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**BOOK OF ABSTRACTS**

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**BOOK OF ABSTRACTS**  
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# POTENTIALS FOR FURTHER DEVELOPMENT OF CULINARY OFFER ON TOURIST FARMS IN SLOVENIA<sup>1</sup>

Simon Kerma<sup>2</sup>

## KEYNOTE SPEAKER LECTURE PAPER

### **Abstract:**

Farm tourism is among the most important supplementary activities on farms in Slovenia, but its role within tourism sector is still relatively modest. However, in the last decade we can observe a gradual increase in the number of tourist farms, especially those offering accommodation. The emergence of covid-19 even benefited the popularisation of tourist farms, especially among domestic tourists. Slovenia also gained the status of the European region of gastronomy 2021, but this has not been properly utilised for the promotion and further development of culinary offer on tourist farms in the country, which could build its gastronomic visibility through the best tourist farms as well. The potential of culinary offer on Slovenian tourist farms has not yet been thoroughly researched, although this potential is recognised in several strategic development plans. According to the latest data, the supplementary activities of farm tourism are carried out on 1,215 agricultural holdings. Majority of these agricultural holdings (78.8%) offer accommodation, food and drink, which is particularly important for the development of culinary tourism in Slovenian rural areas. In our nationwide research project, one of the main activities was a survey among the holders of supplementary activities on tourist farms. The survey was conducted from November 2021 to February 2022 on a representative sample of 300 tourist farms from all Slovenian regions. We managed to survey 128 tourist farms in total, and most of them were conducted directly in the field. The rather long and complex questionnaire contained various aspects of the operation and supply, as well as the needs and potentials of tourist farms. We paid special attention to the culinary offer and related services on tourist farms. The surveyed Slovenian farmers undoubtedly see the offer of local food and drinks as the biggest opportunity for further development of farm tourism.

**Key words:** farm tourism, supplementary activities on tourist farms, culinary (food and drink) offer, Slovenia.

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<sup>1</sup> This study is supported by the Slovenian Ministry of Agriculture, Forestry and Food, and the Slovenian Research Agency

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# TOURISM POTENTIAL RANKING IN AZERBAIJAN BY REGIONS THROUGH THE ANALYTICAL HIERARCHY PROCESS

Mürsel Kaya<sup>1</sup>  
İslam İslamzade<sup>2</sup>  
Metem Sevgin<sup>3</sup>

## **Abstract:**

In recent years, it can be said that many types of tourism have emerged in Azerbaijan, as in the whole world. These types of tourism, which are important in diversifying tourism products, have proven their effectiveness in seeking innovation in tourism, increasing tourism awareness, keeping tourists away from noise and concrete life, natural environment and service quality. These types of tourism are developed in many regions of Azerbaijan and are actively used by tourists today. These types of tourism have an important place in the tourism potential of the country and regions. The main purpose of the study conducted in this direction has been determined as the discovery of the most prominent tourism region of Azerbaijan in terms of tourism potential with the AHP method. After the analysis of the data obtained, the region with the highest value in terms of tourism potential of the country was determined as the Baku-Absheron Tourism Region. The research has the quality to be a reference for future studies on this and similar subjects.

**Key words:** Azerbaijan, Tourism Potential of Azerbaijan, AHP Method

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# MODELS FOR TOURISM VALORISATION OF CROATIAN INTANGIBLE CULTURAL HERITAGE ON THE UNESCO LISTS

Vuk Tvrтко Opačić<sup>1</sup>

## **Abstract:**

Since the end of the 20th century, the tourism supply of the destination has increasingly relied on tourism products of alternative forms of tourism. One of the leading alternative forms of tourism, under the conditions of globalisation and the spread of uniform norms and values, is cultural heritage tourism. Both tangible and intangible cultural heritage embody local and regional identity to a great extent, contributing to the authenticity of the destination's tourism supply and often shaping the destination's identity. In contrast to tangible cultural heritage, which used to be recognised much earlier as an asset to be protected and preserved for the future and appropriately valorised in tourism, intangible cultural heritage has been treated as an asset since UNESCO established Intangible Cultural Heritage List in 2008 and has been more closely integrated into the tourism supply. Today, no less than 18 intangible cultural assets from Croatia are included in three intangible cultural heritage lists under the patronage of UNESCO, which indicates that the value of intangible cultural heritage in Croatia was recognised early on. Nevertheless, it is often undervalued in terms of tourism. The aim of this research is to contribute to the debate on how Croatian intangible cultural assets inscribed in the UNESCO Intangible Cultural Heritage Lists can be appropriately valorised, transformed into tourism products and thus integrated into the destination's tourism supply. Croatian intangible cultural assets are classified into four categories: 1) knowledge and skills, 2) musical expressions, 3) customs, rituals and traditional manifestations, and 4) traditional crafts. Based on the theoretical background from the literature and examples of good practice, a model for integration into the destination's tourism supply was proposed for each category.

