPACTS

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Abstract: Tourists' behaviors are one of the subjects discussed in the development process of tourism. However, another significant aspect influencing development of tourism is the perspective of local people who host the tourists and active in developing touristic products and their reactions relating to tourism. The role of local people is a detail which should be considered in the development of tourism in a certain region. Local people's perspective for tourism is the most important point of this development process. It is difficult for tourism to develop in a region without permission and contribution of local people no matter how big its touristic potential is. Ever-changing structure of tourism changes local people's perspective for tourism. At this point, economic, social and environmental impacts of tourism should be evaluated with regards to local people. In this study, development of tourism and perspective of local people in Konya have been evaluated. Data gained by 269 samples through questionnaire method has been analyzed. According to the results, it is stated that especially the economic impacts of tourism are perceived more positively and the other impacts are positive, as well. In this sense, it can be said that tourism is perceived as a more available sector than the past by the local people. In addition to this, local people's expectations and satisfaction relating to tourism have been evaluated by analyzes.

Keywords: Tourism, Local People, Tourism Perception, Impacts of Tourism.

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A PROPOSAL TO EXPAND TOURISM REVENUES TO LOCALS; CITY ACTIVITY PLAN AND THE SAMPLE OF ERZURUM

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Abstract: Through an accurate decision for planning, investment and promotion, tourism can affect positively, directly, rapidly and sustainably the socioeconomic development of a nation, region, province and local destination. In order to achieve national tourism targets not only in the number tourists but also in revenue, activities are needed to lengthen stay periods and increase revenues. Such activities are only possible through mainly the touristic products attracting and integrating with all tourism types and presenting local and native cultural elements, emphasizing uniqueness and accurateness. Such activities may increase tourist satisfaction, the share locals get from revenues, the adoption rate of tourism by locals and their pleasure. Erzurum has faced in recent years some slight increase in the number of tourists due to various types of tourism potentials e.g. winter, history – culture, nature – adventure and health and well – being. Nearly 50 thousand foreign and 340 thousand domestic tourists visit the city staying only one or two days. In order to increase the contribution of tourists to the city, length of their stay should be increased. Therefore, preparation and implementation of a city activity plan through the participation of all local actors including mainly municipalities. Maybe, only a simple plan involving pilot activities is planned. As in all parts of Anatolia, Erzurum city shelters several values to serve as touristic products. Local authorities and responsible institutions should work together in a coordination and try to implement the activity plan in a great care.

Keywords: tourism revenue, event, Erzurum.

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SUSTAINABLE TOURISM

CONTRIBUTIONS OF REGIONAL DEVELOPMENT AGENCIES ON PLANNING AND FINANCING OF TOURISM IN TURKEY

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Abstract: Turkish planned development efforts are not new but it is achieved by following other developments introduced in especially western countries. Turkish regional development policies experienced a breakthrough after early 2000s, when the country stepped forward to accept European Union policies in which mainly the statistical units are classified (NUTS) to collect data to be used to make policies. As the result of accepting such a policy, Turkey also formed statistical units all over the country in 2002 and established regional development agencies in 26 NUTS II regions in a period beginning from 2006 to 2010 to accelerate regional development and to reduce the regional developmental differences by energizing the local potentials. Among the duties of these RDAs are the preparation of regional plans, strategies, and financial support programs and they count tourism sector as crucial for the development of their region. In the present study, the importance of tourism sector for the development of the regions where the agencies work and regional plans were prepared in coordination with all partners is evaluated. In this respect, the performance of RDAs related to implemented grant programs is examined by considering and analyzing the content of their financial supports. In conclusions, the spatial alleviation of financial support and some feedbacks for national, regional and inter-regional tourism policies are provided.

Keywords: Tourism, NUTS II Regions, Development Agencies, Regional Plans, Financial Support.

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A CROSS-CULTURAL COMPARISON OF TOURISTS' MEMORABLE EXPERIENCES

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Abstract: There has been a growing research interest about memorable tourism experiences in recent years. In this context, some studies have initiated to identify what a memorable touristic experience is. However, few efforts to examine the differences about memorable experiences between different cultures have been investigated despite the importance of cultural differences in tourism studies. Therefore, this study aims to make a cross-cultural assessment in tourists' memorable experiences. Drawing data from Turkish (N= 247) and English (N= 241) tourists visiting Didim, we made a comparison between two nations using factor analysis and Mann-Whitney tests. Seven dimensions of memorable tourism experiences which are hedonism, refreshment, novelty, local culture, meaningfulness, knowledge and involvement were remained in the study. According to the results significant differences with regards to hedonism and local culture dimensions between two cultures were revealed. Demographic characteristics were analysed and discussed.

