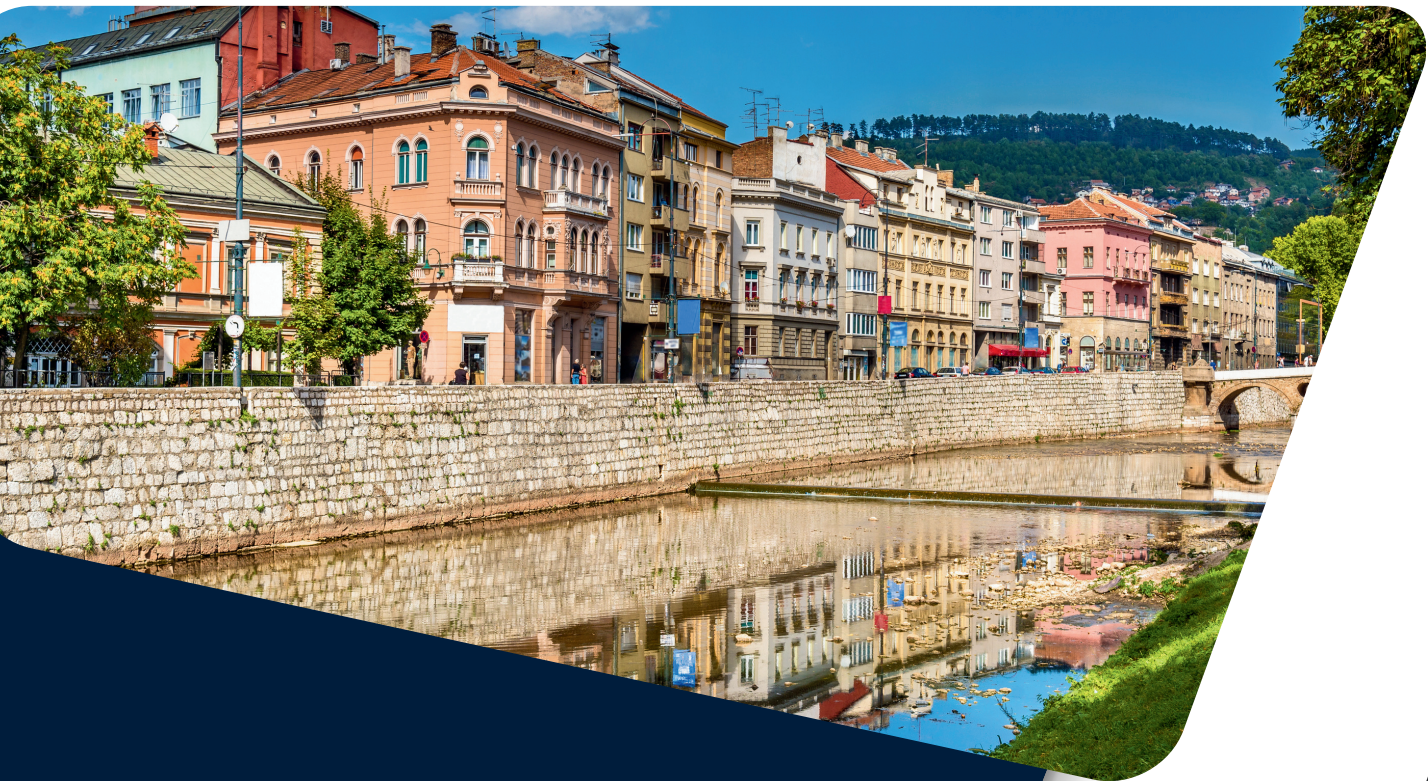




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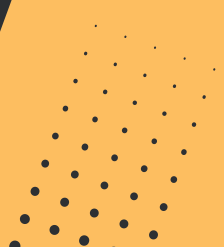
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9th INTERNATIONAL TOURISM AND HOSPITALITY MANAGEMENT
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KEYNOTE SPEAKER LECTURE PAPER**CURRENT CHALLENGES IN THE GEOGRAPHICAL RESEARCH ON SECOND HOME TOURISM – THE SLOVENIAN PERSPECTIVE****Miha Koderman¹**

Abstract: Residing in second homes is considered one of the most popular forms of recreation among the varied sphere of leisure time activities in Slovenia. Despite the fact that the locations of second homes are generally dispersed as they can be found in almost every municipality in the country, there are also some areas where they are more prevalent, such as the Alpine, the Dinaric and the Mediterranean regions. The first geographical studies on the topic of second homes were made in the late 1960s, while many of them were also published in 1980s, as well as in the last decade, therefore the phenomenon appears to be one of the longest continuing research fields within geography in Slovenia.