**Key words:** intangible cultural heritage, UNESCO Intangible Cultural Heritage Lists, tourism valorisation, tourism product, tourism supply, Croatia

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# TOURIST VISITS AND OVERSTAYING IN CANTON SARAJEVO

Alma Pobrić<sup>1</sup>  
Emina Ajanović<sup>2</sup>

## Abstract:

The paper includes the monitoring of data on changes in registered tourist arrivals and overnight stays in the municipalities of Sarajevo Canton. Data were registered for the period from 2013 to 2021, based on which the trends of tourist movements were concluded. Tourist arrivals were also analyzed depending on the type of accommodation capacity. The structure of tourists was analyzed for the recent period, from 2019 to 2021. In addition to the analysis of the number of visits, an effort was made to offer answers to the motives for a tourist visit to Sarajevo as a destination. Tourist trends in Sarajevo are influenced by the motives of the tourist visit, among which cultural and historical characteristics stand out as the most significant.

**Key words:** Sarajevo Canton, turist arrivals, overnight stays, motives for visit.

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# **DARK TOURISM EXPERIENCES WITH CANVAS MODEL IN THE CONTEXT OF TOURISM ENTREPRENEURSHIP**

**Osman Ünüvar<sup>1</sup>**

**Mürsel Kaya<sup>2</sup>**

**Mete Sezgin<sup>3</sup>**

## **Abstract:**

Dark tourism, in its original form, includes concentration camps, dungeons, cemeteries, disaster zones, spooky castles, horror movie locations, and war zones, etc. Includes site visits. Today, however, such travels have become popular with museums, panoramic museums, battlefields, tombs, palaces, etc. This travel experience, which has attracted a lot of attention, especially from young people in recent years, draws attention in many countries and cities, rural areas. This type of tourism, which can be combined with spirituality in the depths of the human spirit, provides social and economic contributions to the visited region. In this research, it is aimed to investigate guest experiences in the context of dark tourism and these experiences in the context of tourism entrepreneurship by making use of the CANVAS model.

**Key words:** Tourism, Dark Tourism, Tourism entrepreneurship, Canvas Model

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# **THE EFFECT OF SOCIAL INTELLIGENCE ON SOCIAL ENTREPRENEURSHIP PERCEPTION: A STUDY IN A VOCATIONAL SCHOOL FOR SENIOR UNIVERSITY STUDENTS**

**Aykut Bedük<sup>1</sup>**  
**Mehmet Ali Canbolat<sup>2</sup>**

## **Abstract:**

While social intelligence represents understanding each individual belonging to the society and acting skillfully in human relations, social entrepreneurship is an important type of entrepreneurship in order to eliminate inequalities between people around the world. In this quantitative study, which is planned in cross-sectional type, it is aimed to determine the effect of social intelligence of university students who are about to start their profession, on the perception of social entrepreneurship. Questionnaire technique will be used as a data collection tool in the research. The research will be conducted with students who are candidates to graduate from a state university vocational school with simple random sample selection. The data to be obtained; will be analyzed with descriptive statistics, correlation analysis, explanatory factor analysis and confirmatory factor analysis. In line with the findings to be obtained, conclusions and recommendations will be made. Since there are very few studies that deal with these two variables together, it is thought that the research will contribute to the literature.

