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## **5<sup>th</sup> INTERNATIONAL TOURISM AND HOSPITALITY MANAGEMENT CONGRESS**

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# EVALUATION OF THE CONCEPT ETHICS IN SERVICE SECTOR IN TERMS OF PUBLIC RELATIONS

Şükrü Güven<sup>1</sup>

**Abstract:** The essence of the profession public relations is to mediate between society, which businesses are in communication according to the activities they have made. The employees of public relations department of businesses, who are particularly present in service sector and are in contact customer one by one, have to be sensitive about ethics. Service sector that is completely based on human factors; human relationships, behavioral styles, and cultural differences in this industry, have highly gained importance in the run of sector. Firm employees in service sector, adopting the principles of trueness and honesty, come into prominence with the secrecy of information related to customers and being trustable on this issue.

The aim of this study is to identify the difficulties faced in the applications of tourism area, whose scope is broad, and to form a framework by making a conceptual evaluation for developing a professional ethic principles.

**Keywords:** Service Sector, Public Relations, Ethics, Tourism

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# COMPARATIVE ANALYSIS OF TOURISM BUSINESS UNITS IN RURAL COMMUNITIES. CASES OF ACATITÁN AND ZACUALPAN, COLIMA, MEXICO.

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Rafael Covarrubias-Ramírez<sup>3</sup>

**Abstract:** The work studies the sustainability of tourist business units based on the use of natural springs operated in the rural communities of Acatitán and Zacualpan, in the Mexican state of Colima. The research asks about the degree to which management capacity, organizational efficiency and transparency influence the results obtained in the management of community tourism businesses in rural areas. The objective of the work was to determine if the application of the principles proposed for the management of tourism business units based on the community contributes to its sustainability and to overcoming the poverty of the population. For the development of the study quantitative and qualitative research techniques were used: observation, survey to population and interviews with leaders and workers of tourism business units. Among the main findings of the study are that the high degree of organization and unity among the Acatitan operators allows them to generate important economic benefits among their partners and positive economic impacts in the community, while the lack of transparency and unity among the operators of Zacualpan caused the destruction of the spa, between conflicts with internal and external agents, canceling the generation of economic and social benefits for the community.

**Keywords:** Tourism, community, rural, organization, business, sustainability.

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# THE EXAMINATION OF FACTORS INFLUENCING STUDENTS TOWARD CHOOSING HOSPITALITY AS A MAJOR; THE CASE OF UNDERGRADUATE HOSPITALITY STUDENTS

Ali Alalmal<sup>1</sup>

Shane Blum<sup>2</sup>

**Abstract:** This research examines the factors that influence students' choice to major in hospitality management. Furthermore, this research assessed the role of student personality type in the academic major selection process. Data were collected from 152 undergraduate hospitality majors attending a single public university, and personality type was assessed using the Self-Directed Search based. The results may help hospitality management programs tailor recruitment materials to engage naturally entrepreneurial and outgoing potential students. The results will also help potential students discern career paths that may be most rewarding given their natural personality strengths.

**Keywords:** Hospitality management, Education, Self-directed search, major choice, Holland, Chapman.

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# CASH HOLDINGS, INVESTMENT AND PROFITABILITY OF ITALIAN HOTEL SMES

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**Abstract:** This study investigates the interconnection between liquidity management and profitability for hotel Small and Medium Enterprises (SMEs) in Italy. Results indicate that hotel SMEs manage their cash holdings in line with the predictions of the pecking order theory, with no evidence of searching for an optimal cash ratio. Capital expenditure is positively affected by the amount of cash held by the firm, suggesting the existence of financial constraint for cash-constrained firms. Profitability increases when firms have an higher capital expenditure, and we do not find any evidence indicating an inefficient use of excess cash held by hotel SMEs.

**Keywords:** cash holdings, financial management, investment decisions, hotel performance.

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# ROLE OF TECHNOLOGY FOCUSED LEARNING AND TEACHING TOOL IN THE HOSPITALITY EDUCATION

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**Abstract:** The primary aim of this interactive presentation is to share the best practice of an innovative learning and teaching tool by (i) demonstrating the functionality of VFTs; (ii) imparting the implementation of VFTs into F&B Management curriculum; and (iii) generating interest among hospitality academics to embrace VFTs into their teaching and undertake research to examine the effectiveness of VFTs (e.g., students' learning experience and satisfaction) using the learning barometer adapted from (Biggs, 1993).

**Keywords:** Virtual Field Trips, Hospitality Businesses, Authentic Learning, Curriculum, Employability.

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# THE RELATIONSHIP BETWEEN MEDIA AND GASTRONOMY AS A POPULAR CULTURAL TOOL

Mustafa Kocabas<sup>1</sup>

**Abstract:** Eating has never been just a way to meet one's need throughout human history; when it goes beyond the meaning of appeasing hunger, it becomes an important part of the culture. It is sometimes used as a means to end the hostilities and sometimes to develop relationships based on self-interest. In the end, gastronomy, with its social dimension, has become a cultural area suitable for use in all areas of life. On the other hand, one of the reasons for the existence of the media is to use human and human feelings. In all kinds of media, but especially on television, and finally on social media, every sense of human emotion is transformed into a format and emerges as a means of exploitation. While the commercialization of the culture and the search for a market makes these cultural products sellable and affordable, the communication power of the media accelerates this process.

Therefore, gastronomy and media come together as two flirtatious fields created for each other. As a result of this meeting, gastronomy opens up a considerable place in culture which is defined as popular culture where it can be commodified easier. The aim of this study is to reveal how the relationship between gastronomy and media, which is framed above, has become a part of popular culture in the final analysis.

**Keywords:** Gastronomy, Popular Culture, Media.

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# LIVING HERITAGE – THE CASE OF MEWAR

Noela Michael<sup>1</sup>

**Abstract:** This study explores how the concept of intangible cultural heritage evolves within a destination brand. The destination brand under investigation is ‘Eternal Mewar’, the ‘world’s oldest-serving dynasty’ (Korfmann-Bodenmann, p.107 ). The study’s aim is to showcase how the Custodians of this brand aim to preserve, guide and to pass on to future generations the living heritage of Mewar. The Custodians achieve this by managing the heritage sites, traditions, practices, arts, rituals, knowledge and practice and craftsmanship thereby “keeping it alive, dynamic and relevant to changing times” (Mewar, 2017, p. 13). This research is preliminary of a larger study and the stage one of this research includes nine in-depth interviews, one focus group and two field trip interviews with different custodians and stakeholders of the ‘Eternal Mewar’ brand. The findings from these interviews highlighted themes that reinforced brand ‘Eternal Mewar,’ these include: authenticity, intangible service, passion, communication and relationship building. From a theoretical perspective, this study contributes to the literature about the importance of keeping alive and protecting the different aspects of intangible cultural heritage which helps to keep a brand sustainable organically. From a practitioner viewpoint, the research could help brand management, advertising and marketing communication organizations to focus on promoting and telling stories of a destination’s intangible cultural heritage.