This presentation focuses on selected challenges in current geographical research on second home tourism in Slovenia. First, it highlights the problem of defining a second home, which varies across the countries of the European Union and therefore poses a problem in conducting comparative analysis at the international level. The definition problem is also exposed in Slovenia, where different methods of registering secondary residences are used even at the national and local levels, as shown by several case studies. Another important anomaly related to second homes during the COVID-19 pandemic is highlighted as the third selected challenge, where the demographic changes in the number of inhabitants of some Slovenian municipalities are analysed, which were caused by the temporary restrictions on free movement within the country. Finally, the presentation reveals recent changes and developments in the field of official registration of the second homes, which have resulted in the fact that Slovenia became one of the few countries in the European Union where data on the number, size and distribution of second homes are no longer recorded.

Key words: second home tourism, research challenges, methodology, data quality, tourism geography, Slovenia

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IMPACT OF THE COVID-19 PANDEMIC ON THE SPATIAL DISTRIBUTION AND STRUCTURAL CHARACTERISTICS OF CROATIAN TOURISM¹

Vuk Tvrтко Opačić²

Abstract: After the crisis caused by the war during the dissolution of the socialist Yugoslavia, Croatian tourism has experienced continuous growth in flow and qualitative structural changes over the last two and a half decades. The highest tourism flow ever was achieved in 2019, with a total of 19.6 million tourist arrivals, of which 17.4 million were international, and 91.2 million tourist overnight stays, of which 84.1 million were international. As elsewhere in the world, the COVID-19 pandemic affected the decline in tourism flow, so that in the first year of the pandemic (2020) the number of tourist arrivals and the number of overnight stays have fallen to the level of the beginning of the 21st century. In the second pandemic year (2021), an increase in tourism flow was recorded, which can be explained by the introduction of clearer regulations on the arrival of foreign tourists, as well as more precise regulations on the operation of accommodation facilities following the implementation of vaccinations and the introduction of EU Digital COVID certificate. The recovery trend of Croatian tourism has continued in 2022, with tourism flow almost reaching pre-pandemic 2019 volumes. The COVID-19 pandemic had different impacts on Croatian tourism, in terms of spatial distribution, the type of accommodation capacity and the tourism generating markets. The aim of the study is to identify and explain the spatial and structural differences in the contemporary development of Croatian tourism based on the interpretation of official statistical data from the Croatian Bureau of Statistics. The analysis includes characteristics of tourism flow in terms of spatial distribution, type of accommodation capacity and structure of international tourist arrivals and overnight stays before the pandemic (year 2019), during the strongest wave of the pandemic (years 2020 and 2021) and at the end of COVID-19 pandemic (year 2022).

Key words: COVID-19 pandemic, spatial distribution of tourism, structural characteristics of tourism, tourism flow, Croatia

¹ **Support/sponsor note:** This study is conducted within the financial research support of the University of Zagreb for 2022

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UNLOCKING THE TOURISM POTENTIAL OF BORDERING REGIONS: A CASE STUDY OF TOURISM DEVELOPMENT IN FOČA (BOSNIA AND HERZEGOVINA) AND PLUŽINE (MONTENEGRO)

Tena Božović¹

Aida Avdić²

Abstract: Revitalizing border regions, which are frequently characterized in scholarly discussions as remote, underprivileged and economically disadvantaged, holds significant importance in modern geographical research. The border, serving as both a dividing and connecting line, assumes a dual role with both favorable and unfavorable aspects, thereby presenting an added complexity in the task of observing, identifying, and stimulating economic endeavors. Tourism stands out as a noteworthy alternative strategy, especially acknowledged by local communities, to foster the integration of geographically isolated regions into regional development initiatives, consequently aligning them with national-level economic progress.

The research undertakes an examination of the current status and potential avenues for cross-border tourism advancement within the Bosnia and Herzegovina-Montenegro border region, specifically focusing on the municipalities of Foča, which encompasses the oldest national park in Bosnia and Herzegovina, and Plužine, home to the Piva Nature Park. Employing a qualitative research approach involving surveys administered to diverse stakeholders in the tourism sector, this investigation aims to ascertain whether tourism can serve as a viable alternative for mitigating the marginalized status of these municipalities. This examination is particularly relevant considering their demographic and economic vulnerabilities within the contemporary socio-political contexts of their respective countries. Additionally, the study seeks to delineate the future prospects of these areas. The survey participants consist of representatives from local stakeholder groups who possess invaluable insights and expertise concerning the distinctive social, cultural, economic, and environmental aspects of their regions. The findings of this research hold the potential to furnish crucial insights into the formulation of tourism development strategies and priorities.