Keywords: Cross-cultural, memorable tourism experiences.

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2016 OLYMPIC AND PARALYMPIC GAMES: DID RIO DE JANEIRO GET A MEDAL AS A HOST CITY?

Claudia Astorino¹

Abstract: This work is part of a comprehensive survey conducted by the author, whose aim was to investigate whether the host cities were prepared to (well) receiving the tourists who visited Brazil during the three mega-events hosted in the years 2013, 2014 and 2016, namely 2013 FIFA Confederations Cup; 2014 FIFA World Cup and 2016 Olympic and Paralympic Games. Based upon Nielsen studies (2002) that associate the exposure of a major event in the international media and the gains and losses in image for the host country, the author of this present work intended to research whether foreign tourists would be well received at these events. The methodology consisted of pretending to be a foreign tourist (Italian or Argentinian depending on the situation) in order to analyze the following questions: i) airports infrastructure; ii) urban mobility; iii) tourist information centers; iv) tourist signalization; v) the ability of people involved in the tourism field to communicate with tourists in foreign languages; vi) prices and quality of tourist services; vii) fares and quality of lodging facilities services; viii) prices and quality of food & beverage establishments. Meanwhile, posts and articles published on Facebook by selected Brazilian and foreign newspapers that somehow addressed the questions under consideration were compared to the reality found during the in loco experience in order to confront the findings. In the ITHMC Sarajevo the author will present and discuss the findings of the specific survey regarding the 2016 Olympics and Paralympic Games which showed that if on one hand the Brazilian hospitality and positive transport and mobility situations conquered tourists, on the other hand specific problems of eventual disorganization, infrastructure and security issues could compromise to a certain extent the city's future image as a tourist destination.

Keywords: Olympic and Paralympic Games, Rio de Janeiro, host city, (well) receiving foreign tourists.

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THE CORRELATION BETWEEN SPATIAL PLANNING AND SUSTAINABLE TOURISM DEVELOPMENT – CASE STUDY OF BOSNIA AND HERZEGOVINA

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Amra Banda⁴

Abstract: Spatial planning is an important concept for identifying the benefits of the tourism for tourist destinations, but also for environment and local communities. Even though that spatial planning and tourism are often perceived as two separate concepts, they are in fact, greatly interrelated. Natural resources, social infrastructure, population and its activities form the basis of spatial planning and, in accordance to that, they are inseparable from tourism. Tourism infrastructure and activities take place in a certain localities, so they have a spatial character, and therefore tourism planning must be integrated in the spatial planning process at all levels. In addition, tourism is often perceived as a primary income generator for the members of local community in many countries, including Bosnia and Herzegovina in the last few years. This paper analyzes the role and importance of spatial planning for the development of sustainable tourism in Bosnia and Herzegovina. Bosnian legislation system regarding spatial planning and tourism should be improved in terms of sustainability. For this reason, a model for sustainable tourism development in Bosnia and Herzegovina is proposed. The aim of the article is to determine how to integrate spatial planning to sustainable tourism development and to decide the possible pathways within sustainable tourism development. The model considers all levels, from national to local. This model could be utilized to deal with all aspects of planning, such as policies, strategies, spatial decisions, building structuring, density, tourist site planning and design of tourists' objects and infrastructure.

Key words: spatial planning, tourism planning, sustainable tourism development, Bosnia and Herzegovina

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THE AIRPORT SERVICE QUALITY: CASE STUDY SARAJEVO INTERNATIONAL AIRPORT

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Abstract: Every successful company focuses business policy on the quality service and customer satisfaction. The level of quality services provided and the level of customer satisfaction are among the main determinants of the profitability of service companies, including airports. Absence of research and valid data regarding airport service quality in Bosnia and Herzegovina, including Sarajevo Airport was the key motive for this paperwork. Without having this data/information airport management is not able to manage successful service quality and achieve passenger satisfaction. The intention of this study is to provide a deeper insight into needs of modern passenger through the analysis of theoretical information and through customer research of satisfaction conducted at Sarajevo International Airport. The study was performed by using structured questionnaire (66 questions). Based on the existing literature for research, the authors adapted and expanded the query, used by ACI – AETRA ASQ program. 500 questionnaires were distributed and 440 collected, which makes the response rate of 88%. This is the first study of this type in Bosnia and Herzegovina. By the literature analysis and conducted research the most important factors that influence the perception of passengers in terms of service quality at Sarajevo Airport were identified: „check-in“, Internet WIFI, security, food services, cleanness and staff hospitality. The success of the airport depends on how well the airport knows and to what extent satisfies different groups of airport users. This paperwork confirmed the importance of service quality management and customer satisfaction for the long term success of the airport.