**Keywords:** Living heritage, Mewar, brand.

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# HOW TO IMPROVE PRODUCTIVITY OF LODGING SERVICE INDUSTRY IN JAPAN - REFERRING A UNIQUE CASE OF A BUSINESS HOTEL COMPANY

Tsutomu YOSHIOKA<sup>1</sup>

**Abstract:** It is pointed out that productivity of lodging industry in Japan is quite low. Although the government has been actively working on solving this problem, there has been no major improvement so far.

**Keywords:** Added Value, Numerator of Productivity, Approach Operation, Repeat Rate, Revenue Increasing.

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# LAND POLICIES AND TOURISM DEVELOPMENT: THE CASE OF KALKAN/ANTALYA/TURKEY

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**Abstract:** This paper focuses on how internationally liberalized land policies had impacts upon the local tourism and land development processes of a small tourism town, Kalkan in Antalya Region/Turkey. Following the radical policy changes and the amendments in legislation towards abolishing certain restrictions on foreign purchases of real estate, that is, deregulation of the national real estate sector in the year 2003, there has been drastic changes in town's tourism economy. The pace and the quantity of foreign currency flowing into the local real estate sector has emerged as a factor challenging the organized tourism sector in the town. This text is a synthesis of two researches: the research made in 2005 by the author and two of his colleagues (Keskinok, Şahin and Özgönül, 2005) and the study/text prepared by the author himself in 2012 (Keskinok, 2012). 2005 Report was the first written text on the local impacts of deregulation of the real estate sector. This research study was a rapid assessment study. In the lack of available data on the real quantity of transferred tourism incomes, the Report departed from the estimations. The propositions and the estimations of the 2005 Report and the policy proposals for local development departing from this research study and the findings of the 2012 text are critically discussed and compared with recent data in terms of the impacts of the internationally liberalized land market on the local tourism development.

**Keywords:** Land policy, deregulation, real estate sector, local tourism development, Kalkan.

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# ANALYSIS OF CUSTOMER SATISFACTION WITH THE ANDORRAN HOTEL SECTOR

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**Abstract:** Accommodation services are a strategic matter in the Andorran business tissue and, therefore, it is essential to promote an adequate management of these establishments to achieve a competitive advantage. In this context, the ability to identify and manage online customer reviews is considered decisive to increase their satisfaction. Internet has become the main means of promotion and sale for the tourism sector in general and for the accommodation sector in particular. Moreover, customers opinion is considered a determining factor in the users' decision process and in the general improvement of the sector. With this in mind, and after having identified the relevant previous studies in this field, the objective of this research is to analyze the satisfaction of customers traveling to hotels in Andorra based on the evaluations left on booking.com. The objective of the present work was achieved and it showed that the Location variable was the best valued by customers with an average value of 8.70. Furthermore, using a factorial exploratory analysis, we have seen that the different user assessments can be grouped into a single factor that accounts for 76.7% of the total variance. Similarly, model goodness-of-fit indices have allowed us to carry out a confirmatory factorial analysis and elaborate a tool to empirically verify that the latent construct Global Rating —represented by the variables Cleanliness, Comfort, Location, Facilities, Value-for-money, Staff and Free Wi-Fi— is a good indicator to measure customer satisfaction, being Facilities the one with the highest standardized value, with a weight of 0.99.

**Keywords:** Customer satisfaction, Hotel sector, Booking, Confirmatory Factorial Analysis, Principality of Andorra.

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## SMALL AND MEDIUM IN TURKEY (SME) FINANCIAL PROBLEMS OF BUSINESS ON AN ASSESSMENT

Memiş KARAER<sup>1</sup>

**Abstract:** The vast majority of businesses in Turkey is composed of small and medium sized organizations in which we define as SMEs. But despite their large numbers, their contribution to the national economy is not so great. The main reasons are financial problems, financial management problems and productivity problems. Not being able to follow the developments in the finance world closely, limited auto financing opportunities, collateral problems in credit purchases, low credit volumes and high credit costs, inability to enter the capital market and other similar problems prevent SMEs from having strong financial structures and reducing their competitiveness. In view of the fact that SMEs that cannot overcome their financial problems in the new economy of the globalized world cannot survive in the intense national / international competition environment, the financial situation of Turkish SMEs should be analyzed well and constructive, long-term, solutions aimed at increasing productivity should be produced.

**Keywords:** SME, Financial Issues, Financing Policies, Productivity.

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# THE IMPACT OF TOURISM ON THE BALANCE OF PAYMENTS STABILITY

Mijana Matošević Radić<sup>1</sup>

**Abstract:** For a long time, the foreign exchange inflow was considered as basic advantage derived from international tourism. This tourism expenditure by foreigners constitutes an injection of liquidity into the economic area which is considered. However, the country can also be faced with the foreign exchange outflow for the purpose of international travel of residents. Although countries in terms of tourism markets are traditionally classified as emissive or receptive market, there is no evidence in the literature about the existence of indicator which can classify them depending on the stability of their tourism balance of trade. The purpose of this paper is to fill this gap, i.e. to develop an indicator that will allow empirical classification of countries, taking into account the data from their tourism balance of trade. With the theoretical elaboration of the tourism balance of trade indicator, in this paper the values of obtained indicators for European Union Member States were calculated, and the impact of tourism on the balance of payments stability in the EU Member States was analysed. The calculation of the tourism balance of trade indicator enable empirical classification of countries according to the stability of their tourism balance of trade, which allows to carry out further analysis of the impact of different aspects of tourism in each of the mentioned groups of countries.

**Keywords:** tourism, balance of payments, tourism balance of trade, tourism balance of trade indicator.

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## WELCOMING - THE HOSPITALITY STATE OF MIND

Ana Sofia Carreira Duque<sup>1</sup>

**Abstract:** In an era in which the tourism sector is stronger than ever, which is increasingly competitive, with a diversified offer, it is important to look for factors that make a difference in the tourist experience. One of these differentiating elements is the quality of the services provided and here we highlight the role of human resources and their ability to make tourists feel welcome. This article aims to make known the broad meaning of the concept of hospitality, to present elements that prove the importance and the differentiating effect that human resources have in the provision of tourist services and also reveal some worldwide cases that are example of “the hospitality state of mind ”. The methodology used is the literature review, synthesis of ideas worked by other authors and a benchmarking analysis.

Some of the results of the research reveal the difficulty in defining the concept of hospitality, which is subject to different interpretations in the area of tourism. However, it was also possible to identify several examples of destinations that face the hospitality as a major tourism promotion strategy, and which reveal good practices.