**Key words:** Social Intelligence, social entrepreneurship, students.

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# **AN ANALYSIS ON THE CUSTOMER SATISFACTION OF A 4TH YEAR TOURISM AND HOSPITALITY STUDENTS OF PRIVATE HIGHER EDUCATION INSTITUTION IN MANILA ON ONLINE FOOD DELIVERY SERVICE APPLICATIONS**

**Ryan Liba<sup>1</sup>**

## **Abstract:**

Amidst the COVID-19 pandemic, e-commerce platforms have grown, becoming a trend during these challenging times. One of these e-commerce platforms is the online food delivery service. The study identified the level of customer satisfaction of the 4th-year Hospitality and Tourism Management students of Private Higher Education Institution in Manila while using various online food delivery applications. The research aims to identify the food delivery applications customers usually use which will also help determine the factors that influence customers to patronize these online food delivery applications. The research design used in this study was a descriptive type of research. Data was collected through a survey questionnaire. This questionnaire was distributed to a particular population: the 4th-year Hospitality and Tourism Management students. The questionnaire comprises various data measures such as nominal and ordinal Likert scales. Through the survey questionnaire, the researchers will be able to collect and identify the level of satisfaction and the problems encountered when using online food delivery applications. According to the data collected, most of the respondents prefer to use Grab Food compared to other applications. The researchers found out that the respondents are satisfied with the application's contact, responsiveness, fulfillment, privacy, and efficiency. For the problems encountered by the respondents, most of them did not have problems with contact, responsiveness, privacy, and efficiency. They only have problems with fulfillment because of incorrect orders. In conclusion, they are not to reject the study's null hypotheses.

**Key words:** online food delivery service applications, Covid-19 pandemic, customer

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# **GAP IN THE STUDENTS' AND TRAVEL AGENCIES' OPINION ON THE NECESSARY KNOWLEDGE AND SKILLS TO WORK IN TRAVEL AGENCIES**

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**Anamarija Elez<sup>2</sup>**

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## **Abstract:**

Travel agencies are important stakeholders in the development of tourism in the destination. They create integrated tourism products with high value added. Therefore, in addition to formal knowledge, they expect specific skills from their employees. However, the study programmes of educational institutions in the field of tourism often focus more on specific knowledge and skills in the hotel industry, at the same time neglecting the business of travel agencies. Therefore, the aim of this paper is to investigate if there is a gap in the opinions of students and travel agencies on the knowledge and skills necessary for working in travel agencies. For this purpose, research was conducted on students of the University of Split and the travel agencies in Croatia measuring the probable difference in their opinions. The results indicated that the opinions of both groups of respondents were agreed to the most important knowledge and skills for work. The considerable significance of international work or educational experience was also confirmed by both groups of respondents. Still, there is a difference relating to recommendations that employers give more emphasis than the future employees who haven't yet recognized their importance. Consequently, it is necessary to encourage continuous cooperation between the educational institution and the employers in order to obtain detailed information about the necessary knowledge and skills in the field of travel agency business, and on the other hand, to stimulate students to make more effort preparing and presenting themselves as much as possible to a future employer.

**Key words:** travel agency, educational institutions, knowledge, skills, recommendation

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# THE NATURAL AND CULTURAL HERITAGE OF THE MUNICIPALITY OF PALE IN THE FUNCTION OF TOURISM DEVELOPMENT

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## Abstract:

The municipality of Pale has numerous natural and cultural resources. As a tourist center, Pale is more focused on natural tourist attractions, while the modern tourist has the need to know the culture and heritage of the destination he visits. For this reason, there is a need for a more complex tourist offer that presents both natural and cultural heritage. Since the local population plays an important role in the presentation of this heritage, we were interested in determining the relationship of the inhabitants of the municipality of Pale to the natural and cultural heritage.

The aim of this research was to determine the frequency of the activities of the inhabitants of the municipality of Pale, such as visits and tours of natural and cultural assets, in order to determine their relationship with them. The survey method was used. It also analyzes whether there are differences in respondents' answers in terms of gender, age, education and employment. A quantitative method based on descriptive statistical techniques and non-parametric tests was used to analyze the respondents' answers. The results show that Pale residents are more focused on natural heritage through their activities, which leads to the conclusion that they should work more on popularizing and increasing the importance of cultural heritage.

**Key words:** natural heritage, cultural heritage, tourist potential, tourism, Bosnia and Herzegovina

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# **AWARENESS AND WILLINGNESS ON HALAL CERTIFICATION OF NON-HALAL RESTAURANT OWNERS IN MANILA, PHILIPPINES**