Keywords: airport, service quality, passenger satisfaction.

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CONCEPTS OF TOURISM REGIONALIZATION AND ANALYSIS OF CONTEMPORARY TRENDS OF TOURIST MOVEMENT IN BOSNIA AND HERZEGOVINA

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Abstract: Tourism regionalization is a methodological procedure of determination and classification of homogeneous spatial tourism structures for the purpose of regional and general socio-economic development optimization, as well as rational, sustainable and functional spatial organization and adaptability from the aspect of contemporary trends in tourism. According to geographical concept, tourism region is supposed to emphasize certain motive territoriality (tourism resources) and eventually functionality of tourist traffic, depending whether it is a potential or an activated tourism area. Tourism region is than a spatial unit with potential or activated tourism motives (attractive resources), in which tourism is one of dominant economic activity that has unifying function, while the spatial physiognomy is generally adjusted to that function. In contemporary period, conceptualism in approach to tourism regionalization of national territory inclines toward wide spectrum of approaches, which is a consequence of non-harmonized and separate vision of development of tourism activity in Bosnia and Herzegovina. Predominant cause should be sought in political and administrative division of Bosnia and Herzegovina, which is recognized as crucial limiting factor that affects on multiple problems for more dynamic development of tourism sector according to existing resources and potentials. Besides the review of tourism regionalization concept, this paper deals with issues of certain elements of tourist traffic in contemporary context, through the quantitative parameters of dynamic and static indicators, by application of comparative analysis of temporal series.

Keywords: tourism, Bosnia and Herzegovina, regionalization, trends in tourism.

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SPATIAL PLANNING OF MOUNT VLAŠIĆ TOURIST DESTINATION

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Abstract: The main purpose of the mountain ski centers is to meet the needs of recreation and psychophysical rest. This requires large space advantage, despite the existence of various infrastructure, environmental and socio-psychological advantage that would allow recovery of human organism. However, due to the system disorganization these facilities are very often largely usurped so that their original role is ignored.

One of the biggest problems for the future tourism development of Mount Vlašić is inadequate land management, which has resulted in the construction of a large number of illegal facilities that contribute to the physical and ecological burden of the mountain.

Through the paper current situation on Vlašić will be assessed, and presented natural characteristics, resources and potentials, as well as the cultural heritage of the study area. Also, analysis of the current area usage, planning organization and the environment will be carried out, applying new methodological approaches in the planning and management of space, through the significant usage of GIS.

Space organization and arrangement are viewed from the aspect of natural resources exploitation emphasising tourism development and the construction of sports, recreation and other infrastructure systems.

Main problem, is the fact that when planning the development of tourism and tourism infrastructure in the ski center Vlašić, carrying capacity, which will be, among other things, presented in the work was not taken into consideration.

Keywords: spatial planning, tourist destination, environment, carrying capacity, ski center, Vlašić.

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MANAGING CSR IN CROATIAN HOSPITALITY: THE CASE OF BOUTIQUE LUXURY HOTELS

Vanja Gnjidić¹

Abstract: Despite the vast research in the field of Corporate Social Responsibility (CSR), little has been done in the field of luxury hospitality. The overall image that emerges from literature is negative, with presumption that hotels use CSR only as greenwashing. This study is not about the procedures, it goes one step further; to participants in the process. Both guests and hotel workers are involved in the research through interviews (group interviews and in depth interviews with hotel managers). The author was involved as participant observer and interviewer/moderator. The analysis of field work done in a couple of boutique luxury hotels in Croatian coastline brings diametrically opposite results. As this is a descriptive study, the intent was not to generalize, but to provide an insight to better understanding how guests' expectations are changing the hospitality industry, and what managerial challenges are during the process. This project will contribute as a relevant starting point for future researchers in the area of sustainability in luxury hospitality.

Keywords: corporate social responsibility (CSR), hospitality, luxury, managerial challenges, boutique hotels.

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