**Keywords:** hospitality, human resources, tourism workers, best practices, destination promotion.

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# THE MODEL OF CULTURAL LANDSCAPE TRANSFORMATION IN POLAND'S SEASIDE RESORTS AGAINST A BACKGROUND OF THE EVOLVING NATURE OF TOURISM

Magdalena Czalczyńska-Podolska<sup>1</sup>  
Wojciech Bal<sup>2</sup>

**Abstract:** The coastline is the area sensitive and susceptible to changes resulting from urbanization and development of tourism. The development of tourism determines the cultural landscape transformation, spatial development of coastal localities and the scale of recreational architecture. The stage-wise nature of this process results from evolutionary changes in the culture of recreation and tourism. These changes are both global (trends observed in the world and in Europe) and local (transformation of tourist processes at the Polish sea and in post-communist countries). The article presents research aiming to analyse the tourism development in the context of its impact on the cultural landscape of Polish coastal localities, taking into account the specificity of post-communist countries and supra-regional tendencies. The main objective of the studies was to analyse the development of tourism in the context of its impact on the cultural landscape seaside towns and to identify, on the basis of the changes, the nature of tourism and forms of recreation in particular stages of the shaping of elements in coastal locality spaces and recreational architecture. The research was based on: historical-interpretation studies, field surveys of selected coastal localities, including urban-planning surveys, landscape, functional and spatial analyses. The research carried out resulted in the development of a model of the transformation of the cultural landscape of coastal localities. The journey along the coastline is a temporal journey through the changing nature of buildings, allowing to observe the stage-by-stage nature of investment processes in response to the changing needs of tourists.

**Keywords:** coastal zone, cultural landscape, tourism development.

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# SPATIAL PLANNING OF TOURISM IN A COASTAL STRIP AREA

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Magdalena Czalczyńska-Podolska<sup>2</sup>

**Abstract:** Changes taking place in society affect the continuous evolution of needs and forms of leisure activity. They impose appropriate changes in the shaping and functioning of the touristic spaces. Tourism as a spatial phenomenon affects spatial order by being able to develop or destroy spatial order through its contribution to the degradation of the environment. Tourism infrastructure is an important component of the spatial layout and therefore tourism influences the landscape in a significant way. The article analyses the changes taking place in tourism, identifying numerous aspects of shaping tourist areas in the seaside region. The main objective of this project was to: indicate current trends in the field of coastal landscape development on the southern Baltic coast in Western Pomerania and emphasizing the need to protect the coastal landscape, which is subject to changes under the influence of intensive tourism growth. The indirect objective was to assess the latest and planned tourist investments in the context of their impact on the landscape. A comparative method was used in this evaluation, subjecting selected investments to analysis in terms of landscape, natural and socio-economic values. The following indicators of architecture and landscape integration, developed by the authors, were chosen as the evaluation criterion. As a result, directions and characteristic tendencies on the development of coastal towns were identified. The findings have enabled determination of the latest trends in the creation of touristic leisure activities, classifying the types of development of tourist space and their impact on the landscape.

**Keywords:** coastal towns, coastal landscape, tourist space, tourist investments

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# IMPROVING SERVICES QUALITY IN HOTELS

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**Abstract:** The pressure put by the customers to increase the quality of services and in particular of hospitality services has determined the intensification of the theoretical concerns in this field. For a long period, the importance of services was not recognized, services being neglected by economists and framed in the non-productive sphere, but this approach has dramatically changed over the past two or three decades, with the new generations of experience seekers. In this context, the main purpose of this paper is to identify concrete measures to implement in hotels in order increase the quality of services in a 4 stars hotel located in a Romanian well-known resort. The research method is based on observation. A sample composed of 12 hosts was observed by the team of researchers. The focus was put on several aspects related to the quality of hospitality services like employee courtesy, matching of job and employee, specific needs of hosts etc. For example, one of the results obtained in the study emphasized the need of tourists to have the first visual contact within the property with the employees from the reception, searching for the reception being considered as a lack of quality. Based on the results, several concrete measures were formulated aiming to improve the quality of services in the hotel. An important aspect is related to the high transferability of the results of the present research for other hotels or for other industries where the quality of services is of key importance.

**Keywords:** quality, hospitality services, observation

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# 3D MODELING AND DIGITAL ARCHIVING OF CULTURAL HERITAGE: THE EXAMPLE OF ISMOIL SOMONIY TOMB IN UZBEKISTAN

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Abdurahman Yasin Yiğit<sup>3</sup>

**Abstract:** The protection of cultural heritage consists of research, examination, diagnosis, conservation and documentation. The most important factor for the success of the study is the accuracy of the identification and documentation study. In recent years, in addition to traditional documentation studies, technological developments have started to be used in the documentation studies of cultural heritage. These studies have shown themselves in the field of photogrammetry. Photogrammetry is a science that helps to create a precise 3D model of the object by making use of at least two pictures taken from different angles of the object. Photogrammetry increases the possibilities for use in cultural heritage studies, research projects and engineering applications that require highly accurate spatial data. In this study, 3D model of Ismoil Somoniy Tomb/Samanid Mausoleum in Bukhara was made in photomodeler software.

All architectural details of the tomb were documented with the help of the model. The digital data obtained as a result of the study can be used by all professional disciplines in the studies related to the subject.

**Keywords:** Cultural Heritage, 3D Model, Photogrammetry, Close-Range Photogrammetry, Ismoil Somoniy Tomb.

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# ATTITUDES AND BEHAVIORS REGARDING THE PRODUCTS OFFERED BY A TOURIST UNIT

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Diana Foris<sup>2</sup>

**Abstract:** The present study consists of identifying some types of consumer behavior, reactions and also the preferences regarding the confectionery and pastry products of a tourist unit, which are part of the traditional local gastronomy. The main objective of the study was to identify foreign tourists' preferences regarding the traditional confectionery and pastry products to improve the quality in the production sector. To achieve that objective, the "shadow" observation method was used for two months. The sample was composed of twenty foreign tourists who were interested to buy traditional confectionery and pastry products. During the observation, several aspects were analyzed, such as: the type of consumer behavior, the reactions and the verbal expressions regarding the quality of the products. The results obtained using the observation method confirmed the preference for traditional confectionery products in particular compared with traditional pastry products. The conclusions of the study highlight the importance of the observation of the foreign clients, which led to the proposal of several measures to improve the services of the tourist unit, but also to a better tourist image of the unit in the Bran tourist resort area of Brasov County.

**Keywords:** traditional gastronomy, observation, confectionery and pastry products.

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# IDENTIFYING THE PROMOTION TECHNIQUES USED IN HOTELS IN BRASOV

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Diana Foris <sup>2</sup>

**Abstract:** This research project aims at identifying promotion techniques in the hospitality industry. It consists of identifying existing promotional techniques and finding new promotion techniques from hotel managers using the interviewing method as a research method. Over time, some hotel promotion techniques have been used to attract tourists, and these techniques have been used depending on the hotel's classification category, depending on the target market to which it is targeting, and the budget allocated to promote the hotel product. Therefore, in this research project, we will analyze the most applicable, cost-effective promotional techniques used by the managers or representatives of the hotels in Braşov through a semi-structured interview made up of several questions to which interviewees will respond freely and precisely. In this project were identified the basic aspects of the research topic, the questions that come to respond to what was to be determined by the research, as well as the objectives subsequently identified. The results of the promotional actions adopted by the Braşov hotels aim to attract new customers and keep old ones, addressing directly to target customer categories as well as to the travel agency network. Also, the general public is not neglected. As a general conclusion on sales promotion techniques used in Braşov hotels, following the arguments put forward, it can be deduced that the categories of customers with income from the environment to the highest are considered for the most part but are not left apart from those with lower incomes.