Key words: Bosnia and Herzegovina, Montenegro, tourism, borderlands, periphery, marginal areas, Foča, Plužine.

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POTENTIALS FOR DEVELOPMENT OF CREATIVE TOURISM IN MONTENEGRO AND ITS BENEFITS TO SUSTAINABLE DEVELOPMENT OF DESTINATION

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Abstract: The results of global market research have long been pointing to the fact that the importance of the creative economy is constantly increasing, with notable synergies with tourism appearing as a side effect, offering significant potential for increasing demand and developing new products, experiences and markets. This process results in a transition from conventional models of cultural tourism to new models based on intangible culture and contemporary creativity, interaction with the local population and active contribution to the sustainable development of visiting environment.

All of the above are determinants of creative tourism, which UNESCO defined in 2006 as an engaged and unique tourist experience, with active learning about art, heritage or the special character of a place and establishing a connection with those who live there and create that culture of life.

Bearing in mind the increasing demand in the domain of creative tourism, as well as the fact that significant results have been achieved in the region of southern Europe in the design and planning of creative and authentic tourist contents and products, the question arises as to whether Montenegro has the prerequisites for the development of this specific model of tourism and whether it has the potential to position itself on the tourist market as an attractive destination for creative tourists.

The aim of this research is to explain in more detail what is meant by creative tourism, how it can impact the sustainable development of the destination and to analyze the possibilities of developing creative tourism in Montenegro, taking into account current tourism indicators and tourism development strategy.

Key words: creative economy, creative tourism, sustainable development, Montenegro

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MAPPING TOURISM HOTSPOTS AND AIR QUALITY IN SARAJEVO BASIN: SPATIAL ANALYSIS – A GIS BASED APPROACH

Amina Sivac¹

Nusret Drešković²

Aida Korjenić³

Ahmed Džaferagić⁴

Abstract: This research aims to investigate the correlation between the number of tourist arrivals and overnight stays and the concentration of air pollutants in Sarajevo during the winter period. The research is divided into three phases and three subphases. First phase implied a creation of a digital model of the Sarajevo basin, including a GIS model of vertical air pollutants stratification using the natural breaks (Jenks) method. The second phase focuses on identifying spatial contents in terms of tourist resources, sorted according to their genesis (natural and social), with 200 resources identified, mostly social. The last phase involves the collection of monthly data on tourist arrivals and overnight stays in the year 2022. This data was utilized to examine the potential association between the concentration of pollutants and the number of tourists visits. The results show that the largest number of tourist resources in both hotspots are located in the lowest hypsometric zone. This observation aligns with the presence of moderate to high concentrations of each pollutant. Conversely, the lowest concentration of tourist resources is in the zones characterized by the highest air quality. The study also identified a negative link between tourists arrivals and nights and the concentration of pollutants. This correlation was found to range from weak to moderately negative, as shown by the Pearson correlation coefficient. This highlights the necessity of mitigating the issue of excessive air pollution in the Sarajevo basin, where the use of GIS software might provide beneficial information for monitoring and observing correlative relationships between various input parameters.

Key words: air pollution, GIS modeling, spatial analysis, tourist traffic, Sarajevo

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POTENTIALS FOR GASTRONOMIC TOURISM DEVELOPMENT IN RURAL AREAS: INSIGHTS FROM VISITORS TO TOURIST FARMS IN SLOVENIA¹

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Abstract: The behaviour and behavioural factors of visitors to tourist farms are key to identifying the potential and development of different forms of tourism in rural areas. This has also been investigated in the framework of a national research project (Perspectives for the further development of wine and food tourism on farms in Slovenia), where one of the main activities was a survey of visitors to tourist farms. The survey was conducted from May to November 2022. Precisely 221 respondents agreed to participate, not all of whom answered all questions, but we use all valid responses in our analyses. A survey of a random sample of experienced visitors to tourist farms in Slovenia shows that over 64% of respondents visit tourist farms several times a year, most often with their families, and significantly less often to other catering facilities. The main reasons for eating on tourist farms are the cuisine (home-cooked or locally produced food) and the rural ambience. Alongside organic food and cuisine (different from other catering facilities), these are also the most important factors in the attractiveness of tourist farms. Attributes that make tourist farms attractive places to stay include the rural environment, the cuisine and the personalised approach to the guest. Half or more of the respondents are helped in their decision to visit tourist farms by the specialisation of tourist farms in healthy living, viticulture and family-friendly services. The potential for developing wine and gastronomy tourism in rural areas should be based on the valorisation of the ambience, the natural environment, the offer (especially good food and drink) and the authentic way in which the offer is made, as these attributes are recognised by visitors as the main strengths of tourist farms.