**Ryan Liba<sup>1</sup>**

## **Abstract:**

The purpose of this study is to measure the awareness among non-Halal restaurant owners on the twelve standards of Halal certification and their willingness to be certified as Halal restaurants. A Framework of Halal Certification Practices for Hotel Industry comprised of Halal documentation, management responsibilities, raw materials, location, exterior area, premises, facilities, tools and equipment, staff characteristics staff policy, pest control and waste management. Descriptive-evaluative research design and purposive sampling have been utilized. The data were obtained from fifty non-Halal restaurant owners in Binondo, Ermita, and Malate, located within the area of Manila City. In addition, structured survey questionnaire was deployed, and the data have been analyzed using descriptive statistics to summarize the important characteristics of measurements. The results showed the restaurant owners are generally 'Aware' of all 12 standards of Halal certification, and the majority are 'Willing' to be Halal certified. Pearson's r-analysis also showed there is a weak positive relationship between their awareness of Halal standards and their willingness to be Halal certified. Based on the number of respondents who responded positively to the awareness and willingness, Halal certification must be strengthened through the implementation of law even though the Philippines is a predominantly Catholic and multicultural country. Hence, a Halal program should be proposed to encourage non-Halal restaurant owners to acquire Halal certification.

**Key words:** halal, halal certification, awareness, willingness, non-halal restaurants

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# LIVING AND WORKING WITHOUT TRAVEL - BUSINESS TRAVELERS ON-HOLD

Orit Unger<sup>1</sup>  
Natan Uriely<sup>2</sup>

## Abstract:

The outbreak of the COVID-19 pandemic was followed by a dramatic cessation of air travel that caused a sharp change in the way business travelers live and work. The provisional “new normal” of COVID-19 was addressed in this study as a window of opportunity for both business travelers and those who study them. At a time when business travelers frequently zoomed-in (virtually and often literally) rather than traveled for work, they also had the opportunity to mentally zoom out and reflect on their suspended hypermobile lifestyle.

By exploring how frequent business travelers live and work without travel, the study re-examines several issues that received attention in the academic literature on business travelers, including the discussion about the costs and benefits of hypermobility, the necessity of travel for physical proximity with colleagues and clients, and the portrayal of the business trip as a sort of “bleisure” that combines work-related obligations with tourism-related pleasures. Based on an interpretative analysis of 32 in-depth interviews, conducted when international borders were commonly closed, the study yields additional insights regarding the nexus between work, travel, and tourism. With respect to the costs and benefits of life and work with frequent travel, the study indicates that the transition to immobility was also followed by a significant change in both the personal and professional lives of the interviewees. By and large, their accounts of life and work without travel generated a mirror image of hypermobility, as portrayed in previous studies. The study also suggests that online meetings cannot fully replace physical co-presence with colleagues and clients, mainly in generating new business relationships and stimulating creativity at work. Finally, the study emphasizes the importance of tourism-related moments as memorable components of the business trip experience and supports the vision of “bleisure” as an appropriate form of business travel.

**Key words:** Business travelers, COVID-19, Hypermobility, Online meetings, Bleisure

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# **TOURISM AND DEPOPULATION IN MOUNTAIN REGIONS OF BOSNIA AND HERZEGOVINA: CASE STUDY OF BJELAŠNICA AND VRANICA**

**Boris Avdić<sup>1</sup>**

**Amra Banda<sup>2</sup>**

**Aida Avdić<sup>3</sup>**

**Aida Korjenić<sup>4</sup>**

## **Abstract:**

Many rural mountain areas face the challenges of negative demographic trends, caused by emigration, low fertility rates, and the accelerated process of demographic ageing. Such processes are direct consequence of the war events and the situation that followed, as well as industrialization, which indicates the need to revitalize or mitigate these negative effects. Tourism is often cited as a factor in stimulating development process, so this paper examines relationship between the development of tourism activity and the degree of depopulation of rural settlements in the Bjelašnica and Vranica mountains. The paper uses the demographic and statistical (t-test) methods, as well as a survey to examine the attitudes of local population towards the development of tourism. Based on the conducted analysis at the level of the main indicators on population and tourism activity, conclusion about positive connection between tourism and reduced level of depopulation in the mountain regions can be drawn.

**Key words:** Depopulation, tourism, Bjelašnica, Vranica, rural settlements, rural revitalization.

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# POTENTIAL TOURISM PRODUCTS OF TUZLA CANTON

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Semir Ahmetbegović<sup>2</sup>

Željka Stjepić Srkalović<sup>3</sup>

## **Abstract:**

Tourism products are the most important factors in attracting tourists to certain destinations, that is, the tourism product could be seen as the overall result of tourist consumption or the totality of products and services that generated the total tourist consumption.

A tourism product is a combination of tangible and intangible elements, such as natural, cultural and artificial resources, attractions, facilities, services and activities around a certain center of interest that represents the core of the destination's product. The more diverse, independent and better marketed the tourist products are, the more competitive the destination is.