**Keywords:** promotion techniques, interviewing method, customers

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# RESEARCH ON THE DEGREE OF SUSTAINABILITY IN THE HUMAN RESOURCES MANAGEMENT IN TOURISM OF BRASOV MUNICIPALITY

Raphaela Ioana Pascu<sup>1</sup>

Diana Foris<sup>2</sup>

**Abstract:** This research refers to the perception that human resource management has remained frozen over time in tourism industry, although this sector is under development. Other studies on this topic confirm employees complaints about poor pay, challenging conditions at work and few opportunities for growth and development. Change can take place at managerial level with the practice of a new, sustainable management. We wanted to identify, within a hotel unit, the current level of knowledge that managers have regarding sustainable human resource management and the degree of interest in the future application of sustainable practices. The hypotheses that we create are that the theory of sustainable management is not yet well known, therefore not so many practice it; managers would like to be better informed because this type of management brings positive results. We used a qualitative research, in which we helped with a semi-structured interview guide with open questions, responds with nominal scale, ordering scale or interval scale. We succeeded to find that half of our respondents believe that sustainable management influence the quality of services, but a fair one is not applied yet, another response was that friendship, the relaxed relationship at work are the values that managers bet on. In short, this is an article that provides a view on the actual type of people management practiced in the tourism sector of Brasov and the possibility to improve it with the help of sustainability, plus creating a base in the development of human resource management.

**Keywords:** human resources management, human management trends, tourism, hotel management, sustainability, qualitative research.

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# RESEARCH BRASOV ATTITUDES AND PREFERENCES REGARDING THE INTRODUCTION OF HYBRID TRANSPORT SYSTEMS

Laurentiu Constantinescu <sup>1</sup>

Laura Cismaru <sup>2</sup>

**Abstract:** The research refers to the attitudes and preferences of the Brasov people on the introduction of hybrid transport systems. Other studies on this topic have helped us to understand the attitude and what the Brasov prefer when it comes to hybrid transport systems. These hybrid transport systems are based on enhancing the environment and meeting the needs of customers who use these joint transport services. Hypotheses are specific to qualitative research, formulation is made after the goals of research have been defined and the concept with which we will work.

The research is of a qualitative type based on exhestionar, carried out on a whole number of subjects taking place in Brasov. After initiating the questionnaire, we succeeded in reaching the following conclusions by which more than half of our respondents believe that these hybrid transport systems would be very beneficial to us and at the same time would be fostering used by the Brasovian's, thinking about the protection of the environment . Hybrid buses have low fuel consumption, saving about 30% of the fuel requirements of a normal diesel bus. As a result of the results, we have obtained more than half of the positive responses from the Brescia people on these transport systems. In short, this article represents a good development and vision of Brasov, as well as a good vision of the residents and those who visit Brasov.

**Keywords:** Reserch on Brasov , Systems transport of hybrid , attitudes and preferences , qualitative research.

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# RESEARCH ON THE ATTITUDE AND BEHAVIOR OF BUSINESSES IN BRASOV REGARDING THE "OLYMPUS FRESH PRODUCTS"

Alice-Ioana Munteanu<sup>1</sup>

Laura Cismaru<sup>2</sup>

**Abstract:** The research refers to the attitude and behavior of the managers in the hotel units in Brasov regarding the new program born by Olympus. Other studies on this topic helped us to realize how important this program is and how it is aggregated. The olympus program aims to market fresh cow's, sheep and goat products derived from these products to hotel units that want to serve their customers with some of the best products on the market. Hypotheses are specific to qualitative research. The formulation is done after the goals of the research and the concept with which we will work are defined.

The assumptions that we have started are that the program is not very well known, which can lead to the failure of the project. The research is of a qualitative type, based on a questionnaire, carried out on a whole number of subjects, taking place in Brasov. Following the questionnaire we succeeded in reaching the following conclusions by which more than half of our respondents believe that this Olympus-based program is highly appreciated by the aggregate consumed by different ages. Another advantage is the attention given to the relationship with the consumer company trying to offer them through this program besides products of superior quality and consumer safety. In short, this article represents a good development and vision of a huge Olympus company wishing to expand with the needs and wishes of the members.

**Keywords:** OLYMPUS Fresh Products Brasov, identifying attitudes and behaviors, qualitative research.

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# STUDY OF RELATIONSHIP BETWEEN REVENUE MANAGEMENT PRACTICES AND STAKEHOLDERS AT JAPANESE HOTELS

Tomofumi Uetake<sup>1</sup>

Ikuko Sasaki<sup>2</sup>

Akimichi Aoki<sup>3</sup>

**Abstract:** Recently, in response to the spread of the Online Travel Agents and Consumer Generated Media, it has enabled to obtain stakeholders' information that had not been realized before. Consequently, revenue managers should consider not only factors including facilities, brand, and sales channels but also their competitors' price and their reputation. However, it is not clear that how stakeholder intent affect revenue management practices at Japanese hotels. The objective of this study is to clarify the relationship between revenue management practices and stakeholders at Japanese hotels, focusing on KPIs (Key Performance Indicators) related to revenue managers. First, we classified KPIs related to revenue managers into two categories, KPIs for short term perspective and long-term perspective. Then, we conducted 4 interview surveys to discuss on how revenue management practices are affected by various stakeholders. Based on our survey, we summarized the relationship between revenue managers' KPIs at Japanese Hotels based on the time axis and the following stakeholders; General Manager, Competitor, Customer, Employee. As a result of our studies, we clarified following points.

- Revenue managers have to seek total revenue of the hotel.
- Revenue managers have to seek both short-term and long-term revenue maximization simultaneously that are in conflict with each other.
- Customers are important stakeholder for revenue managers, but they have little impact on revenue management practices.

We also found that the degree of influence of various stakeholders on revenue management practices was different depending on the property of the hotel and the external environment which they faced.