Key words: visitors of tourist farms, food and wine tourism, tourism development in rural areas, Slovenia

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WILL YOU BE HUNGRY IN SARAJEVO? A TRIPADVISOR CONTENT ANALYSIS OF GASTRO OFFERINGS IN SARAJEVO

Amra Banda¹

Almir Peštek²

Muniba Osmanović³

Belma Durmišević⁴

Abstract: Sarajevo is a unique tourist destination, renowned for its blend of culture, history, and tradition, which is also reflected in its gastronomic offerings. Numerous establishments in Sarajevo offer a diverse range of cuisines, providing tourists with unique experiences and presenting the city in a distinctive and flavorful manner. Reviews by tourists and online review platforms, such as TripAdvisor, have gained significant importance in shaping travelers' perceptions, destination selections, and trip planning. This paper conducts an analysis and systematic categorization of various dimensions of restaurant offerings (establishment type, cuisine type, dietary restrictions, etc.), along with tourist ratings and reviews on the TripAdvisor website. The research is based on the collection and analysis of data from TripAdvisor related to Sarajevo and its gastronomic scene. The results of this study provide insights into the dining experience, as well as the quality and diversity of the gastronomic offerings in Sarajevo. These findings are expected to make a valuable contribution to the ongoing development of the city's gastronomy and tourist offerings.

Keywords: Sarajevo, TripAdvisor, gastronomy, content analysis

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PERSPECTIVES AND CHALLENGES OF GASTRO TOURISM DEVELOPMENT IN THE LIGHT OF SMART AND GREEN TRANSFORMATION

Aleksandra Nikolić¹

Alen Mujčinović²

Abstract: Gastronomy potential and its growing trends of a well-being lifestyle, authenticity, environmental protection, and the need to have a high-quality experience is widely recognized as a strong and influencing factor determining customer decision to join a specific location. Bosnia and Herzegovina is achieving steady growth in terms of the number of visitors while the contribution of tourism to the GDP of Bosnia and Herzegovina is increasing. Such elements highlight the importance of understanding development patterns in the gastro-tourism sector in Bosnia and Herzegovina. The particular importance is to focus on the readiness of the stakeholders to understand and react to new challenges that bring gastro tourism, on current gastro offer, on profile, motives, and overall tourist satisfaction in a new social and business environment that is transformed by new technologies so-called Industry 4.0. The application of many Industry 4.0 tools facilitate deep transformation focused on extended consumer satisfaction and open up space to be creative in offering service in a „digital twin“/metaverse enriching feelings, knowledge, and memories for tourist visiting some space. Gastro tourism development in emerging economies can be supported in many ways, offering unique experiences, while at the same time promoting sustainable development and well-being for all. The aforementioned addresses the need for strong alliance and networking among the stakeholders that can create, execute, and reinvent shared vision and strategic plans of the country (or region/city) that are based on Industry 4.0 tools.

Key words: gastro tourism, sustainable development, extended experience, Industry 4.0, networking

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MOTIVATION FOR EMPLOYMENT IN HOSPITALITY INDUSTRY**Elna Sivac¹****Mersiha Dudić²****Amra Čaušević³****Edin Hrelja⁴****Tena Božović⁵**

Abstract: The paper uses a quantitative research approach, including data matching through an online survey. The survey contained 30 questions. The survey link was distributed to respondents via e-mail and social networks. The research was conducted during November and December of 2022. The convenience sample included 107 respondents, citizens of Bosnia and Herzegovina. The paper aims to investigate the motivation for working in the hospitality sector (hotels and resorts), that is, the problems, advantages, and disadvantages of working there. The research results showed that the respondents would work in the tertiary sector, including the hotel industry. The greatest interest is in the positions of marketing and sales, reception, and reservations. Jobs such as room maintenance, technical maintenance, and serving food have the least interest. The majority (72%) of respondents had no experience in catering. 40.2% of the respondents claim they are well-versed in technologies, and 46.7% believe they are excellent at communicating with people.