Tourism product of Tuzla Canton is based on the characteristics of the area and tourist needs, and within it, we distinguish several basic forms of movements that are directed towards the environment, culture, and events of the Tuzla Canton. All municipalities of the Tuzla Canton have, at least, the potential of developing tourism and tourism products related to rural areas and areas of preserved natural environment. The paper presents the primary and secondary forms of tourism in rural areas and ways of enriching the tourist offer of the Tuzla Canton with the aim of creating the highest quality tourist product of this destination.

**Key words:** tourism products, tourist destination, special interest tourism, Tuzla Canton.

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# PROPOSITION OF TOURISM REGIONS IN BOSNIA AND HERZEGOVINA – VERNACULAR, LANDSCAPE AND HISTORICAL DIFFERENTIATION

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**Ranko Mirić<sup>3</sup>**

**Aida Avdić<sup>4</sup>**

## **Abstract:**

The diversity of tourism offer in Bosnia and Herzegovina together with disparities in the development of tourism economy from the aspect of geographical research and practical valorization can only be properly addressed through adequate tourism regionalization of the given area. At the same time, tourism regions have the function of geospatial grouping of travel destinations, which in a practical sense can be applicable in terms of marketing and result in a longer stay of tourists in certain regions. In this work, vernacular, landscape and historical criteria were used to define seven tourism regions, which are also closely related to regional identities. These are: Sarajevo, Central Bosnia, Pannonian Bosnia, Krajina, Podrinje, Dinaric Alps and Herzegovina. Their natural and cultural heritage is analyzed from the aspect of tourism potential, constraining factors and the existing level of valorization.

**Key words:** tourism region, tourism regionalization, tourism diversity, Bosnia and Herzegovina.

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# PROFILE OF FOREIGN TOURISTS VISITING SARAJEVO DURING WINTER

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Amra Banda<sup>2</sup>

## Abstract:

Sarajevo is a very popular tourist destination during the winter months. A large number of foreign tourists visit Sarajevo during the winter, mostly because of the New Year and Christmas holidays, but also because of the proximity to famous Olympic mountains such as Jahorina, Bjelašnica, Igman, and Trebević. The purpose of this paper is to provide an answer about the demographic characteristics and other characteristics of foreign tourists who visit Sarajevo in winter. Descriptive statistics were used in the interpretation and analysis of the obtained data. The results of the research show that the largest number of respondents are employed, that they most often come with friends, individually and without children. The main reason for visiting the destination is rest and relaxation. Most of the respondents intend to stay in Sarajevo for two to three nights. There is a slightly higher number of respondents for whom this is the first visit to Sarajevo, but over 47.2% of respondents have already stayed in Sarajevo before and they have most often visited Sarajevo, namely 1 to 5 times. 89 respondents already knew of Sarajevo as a tourist destination.

**Key words:** tourism destination, Sarajevo, foreign tourists, winter

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# IDENTIFICATION AND VALORIZATION OF TOURIST MOTIVES - CASE STUDY OF THE OLD TOWN OF DUBROVNIK IN ILIJAŠ

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Belma Durmišević<sup>4</sup>

## **Abstract:**

Identification and valorization of tourist motives - a case study of the Old Town of Dubrovnik, in Ilijaš is the main subject of this research. The main research objective is to show the tourist value of the Old Town of Dubrovnik by analyzing all elements of tourism valorization. Also, the goal is to determine the courses of action that can be taken through the process of tourism planning in order to increase its overall tourist value. The identification and valorization of tourist motives on the example of the Old Town of Dubrovnik will be realized on the basis of field research, GIS methodology and relevant methodologies for the evaluation of tourist motives. When evaluating the tourist motive, the following constitutive elements were taken for evaluation: tourist location, attractiveness of the motive, ambience, construction and compatibility. The application of GIS has a very important role in the entire process of identification and valorization of tourist potentials and tourism development planning. Field research was supplemented and validated research results obtained from cabinet research and research based on the application of geoinformation technologies. In relation with the previously mentioned analyses, the relevant methodology for the evaluation of tourist motives will be applied, based on the evaluation of the constitutive elements of tourist value. The implemented methodological procedure will provide an insight into the touristic value of the Old Town of Dubrovnik, as well as the directions of action aimed at its increasing.

**Key words:** Identification, valorization, motives, Old Town Dubrovnik, GIS, tourism, spatial planning.

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