**Keywords:** Revenue management, Stakeholder, Reputation management, Hotel

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# DOMESTIC SOLID WASTE MANAGEMENT IN TOURIST CITIES: THE CASE OF ANTALYA

Ömer Faruk Tekin<sup>1</sup>

**Abstract:** Negative effects of environmental problems are manifested as soil, water and air pollution. The first problem that comes to mind in cities as a polluting factor is solid waste. If the solid waste problem is not managed properly, it causes soil, water and air pollution. It poses a major threat to public and environmental health. Domestic solid wastes stand out as an important environmental problem in cities where tourist activities are concentrated. The management of domestic solid wastes becomes more difficult due to the increase in the population of the city thanks to tourists and sector employees, the quality of tourism activities and the understanding of consumption-oriented holiday. Tourism also provides a seasonal and rapid increase in the urban population. This situation makes it difficult to control and manage domestic solid wastes especially in periods of increasing tourism activities. This study focuses on the cities with large seasonal population growth, where intensive tourism activities take place. These cities are settlements where there are difficulties in performing solid waste services, like many basic local services. In this study, first of all, a conceptual framework about environmental problems will be presented. Administrative, political, financial and social dimensions of solid waste services will be examined, and their importance in terms of city, tourism and environment will be emphasized. Finally, domestic solid waste problems of Antalya, an important tourism city, will be discussed. Suggestions will be provided to establish an integrated and sustainable solid waste management system.

**Keywords:** City, Tourism, Environment, Tourist City, Solid Waste Management

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# **SURVEY ON INFORMATION TO BE DISCLOSED BY ACCOMMODATIONS - A STUDY ON QUESTIONNAIRE RESEARCH**

**Tsutomu Yoshioka<sup>1</sup>**

**Abstract:** Information on facilities and services disclosed by accommodation facilities differs depending on the facility and method of disclosure. Therefore, there may be a difference or gap between the information requested by the user and the information disclosed by accommodation facilities. This paper reveals what information users of accommodations want. In particular, clarify the difference between the information disclosed by accommodations' website and OTA; Online Travel Agents and the information required by the user. In this way, I would like to clarify the information that accommodation facilities should disclose in the future. Questionnaire survey and analyze the results are conducted. At present, I conducted a questionnaire survey targeting only the students of the university to which the author belongs, and analyze the results. I am planning to conduct a questionnaire survey on students from other universities by the time of presentation.

According to the analysis at present, Wi-Fi, air conditioner, hair dryer, wide shower and toilet, TV etc. are listed. That is, of course, it is necessary to provide these facilities and the like. It is also essential to disclose information about having those facilities. Furthermore, it became clear that it is necessary to be able to set the search condition by OTA etc. about those facilities etc.

**Keywords:** Searching accommodations, Information required by users, OTA

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# EXPLORING GAMIFICATION EXAMPLES IN TOURISM

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Gamze Utar<sup>2</sup>

**Abstract:** Today, a new world is harnessing the power of play. Gamification which has hedonic or entertainment-oriented systems are integrated into our daily lives. Gamification is changing the motivation to play a game in a real-world environment. Gamification is defined as “a process of enhancing a service with affordances for gameful experiences in order to support the user's overall value creation”. Gamification basically provides feelings of mastery, hedonic, challenging and exciting experiences for the players. People play games from childhood as a tool for learning and development of skills and abilities. In a later stage of life, they continue to play games for fun and relaxation. Gamification has changed to increasing user engagement and social interaction through gameful experience. Tourism is one of the unique areas that could be suitable to use gamification as in recruitment, travel guide, and marketing. The aim of this paper is to examine gamification examples in tourism and to discuss the applicability in tourism problems. At the same time, the emphasis will be placed on the development and dissemination of gamification in tourism.

**Keywords:** Gamification, Tourism, Innovation, Hedonism, Game

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# THE FUTURE OF TOURISM: BLOCKCHAIN TECHNOLOGY, CRYPTOCURRENCY AND CRYPTO-TOURISM

Senem Yazici<sup>1</sup>

**Abstract:** ICT is combination of technologies which allow users and companies to interact directly in the digital world. It was the beginning of digital transformation for tourism. The Internet has enabled customers to search and buy their travel products online without using any intermediaries. However, the success of e-tourism depends upon effective e-payment systems. The online payment process was a problematic and unsecured in terms of currency change, bank commissions, transaction fee and fraud. Blockchain technology with cryptocurrency could be a solution of insecurity and transparency of payment process online. Tourism and travel industry will get many benefits by using blockchain technology and cryptocurrency like bitcoin. It will improve transparency, process times, data security, low distribution cost, lower transaction fee. Crypto tourism is a new type of tourism for travel companies and tourist. Many new blockchain-based tourism projects like Winding Tree, ShoCard and SITA, Trippki, Cool Cousin, Webjet, Sandblock, Accenture, travelchain have started to establish blockchain's place to offer solutions for tourism and travel industry. The world's largest tourism and travel company TUI is the world's first tourism company to integrate blockchain technology into the travel industry. TUI is currently implementing its own in-house blockchain technology called Bed Swap. This paper discusses the evolution and the growth of blockchain technologies for tourism and travel industry. The focus of this paper is to identify and explain the benefits of blockchain, cryptocurrency and crypto-tourism. Finally, future challenges of applying blockchain and cryptocurrency in the tourism and travel industry are discussed.

**Keywords:** Tourism, Blockchain Technology, Cryptocurrency, Crypto-Tourism, Travel

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# AIRBNB PHENOMENON WITH AN EMPHASIS ON THE VISEGRAD COUNTRIES - TRENDS AND IMPLICATIONS

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Josef Kunc<sup>2</sup>

**Abstract:** The Airbnb platform is not only a widely sought option for affordable accommodation but also a highly controversial phenomenon. This phenomenon is discussed in the context of the sustainable development of the destination. In addition to the economic problems, associated with tax evasion, speculation affecting the housing markets, or the impact on the competitiveness of traditional accommodation operators, the socio-cultural issues also seem to be crucial.

This submission aims to analyse the development of the Airbnb platform and to evaluate its importance for tourism in the metropolises of the Visegrad countries. For a comprehensive assessment of the phenomenon, the results regarding the use of Airbnb services by non-residents are complemented by the spatial behaviour of V4 residents using Airbnb services when travelling. Data relating to the Airbnb units are obtained from analyses of the Airbnb operator's official website and other primary and secondary sources. For the evaluation of spatial behaviour of residents, descriptive analysis and interpretation of data from national statistical offices were used as well as evaluation of partial results of our extensive research (questionnaire survey). The results are interpreted in the context of urban processes, including urban planning, and impacts on the sustainability of destinations under the pressure of current trends in tourism. One of the findings is higher popularity of the Airbnb platform by young people in Prague compared to other metropolises of the V4 countries. Moreover, it also points out that the Airbnb capacity is one of the relevant indicators causing a high risk of overtourism.

**Keywords:** Airbnb, sustainability, tourism, Visegrad countries

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# LET'S CELEBRATE DAIRY! LANDSCAPES OF CHEESE IN GIRONA, CATALONIA

Francesc Fusté-Forné<sup>1</sup>

**Abstract:** Food transmit cultural and natural idiosyncrasies of a place and its people. Also, food reflects the relationships between agriculture and tourism. Here, food and gastronomy tourism practices are a crucial part of the experiences offered both by rural and urban areas in order to promote the sense of a place. Travelers can experience food through products, dishes, souvenirs and markets. Within this context, cheese is a product that is gathering a growing attention both in terms of tourism development and tourism research. Many destinations worldwide showcase a cheese appeal, which leads to a cheese-oriented tourism. This presentation aims to explore the role of cheese in Girona, Catalonia, north-eastern Spain. Based on direct observation, this research analyses how regional landscapes are built on cheese. Results provide evidence on to what extent cheese is a significant attraction factor, specially focused on cheesemaking facilities and cheese markets as meaningful tourist landmarks. This research provides further understanding on the development of food tourism niches and how 'simple' local products can become 'complete' tourist attractions.