Key words: motivation; employment; hotel industry; restaurant industry; Bosnia and Herzegovina

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**GIS-BASED SPATIAL ANALYSIS OF CULTURAL TOURIST MOTIVES:
CASE STUDY OF FOČA, BOSNIA AND HERZEGOVINA****Amina Sivac¹****Edin Hrelja²****Nusret Drešković³**

Abstract: The research presents some of the possibilities of applying GIS tools and methods in quantitative spatial analysis, on the example of identification and tourist valorization of tourist motives. The object of the analysis are the cultural tourism motives, specifically the national cultural-historical monuments of Bosnia and Herzegovina within the municipality of Foča. The identification of tourist motives is based on an analysis of available literature, field research, and GIS methods, utilizing thematic and topographic maps and remote sensing images. The tourist assessment of cultural tourist motives was carried out using a specifically created methodological approach, which included the creation of a set of indicators that determine the tourist value of motives, such as accessibility, amenities, ancillary services, and attractions. In the process of tourism valorization, categories of quantitative indicators were created that primarily relate to the distance of tourist motives from the analyzed indicators. The final step of the analysis implied the ranking of motives based on their potential for tourist valorization. The results of the analysis are divided into three groups: low, medium, and high potential for tourist valorization. These groups are determined based on a weight coefficient, with thresholds defined using the natural breaks method. The analysis showed that the majority of cultural tourist motives within the municipality of Foča exhibit a high potential for tourist valorization, while nearly a third of the analyzed motives fall at the lowest end of this scale. In the process of identifying, categorizing, and valorizing tourist motives, GIS has proven to be a highly efficient tool with significant potential for optimizing the tourist planning process. The achieved results can serve as a foundation for further complex analyses of tourist motives for the purposes of tourist valorization. These studies should involve the application of qualitative methods in the analysis of additional indicators.

Key words: GIS, tourism planning, spatial analyses, tourist valorization, Bosnia and Herzegovina, Foča

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CAMPS FOR CHILDREN AS A SPECIFIC FORM TOURIST ANIMATIONS**Igor Stamenković¹****Anđelija Ivkov Džigurski²****Ivana Nenadić³**

Abstract: Knowing that animation is a significant factor in the development of tourism and increasingly a decisive factor in the selection of tourist destinations, it can be pointed out that it is extremely important when it comes to children. While parents imagine their annual vacation as rest and relaxation from everyday work duties, children as active beings, eager for fun, games, and adventures, need an active type of vacation.

The existence of Camps for children is increasingly attracting the attention of parents because they represent an alternative for their child to spend part of their vacation in a safe, meaningful place that allows the child to interact with peers.

Which camps exist, what are their specificities, how relevant are Camps for children as a tourist destination and what are the benefits that Camps offer are the questions that this paper deals with.

The area of Bačka Palanka was taken as a case study for survey research. Based on a survey of the teaching staff of primary schools from Backa Palanka and parents of children of lower grades of primary schools the paper presents data on how many children of primary school age visit camps and what attitude the parents take.

Key words: Tourist animation, camps, children, active vacation

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IMPACT OF VIRTUAL INTERNSHIP TO THE HOSPITALITY MANAGEMENT STUDENTS IN ONE OF THE LEADING UNIVERSITY IN THE PHILIPPINES

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Abstract: The education system was greatly affected by the Covid 19 pandemic. Limitations on gatherings and mobility caused by the virus arise but instead of postponing or cancelling the internships, academes are forced to offer an alternative in the form of virtual internships. This study assessed the impact of virtual internship to the Hospitality Management students. Specifically, it described the profile of the respondents in terms of year level, duration of the internship and type of internship program enrolled; determine the impact of virtual internship in terms of professional development, professional skills, personal growth and, personal capabilities and test the significant difference on the impact of virtual internship when grouped according to profile. Descriptive design was used with 246 interns as respondents of the study. The study utilized an adapted questionnaire and used statistical test such as percentage, weighted mean, ranking and ANOVA.

Based on the result, majority of the respondents were male, took 1000 hours of training in the Food and Beverage Areas. The interns agreed that virtual internship has significant impact on their professional development, professional skills, personal growth and personal capabilities. It was also found out that there is no significant difference on the assessment of the impact of internship when grouped according to the profile variables. It is recommended to have a more innovative strategies to provide students with higher impact on their virtual internship experience.

Key words: Virtual Internship, Hospitality Management

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HOST COMPANIES FEEDBACK ON THE VIRTUAL INTERNSHIP PERFORMANCE OF INTERNATIONAL TRAVEL AND TOURISM MANAGEMENT STUDENTS

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Abstract: Internship programs of the Higher Education Institutions aim to guide the students to find their place in the corporate world by letting them immerse in the work environment. This study assessed the feedback of host companies to the student performance on virtual internship of Travel and Tourism Management students. Specifically, it described the profile of the interns; determine the host company's feedback in terms of knowledge and skills; self-management; interpersonal skills; attitude and output; and test the significant difference on the assessment of the host company when grouped according to profile.