**Keywords:** cheese tourism, culinary heritage, rural development.

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# CONFLICT AND CREATIVENESS INTERACTION: MODEL IMPLEMENTATIONS IN A LARGE SCALE INDUSTRIAL ENTERPRISE WHICH CARRIES OUT ACTIVITY IN KONYA PROVINCE

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Adnan Çelik<sup>2</sup>

**Abstract:** In today's competitive environment, its survival of the businesses has been quite difficult. Together with rapidly increasing competition, there are various disputes between groups and personals and conflicts occur. The conflict is disagreements, discrepancies between two or more people. Businesses should manage these conflicts a good way in order to make advantageous emerging conflicts. Creativity is introducing of new or different idea, product, service or process. The conflicts sometimes support to the creativity, provide that's emergence, sometimes hamper it. In the same way, as a result of creativity the conflicts can be occurred. To determine the relationship between creativity and conflicts which have an important role in terms of performance of organizations is very important. The aim of this study is to reveal the relationship between conflict and creativity in organizations that arise. This study is basically prepared in two different sizes. The theoretical dimension focuses on interaction, creativity, conflict and creativity. In the research part, the method was first explained, then the results obtained were analyzed. The survey method was used as data collection tools. Our research was carried out in a large-scale industrial enterprise that operating in the province of Konya. The obtained data were analyzed with SPSS. With this study, it has been revealed that emerging conflicts in businesses positively affect the ability of the creativity.

**Keywords:** Conflict, Creativity, Conflict and Creativeness Interaction

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# THE EFFECT OF REAL EFFECTIVE EXCHANGE RATE AND NUMBER OF FOREIGN VISITORS ON TOURISM INCOME IN TURKEY: COINTEGRATION AND CAUSALITY ANALYSIS (2005-2019)

Halil ibrahim Yavuz<sup>1</sup>

Ayşe Yavuz<sup>2</sup>

**Abstract:** Tourism is a field of activity called the “smokeless factory” with rough description, which has an important place in development and employment policies. Moreover, tourism income is an important item in the foreign exchange inflow of countries and thus in closing the current deficit caused by foreign trade deficit. For this reason, it has become one of the sectors in our country which has become increasingly important and encouraged for its development in recent years. In this study, effect of the number of foreign visitors and exchange rate which are the determinants of tourism income on tourism income is examined empirically. In the research, quarterly datas of tourism income, the number of visitors and real effective exchange rate are used. As a result of Johansen cointegration analysis, long-term cointegration relationship has been determined between the series. It has been found that the number of visitors has positive and significant, the real effective exchange rate has negative and significant effect on tourism incomes. In the vector error correction model established after the cointegration relationship, the error correction coefficient is negative but not statistically significant. As a result of Granger causality analysis; one-way causality relations from real effective exchange rate towards tourism income direction, one-way causality relations from tourism income and real effective exchange rate towards visitor number direction have been detected. As a result, it has been revealed that increasing the number of visitors is an important factor in increasing tourism incomes, and that changes in the exchange rate affect tourism income.

**Keywords:** tourism income, the real effective exchange rate, the number of visitors.

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## TOURISM DEVELOPMENT OF THE UNESCO SITES IN SLOVENIA: SOME NOTES FROM THE FIELD

Simon Kerma<sup>1</sup>

**Abstract:** Slovenia, due to its geographical position at the intersection of various European macro-regional units, is much diversified and rich in natural and cultural features, which is a key for its tourism development. Some examples of natural and cultural heritage are particularly interesting as (potential) tourist attractions. UNESCO World Heritage Sites undoubtedly fall into this category. However, these sites deserve a very careful evaluation in terms of proper integration with the national tourist offer. The Škocjan Caves is the attraction with one of the world's largest known underground river canyons. Pile dwellings at Ig near Ljubljana is a part of the Prehistoric pile dwellings around the Alps transnational site. Idrija with the heritage of Mercury has one of the two largest mercury mines in the world. Two forest reserves, the Krokar and Snežnik–Ždrecle Virgin Forests, represent a part of the transnational extension to the site of Primeval Beech Forests and the Ancient Beech Forests. In 2018, we conducted a field research, visiting all four UNESCO sites and interviewed most of the key stakeholders (managers and experts). The purpose of the study was to compare the UNESCO sites in terms of tourism development and their position in Slovenia's tourist offer. We have identified many potentials, challenges and dilemmas in this respect. We also found significant differences between (and within) the sites under consideration, as well as a clear need for mutual co-operation and promotion.

**Keywords:** UNESCO World Heritage Sites, Slovenia, tourism development, field research

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# AN INVESTIGATION OF TOURISM EMPLOYEES' PERCEPTION OF WORKPLACE SPIRITUALITY IN TERMS OF DEMOGRAPHIC VARIABLES

Akın Aksu<sup>1</sup>

**Abstract:** One of the most important social problems of the modern age is that working life is still far from human and spiritual values. At this point, the concept of “workplace spirituality” is an answer to this question as a new paradigm related to working life in social sciences. As research on the issue continues, the benefits of the concept for organizations, employees and employers are determined and scientific interest in spirituality-based approaches and practices is increasing in the context of the humanization of working life. This study aims to determine whether workplace spirituality of the employees working in tourism establishments differs according to demographic variables. In this context, quantitative research methods were employed and a total of 393 tourism employees were surveyed by using random sampling method. As a result of the study, a statistically significant difference was revealed in the participants’ evaluation of workplace spirituality in terms of marital status, job position, income level, work experience, and educational background while no significant difference was found in terms of age, gender and tourism education.

**Keywords:** Business life, Spirituality, Workplace spirituality

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# WE ARE ALMOST ALL DARK TOURISTS

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**Abstract:** Experiencing places associated with death is not a recent phenomenon. For a long time people have been attracted to sites, attractions or events that somehow are associated with death or disaster. War related sites possibly constitute one of the largest categories of tourist attractions worldwide. This study raises the question of whether Dark Tourism is only of interest to a niche of tourists or if there is the desire and motivation in each of us to have a dark experience. One can conclude that, consciously or unconsciously, man in general is attracted to practice this type of tourism, and frequently not even the tourist realizes that his motivations are linked to proximity of death and disaster.