Descriptive research was used with 392 interns or 100% of the population as subject of the study. They underwent virtual internship from the second semester 2020-2021 to second semester 2021-2022. The questionnaire used is the evaluation form used by the university in the assessment of interns' performance. Frequency, percentage, weighted mean, rank, Shapiro-Wilk Test and Kruskal Wallis were the statistical test used. Based on the result, majority of the respondents are enrolled in Food and Beverage Services in their second-year level during 2nd semester 2020 to 2021. When it comes to the feedback of the host company interns can apply academic knowledge and skills to activities related to workplace setting. They report to training sessions in proper grooming, cooperative with the and courteous in dealing with supervisors, honest in dealing superior and submit activities and assigned tasks completely accurately and promptly. They also found out that significant difference exists in the feedback of host company as to knowledge and skills when grouped according to semester taken the program, year level and program enrolled.

Key words: Host Companies Feedback, Virtual Internship, Tourism Management

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CONSUMER-BASED BRAND EQUITY OF A TOURIST DESTINATION UPON THE COVID-19 PANDEMIC. A SUSTAINABLE APPROACH**Maja Šerić¹****Maria Vernuccio²****Alberto Pastore³****Alberto Mattiacci⁴**

Abstract: The COVID-19 pandemic has evidenced the need of increasing the attractiveness of tourist destinations and encouraging sustainable tourism development at the same time. Consumer-based brand equity has long been considered a key asset of tourist destination branding and an important source of competitive advantage. The objective of this work is to embrace the sustainability approach in the brand equity assessment and to understand the inter-relationships among the main brand equity dimensions considering the opinions of one of the most important destination stakeholders – residents. Four key brand equity dimensions were identified: awareness, image, perceived quality, and loyalty. The empirical study took place in July 2023 in Rome, Italy. A total of 506 residents of Rome participated in the research. Data analysis shows that awareness of sustainable practices has a strong impact on perceived sustainable quality and sustainable destination image, although it fails to influence residents' loyalty. Loyalty, on the other hand, has been strongly affected by perceived quality and, to a lesser extent, by image. Finally, a strong relationship is found between sustainable destination image and perceived sustainable quality. Findings have a number of implications for destination marketers, local authorities, and other tourism stakeholders.

Key words: consumer-based brand equity, sustainability, residents, tourist destination.

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A RESEARCH ON THE ROLE OF NON-GOVERNMENTAL ORGANIZATIONS IN RESPONSIBLE TOURISM

Metehan Temizel¹

Abstract: The increasing importance of sustainable tourism paves the way for the emergence of new concepts. Responsible tourism is described as a sub-branch of sustainable tourism and is described as one of the forms of management of tourism. Responsible tourism is a tourism approach that aims to efficiently benefit from the natural resources of the destination visited during touristic trips, while minimizing the negative effects and damage to the environment during these visits. Non-governmental organizations are a special type of non-profit, voluntary community that strives for the benefit and welfare of the society, not affiliated with the state or any political organization. Non-governmental organizations carry out activities in many areas. These organizations primarily work in fields such as education, health and cooperation. This research was carried out to discuss the relationship between non-governmental organizations and responsible tourism and to determine the role of non-governmental organizations in responsible tourism. Examining what non-governmental organizations do for responsible tourism is also among the aims of the research. The study was designed in a qualitative research design and document analysis method was preferred. As a result of the research, it has been seen that non-governmental organizations, which have an impact on all areas in societies, play an important role in the responsible tourism approach within the scope of the tourism system. In addition, it has been determined that non-governmental organizations have prepared studies and projects in order to activate the responsible tourism approach within the scope of creating and developing the awareness of responsibility in tourism.

Key words: Responsible Tourism, Non-Governmental Organizations, Sustainable Tourism

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**THE IMPACT OF HOTEL EMPLOYEES' PERCEPTIONS OF PSYCHOLOGICAL
CONTRACT VIOLATION TO THEIR ORGANIZATIONAL CITIZENSHIP
BEHAVIOR: THE CASE OF ALANYA, TURKEY**