**Keywords:** Tourism, Dark Tourism, Experience, Motivation.

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# ANALYSIS OF THE IMAGE OF THE CITY OF SARAJEVO

Amra Čaušević<sup>1</sup>

**Abstract:** The image of Sarajevo is still quite unexplored. The image of the city of Sarajevo has long been disturbed due to war events, but also because of the unstable political situation in Bosnia and Herzegovina. The purpose of the paper is to explore the cognitive, affective and conative component of the image of the city of Sarajevo. The goal is to discover how the cognitive, affective and conative component influence the overall image of the city of Sarajevo. The paper used a quantitative approach to research, which included data collection through surveys. This study used a convenience sample of 250 foreign tourists - tourists who visited Sarajevo during the winter (from December 10, 2018 to January 31, 2019). For the purposes of data analysis, descriptive statistics and ANOVA were used. The results of the research have shown that the cognitive, affective and conative component of the image have statistically significant positive influence on the overall image of the city of Sarajevo.

**Key words:** tourism, image, destination, Sarajevo

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## DEVELOPMENT OF RELIGIOUS TOURISM IN MOSTAR TOURIST-GEOGRAPHIC REGION

**Aida Bidžan-Gekić<sup>1</sup>**

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**Haris Gekić<sup>3</sup>**

**Abstract:** Religion has always been a powerful force that has attracted many tourists to destinations around the world. Our country is a place of meeting of different peoples and religions, which has contributed, according to the religious and cultural heritage, to be one of the richest countries in Europe. Four large religious communities in Bosnia and Herzegovina have significant shrines that are visited by tourists from all over the world, although neither the entities nor the states have a strategy for promoting religious tourism. In this paper we will present the representation of religious objects and manifestations of Mostar tourism-geographic region, their tourist valorization and proposal in order to improve this specific form of tourism.

**Key words:** Mostar; tourist-geographical area; tourist valorization; religious tourism; tourism development.

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# SPATIAL DISTRIBUTION OF TOURIST RESOURCES IN NATIONAL PARK DRINA

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Belma Avdic<sup>2</sup>

**Abstract:** The natural features of the protected areas offer such attractions that in many countries have become the framework of tourism and recreation development. Tourism in protected areas promotes nature and contributes to raising the level of knowledge and ecological awareness and is important for the economy and employment of the local population. The aim of this paper is tourism valorisation of the natural-geographic and cultural-geographic heritage of the Drina National Park through different historical periods including the understanding of the meaning of the individual resources in order to create a quality tourist offer of the mentioned National Park. The most important economic activity in the Drina National Park, which should be developed and improved in the next period is tourism, as the main driver of development. Therefore the focus of this work is on proposals for the improvement of existing and finding new tourist facilities in Drina National park, in order to enrich the tourist offer. For this reason, the possibilities of building educational, cycling and hiking trails as well as adequate promotion and protection of the cultural and historical heritage that would be self-sustainable were analyzed, enabling the use of such facilities and sites as new resources for the development of tourism. This paper describes the concept of protection and management goals, as well as the advantages and disadvantages that need to be improved in the future and which reduce the competitiveness of the Drina National Park.

**Key words:** Drina National Park, tourism resources, tourist offer, tourism

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# ECOTOURISM IN THE PROTECTED AREAS OF THE FEDERATION OF BOSNIA AND HERZEGOVINA CASE STUDY: NATURE MONUMENT "TAJAN"

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**Aida Avdić**<sup>3</sup>

**Amina Sivac**<sup>4</sup>

**Abstract:** In the tourism sector, in the last twenty years, a new trend has emerged - ecotourism - in response to overuse and even exploitation of non-renewable natural resources for tourism. When traveling, people want to experience nature, but they need not to endanger the natural environment with their stay. Bosnia and Herzegovina has less than 1% of protected territory, which ranks it in the countries with the least formal protection in Europe. The regional average is 7%, so the goal, which has lately been supported by international institutions in Bosnia and Herzegovina through various initiated projects, is to expand protected areas and to use their development potential. The motives are the protection of extremely rich biodiversity of global importance, and the economic development of protected areas, local communities and the state as a whole. The main purpose of this paper is to explain the importance of ecotourism, with particular reference to its development in the protected areas of the Federation of Bosnia and Herzegovina, as an example of the Tajan Natural Monument.

The Tajan area is the only protected area in the Zenica-Doboj Canton. According to the IUCN classification, it belongs to the V category of protection. Analyzing the current situation of its present tourist valorisation, as well as the possibilities of utilization for tourism purposes in the future development, this paper identifies the basic problems and given guidelines for the promotion of ecotourism in this area.

**Keywords:** environmental protection, Federation of Bosnia and Herzegovina, Tajan Nature Monument, ecotourism.

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## A TYPOLOGY OF DARK TOURISM DESTINATIONS IN CITY OF SARAJEVO

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Snježana Musa<sup>2</sup>  
Amra Banda<sup>3</sup>

**Abstract:** Tourist visits to places related to death and human suffering, war, genocide, various tragic events, etc. are referred to as dark tourism, ie tanaturism. Morbidity and even bizarreness (as opposed to experiencing tourist travel as a source of pleasure, pleasant emotions, carefree mood and enjoyment) are perceived by many as the main determinant of dark tourism, because it focuses tourists on misery, suffering and death. Such a visit is first and foremost an informative (educational) character. This means that the concept of "dark tourism" is fluid and, in fact, implies different shades, whether it is the motivation of visitors, whether it is attraction, which is one of the problems in conceptually shaping this phenomenon. Stone (2006) proposes seven sources of supply for dark tourist attractions: dark entertainment factories, dark exhibitions, dungeons, cemeteries, shrines, battlefields and genocide camps, and that there are certain shades of the darkness of particular destinations. The aim of this paper is to identify potential resources for the development of dark tourism in the City of Sarajevo. The destinations will be grouped according to the categories of dark tourism destinations and the spectrum of dark tourism set by Stone (2006) with some adjustments to our area. The area of research is the City of Sarajevo with its municipalities: Center, Novi Grad, Novo Sarajevo and Stari Grad. Creating a typology will enable a better understanding of the dark tourist offer, locating and exploring the tourist demand, its motives and experiences.

**Keywords:** dark tourism, tanaturism, the shades of obscurity, City of Sarajevo, Bosnia and Herzegovina

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## PROTECTED AREAS OF THE WORLD – REGIONAL DIFFERENCES

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Ranko Mirić<sup>3</sup>

Boris Avdić<sup>4</sup>

**Abstract:** The subject of the paper are protected natural areas of the world and their regional differences. According to the IUCN, a protected natural area is “a clearly defined geographical space, recognised, dedicated and managed, through legal or other effective means, to achieve the long term conservation of nature with associated ecosystem services and cultural values”. States differ in their interpretations of the above definition. Very often, some of the sites that are protected areas in one country may not necessarily be considered protected in another country. In defining and management of protected areas, some countries have adapted their laws to international guidelines, while in other countries the legislation differs significantly from these guidelines. Therefore, the aim of the research is to show regional differences in identification and management process as well as, in the total surface area and abundance of protected natural areas at the world level.