Gamze Temizel¹

İdris Özgün²

Abstract: In the conditions of intense competition in the world, in order to achieve their goals, it is important for businesses to increase their communication with employees and support them in taking on extra tasks. Organizational citizenship behavior is expressed as self-sacrificing behaviors that employees show in order to contribute to the development of the business on a voluntary basis, apart from their responsibilities towards the institution they work for. It is stated that the voluntary citizenship behavior of employees increases employee productivity and business performance. Psychological contract violation is defined as the emergence of reciprocal or unilateral unfulfilled commitments or inappropriate behaviors between employees and the organization. In general, the fulfillment of the psychological contract is associated with positive results, while the violation of the psychological contract causes negative outcomes for both employees and businesses. The aim of this study is to investigate the concept of psychological contract violation among the factors affecting organizational citizenship behavior in employees. The data in the study were obtained using the questionnaire technique. The sample group for the study was determined by the convenience sampling method. It consists of the employees (n = 500) of 5-star hotels operating in Alanya, Turkey. In the study, in addition to descriptive statistics, regression analysis was done to calculate the impact of the perception of psychological contract violation on organizational citizenship behavior. According to the results of the research, it was concluded that there is a connection between the perception of psychological contract violation and organizational citizenship behavior in employees, and the effect of psychological contract violation on organizational citizenship behavior and its sub-dimensions is valid.

Key words: Tourism, Psychological Contract Violation, Organizational Citizenship Behavior, Hotel Employees

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**TOURISM VALORIZATION OF THE STEĆAK NECROPOLIS IN THE EAST
HERZEGOVINA TOURISM-GEOGRAPHICAL REGION****Aida Bidžan Gekić¹****Haris Gekić²****Boris Avdić³****Ranko Mirić⁴**

Abstract: The Stećci represent an important segment of Bosnia and Herzegovina's past that has been placed on the UNESCO World Heritage List. These medieval tombstones are spread over the entire territory of Bosnia and Herzegovina, and are partially located in unusual and inaccessible locations such as forests, plateaus, mountain ridges, and some are even submerged. Unfortunately, they have so far been neglected by all levels of government, which, among other things, causes a lack of awareness among the local population. Recently, these phenomena have increasingly occupied the attention of artists such as painters, writers, photographers, etc., and there is hope that these examples of Bosnian and Herzegovinian heritage will be increasingly recognized as tourist potentials. We performed tourism identification and tourism valorization of main stećak necropolises on the territory of the Eastern Herzegovina tourism-geographical region with the aim of recognizing them as tourist potential.

Key words: Eastern Herzegovina tourism-geographical region, necropolis, stećak, UNESCO, tourism valorization

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THE TOURIST-GEOGRAPHIC ATTRIBUTES OF THE SEAWATER: AN OCEANOGRAPHIC APPROACH

Lejla Žunić¹

Abstract: During the summer season, visits to coastal sea destinations are the most popular, accounting for 55% of global tourist travels. They are related to the category "Leisure, recreation, and holidays" (UNWTO, 2021), which, with the indicated percentage participation, is the most represented in world tourism. A seaside vacation is not only a form of relaxation and recreation, but it also has numerous benefits for a person's psychological, physical, and mental health. Sea water and air rich in marine minerals have a profound effect on the human psyche and provide a pleasant holiday in relation to hydrographic-oceanographic motifs as the main tourist attractions, particularly during warmer seasons. The paper explores the key tourist-geographical attributes of seawater from the perspectives of bathing-recreational tourism and human health. Chemical composition, temperature, salinity, dynamics, and water purity have been analysed as major factors for planning the bathing tourist season at coastal destinations. It was found that subtropical coastal regions are most touristically significant, while coastal desert regions are gaining popularity. The study's findings are educational and applicable to the tourist valorization and tourism planning of the seas.

Key words: seawater attributes, chemical content, temperature, salinity, dynamics, purity, sea tourism, tourism planning

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POSTER PRESENTATIONS

TOURISM GENTRIFICATION AS A PROCESS OF SPATIAL RESTRUCTURING AND DEMOGRAPHIC CHANGES IN THE CITY OF SARAJEVO

Alma Pobrić¹

Abstract: The transition period of the 1990s and the entry into the post-socialist society and market capitalism brought numerous changes to the society of Bosnia and Herzegovina. The paper connects the current process of urban restructuring of Sarajevo as the capital, the development of tourism and the demographic aging of the population with pronounced depopulation in the old and central part of the city compared to the rest of the Canton. Urban changes take place through the commercialization of the city core, which has been identified as tourism gentrification. Young people and the population with modest incomes cannot afford an apartment in these parts of the city. The impact of gentrification is manifested in the segment of housing and changes in the structure of the population. In attractive city locations, foreign and domestic private investors invest in war-damaged buildings, as well as in old, traditional houses and change the appearance of city districts. The increase in tourist arrivals and investment by investors in new hotels and residential and business complexes around the city center increase the prices of apartments and affect the migration of young people to the outskirts of the city.