**Keywords:** protection, protected natural areas, World, regional differences, IUCN

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## ATTRACTION BASE OF SELECTED MOUNTAIN AREAS IN FBiH AS A FUNDAMENT FOR ECOTOURISM DEVELOPMENT

**Nusret Drešković<sup>1</sup>**

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**Aida Korjenić<sup>3</sup>**

**Edin Hrelja<sup>4</sup>**

**Amra Banda<sup>5</sup>**

**Abstract:** The main aim of the conducted research was to evaluate natural heritage as a basic fundament for the development of ecotourism in the defined mountain areas of the Federation of Bosnia and Herzegovina, as well as to define the impact of tourism activities on the natural environment. The following mountain areas were selected as the subject of study: Bjelašnica with Igman, Jahorina with Trebević, mountain ranges Prenj - Čvrsnica - Čabulja, Vlašić and the mountains of the Vranica group. Study area of the investigated mountain ranges was defined according to adequate spatial planning documents. However, for specific aspects of ecotourism development, broader areas defined by strategic priorities in the field of tourism development, was included.

Bjelašnica with Igman and Jahorina with Trebević (in the part belonging to the Federation of Bosnia and Herzegovina) were selected as areas already traditionally known for winter mountain tourism, among other things, thanks to the 1984 Olympic Games. The mountain ranges Prenj - Čvrsnica - Čabulja have natural predispositions for the development of various forms of ecotourism such as hiking, mountain biking, adventure tourism etc. Vranica mountain has been analyzed as a mountain area that has significant natural predispositions for the development of ecotourism, but due to various factors, it has so far not been significantly valorized for tourism purposes. Vlašić mountain has been analyzed as one of the recent centers of mountain tourism, which has significant potential for further enhancement of the existing tourism supply, especially in the field of ecotourism.

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Special tourist potential of these mountain ranges are protected natural areas (Blidinje, Prokoško jezero, Trebević and Bentbaša), which have not been adequately valorized so far and which should represent nucleus for the future development of ecotourism. Also, a special focus in the research, apart from the natural-geographical tourist attraction base, was also made on the indicators of the necessary supporting infrastructure, which is now almost completely missing.

**Keywords:** mountain areas, ecotourism, protected natural areas, Federation of Bosnia and Herzegovina.

# TRIP ADVISOR AS A TOOL FOR TOURISTS' PREFERENCES ANALYSIS: THE CASE OF MONASTERIES AT FRUŠKA GORA MOUNTAIN, SERBIA

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Igor Stamenković<sup>2</sup>

Đordije Vasiljević<sup>3</sup>

**Abstract:** Most of the information is now available online, so tourists search different websites that can help them to choose destination, and also which activities to conduct and which places to visit at the destination. One very efficient tools for getting travel advices is an American travel and restaurant website - TripAdvisor, which shows hotel and restaurant reviews, accommodation bookings and other travel-related content. This interactive travel forum is the largest "social travel website" in the world, with about 315 million reviewers (active and inactive) and about 500 million reviews of hotels, restaurants, attractions and other travel-related businesses. The task of this study is to use TripAdvisor as a tool to gain information about tourists' opinion on their visit to Monasteries of Fruška Gora Mountain in North Serbia. There are 19 monasteries, built in the period from the 15th to the 18th century and aside of natural assets of this mountain, they represent valuable attractions which is why this destination is also named "Holy Mountain" or "Serbian Atos". The contemporary trend in tourism is that people visit holy places which is why type of tourism where people travel individually or in groups for pilgrimage, missionary, or leisure (fellowship) purposes is now defined as religious tourism. This study will analyse all the comments and reviews of study area sites (monasteries) and present the global opinion on the visitors' choice and preferences according to their travel and social characteristics.

**Keywords:** Trip Advisor, Fruška Gora, monastery, religious tourism.

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# PERFORMANCE ANALYSIS OF COUNTRIES IN TRANSITION ECONOMIES

Alper Gedik<sup>1</sup>

**Abstract:** Countries in the transition economy represent the transition to a free economy. These countries show similarities in terms of economic methods applied in transition from state economy to free economy. The aim of my study is to examine transition economies and to determine the transition experiences in transition economies in recent years by using Zar Data Envelopment Analysis technique. In this study, a research has been made about the starting conditions of transition economies, transition strategies and reforms. Firstly, general definitions of transition economies are mentioned and the reforms implemented are mentioned. Then, the efficiency analysis of the countries in transition economies was analyzed based on input and output data. As a result of the analysis, it is determined that some countries in transition economies are economically effective. On the other hand, it is explained that some countries are not effective.

**Keywords:** Transition Economies, Data Envelopment Analysis, Performance Analysis.

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# ETHNO VILLAGES IN BOSNIA AND HERZEEGOVINA AS A TOURISM POTENTIAL

Alma Pobrić<sup>1</sup>  
Azra Omanović<sup>2</sup>

**Abstract:** The development of new technologies and new products and services in the tourism industry is increasingly present nowadays. This paper focuses on the ongoing development of the rural tourism in Bosnia and Herzegovina but in a specific way. Ethno Village is brand acceptable for modern tourists seeking local and originally interwoven with the story and seasoned specific culture, gastronomy and ethnography. Ethno tourism is one way of valorising the rich cultural and historical heritage, gastronomy and tradition of the country. Through several ethnic villages presented in the paper aim was to show one of the directions Bosnia and Herzegovina can move in further development of rural tourism.

**Keywords:** rural tourism, ethno village, ethno tourism, ethnography, Bosnia and Herzegovina

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# IMPORTANCE OF THE TRANSLATION QUALITY OF MULTILINGUAL MENUS IN HOSPITALITY INDUSTRY

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Ivana Edmonds<sup>2</sup>

**Abstract:** Introduction: Direct contact with a guest is realized verbally for which tourist workers' knowledge of foreign languages is necessary. Apart from the verbal contact with employees, menus in hospitality facilities still serve the purpose of a business card that with its design, print, size, food and facility information, and multilingualism is a symbol of restaurant's identity and theme. By analyzing the available research, direct and indirect consequences of unprofessional translations are apparent, resulting in the incomprehensible text of a restaurant offer. Objective: In this paper the author will make a review of available literature with the aim to investigate in systematical way the existent researches dealing with the issues of quality menu translations as well as the most common present translation strategies for translating such professional texts. Material and methods: A range of methods is available for synthesizing diverse forms of evidence. These include thematic analysis, grounded theory and qualitative comparative analysis. Methods vary in their strengths and weaknesses, ability to deal with qualitative and quantitative forms of evidence, and type of question for which they are most suitable. Results and conclusion: After a systematic analysis of the previously mentioned issues through available literature, the authors' conclusion is that the menu status should be determined as a text for special purpose dedicated to the specific target group of guests - tourists. The menu language needs to be adjusted in a clear and simple way keeping the characteristics and style of food in informative function on a foreign language.

**Keywords:** menu, translation, guest, tourist destination, restaurant.

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