Key words: tourism gentrification, demographic aging, investors, urban restructuring, Sarajevo

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THE POTENTIALS OF DOLINES IN BOSNIA AND HERZEGOVINA FOR EDUCATION AND TOURISM

Ahmed Džaferagić¹

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Mevlida Operta³

Abstract: In the karst of Bosnia and Herzegovina, dolines are one of the most common landforms, especially prevalent in the Outer Dinarides region of Bosnia and Herzegovina. There are approximately 300,000 sinkholes in this area, with an average of 19 sinkholes per square kilometer. Areas with high dolines density can be found around towns like Šipovo, Prozor, Glamoč, etc., representing highly remarkable and distinctive examples of doline karst topography. B&H also features numerous unusual individual or small groups of dolines, including collapse and suffusion types, maintaining a diversity of forms and processes that have shaped them.

Rare sites that are often cited in scientific and professional literature as typical examples of polygonal karst can be found on mountains like Bjelašnica, Treskavica, and others. Additionally, on these mountains or along the edges of karst fields, dolines enclosed by dry stone walls are frequently discovered, adding to the uniqueness of the karst terrains in B&H and the entire Dinaric karst. In the past, dolines were used more extensively as valuable agricultural land or as livestock pens, but today, they mainly serve as a reminder of the traditional methods of land use and farming in the karst. They also contribute to the value of the traditional agrarian landscape.

These are just some of the facts and interesting aspects associated with dolines in B&H, indicating that certain terrains and sites with dolines can be highly suitable for educating experts about the genesis, evolution and function of dolines. They also hold significant potential for special groups of visitors - tourists. The aim of this work is to encourage scientists and experts to recognize the importance of assessing and promoting areas with dolines, affirm the uniqueness of Bosnia and Herzegovina's karst on a global scale, and present some of the unusual sites that visitors could explore.

Key words: doline, karst, polygonal karst, dry stone wall, tourism, Dinaric karst, Bosnia and Herzegovina

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THE SPECIFICITY OF THE EUROPEAN THEATRE NIGHT MODEL IN BOSNIA AND HERZEGOVINA

Senada Nezirović¹

Denis Krdžalić²

Abstract: The specificity of the European Theatre Night model in Bosnia and Herzegovina, The European Theatre Night is a unique one-day event and is held every year in a certain number of European countries, and since 2010, Bosnia and Herzegovina has taken part. The European Theater Night program includes theater performances and other forms of performing arts (international co-productions and guest performances, reading and adaptation of texts by contemporary European authors, multilingualism, round tables and meetings with direct internet live stream, concerts, exhibitions, playrooms, workshops for children, and a special gastronomic offer).

The paper mainly deals with the analysis of this event, i.e. the main actors of the organization and cooperation of various theater companies, art institutions, educational institutions and local authorities, from the aspect of realization and creation of programs in which various theater institutions, troupes, organizations and independent artists take part. In terms of tourism, Theater Night is a unique manifestation that contributes to the promotion of multiculturalism in Bosnia and Herzegovina and regional areas.

Therefore, European Theater Night is the largest and most extensive theatrical manifestation and one of the most significant cultural manifestations in post-war Bosnia and Herzegovina. For the first time in Bosnia and Herzegovina, one project managed to gather and network almost all national, entity, cantonal, regional, city, municipal, private and public theaters/theatres, cultural centers, institutes, institutions, associations, museums, art organizations.

Key words: European Night of Theater manifestation, Bosnia and Herzegovina

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DEVELOPMENT OF CREATIVE ENTREPRENEURSHIP IN TUZLA CANTON**Senada Nezirović¹****Denis Krdžalić²**

Abstract: Development of creative entrepreneurship in Tuzla Canton, The Tuzla Canton has a large number of valuable areas of cultural and historical heritage, which reflect diversity and authenticity, which represents a significant potential in the development of cultural entrepreneurship in the field of tourism. The paper presents examples of creative entrepreneurship significant for the development of modern tourism in the Tuzla Canton. The goal is to present Tuzla Canton as a tourist destination for the development of a new culture of entrepreneurship that can ensure profitability, increase employment and raise the standard of living of the population.

The possibilities for the development of creative enterprises in the Tuzla Canton are great, but it is necessary to seriously involve the ministries and other entities for the development of tourism in the process of design and development of the tourism strategy and the promotion of the tourism market.

Key words: cultural entrepreneurship, Tuzla Canton, tourism

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