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June 4<sup>th</sup>, 2026

Vrnjačka Banja, Serbia

**BOOK OF  
ABSTRACTS**

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**TOURISM AND SUSTAINABLE  
TRANSFORMATION**



**UNIVERSITY OF KRAGUJEVAC  
FACULTY OF HOTEL MANAGEMENT  
AND TOURISM IN VRNJAČKA BANJA**



**The Ninth International Scientific Conference**

**TOURISM AND SUSTAINABLE  
TRANSFORMATION**

**Book of Abstracts**

**UNIVERSITY OF KRAGUJEVAC**

**FACULTY OF HOTEL MANAGEMENT AND TOURISM  
IN VRNJAČKA BANJA**

**Vrnjačka Banja, June 4<sup>th</sup>, 2026**

## **BOOK OF ABSTRACTS**

### **The Ninth International Scientific Conference TOURISM AND SUSTAINABLE TRANSFORMATION**

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**GREEN TRANSFORMATION AND SUSTAINABILITY  
OF THE ENVIRONMENT**

## DIFFERENT SOURCES OF TOURISM DEVELOPMENT SUSTAINABILITY

*Goran Petković*<sup>1</sup>

### **Abstract**

*A sustainable regulatory framework is a dimension that is less discussed in the contemporary literature on sustainable tourism. In developed countries, especially in the EU, it is a standard that is not discussed. However, in CEFTA countries, there is still much room for improvement. This text is about the establishment of free trade in travel agency services in the CEFTA common market.*

**Key Words:** *sustainability, agency, CEFTA, regulations, free trade,*  
**JEL classification:** *F15, K20, L83*

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## **THE EFFECTS OF TOURIST EXPERIENCES ON TOURISTS' ENVIRONMENTALLY RESPONSIBLE BEHAVIOR: EVIDENCES FROM MONTENEGRO**

*Tatjana Stanovčić<sup>1</sup>; Đurđica Perović<sup>2</sup>; Mileva Manojlović<sup>3</sup>*

### **Abstract**

*The expansive growth of global tourism has intensified its negative impacts on the natural environment, increasingly threatening the sustainability of destinations. Consequently, environmental conservation has become a critical imperative for their long-term viability. Tourists' behavior during their stay at destinations represent a key component of tourism activities and a critical factor shaping the natural landscape of tourist destinations. Therefore, generating concepts that foster environmentally responsible tourist behavior has become a central concern in academic discourse. This study aims to analyze the effects of tourist experience on tourists' intention to behave responsibly toward the destination. Using descriptive statistics and Pearson's correlation coefficient on a sample of 40 respondents, the findings indicate that sensory, social and emotional tourist experiences positively influence tourists' environmentally responsible behavior. The results provide empirical support for the theoretical framework linking tourist experiences and environmentally responsible behavior, while simultaneously offering practical guidelines for encouraging sustainable tourism practices.*

**Key Words:** *tourist experience, responsible behavior, environment, sustainability, empirical analysis*

**JEL classification:** Z32

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## PERCEPTIONS OF GREEN HOTEL PRACTICES AND THEIR IMPACT ON GUEST SATISFACTION

*Dželmina Huremović<sup>1</sup>; Bojana Ostojić<sup>2</sup>; Drago Cvijanović<sup>3</sup>*

### Abstract

*The aim of this paper is to examine how guests perceive green practices implemented in hotels and to analyze the extent to which these practices influence their overall satisfaction. Data were collected from 215 respondents in Serbia during November and December 2025. Correlation analysis demonstrated a very strong association between perceptions of green practices and guest satisfaction. Regression analysis further confirmed that green practices significantly predict satisfaction, explaining 86% of its variance. These results highlight the central role of sustainability initiatives in shaping guest satisfaction and experience, suggesting that credible and visible environmental practices are essential for enhancing satisfaction and fostering loyalty in the hospitality sector.*

Key Words: *green hotels, guest satisfaction, hospitality industry, sustainability*

JEL classification: *L83, M14, M31*

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## **TRADITIONAL PLANT KNOWLEDGE IN CLIMATE-RESILIENT TOURISM: THE ROLE OF ETHNOBOTANY IN THE SUSTAINABLE TRANSFORMATION**

*Milica Luković<sup>1</sup>*

### **Abstract**

*Nature-based tourism is increasingly affected by climate change, creating a need for approaches that support sustainable transformation and local adaptation. Ethnobotanical knowledge, including traditional plant uses, management practices, and cultural meanings, remains an underexplored resource in tourism research. This paper examines the role of ethnobotanical knowledge in enhancing the sustainability and climate resilience of nature-based destinations. Using a conceptual and literature-based approach, the study integrates insights from ethnobotany, tourism studies, and climate change research. Findings suggest that ethnobotanical knowledge can support sustainable tourism by conserving biodiversity, diversifying tourist activities, reinforcing place-based identities, and promoting community participation. Incorporating ethnobotanical knowledge into tourism planning can enhance the adaptive capacity of destinations and contribute to the transformation of tourism systems towards greater resilience and sustainability under changing climatic conditions.*

Key Words: *ethnobotany, climate change, sustainable transformation*

JEL classification: *Q01, Q20, Q57*

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## INVESTMENT EFFICIENCY AND ECONOMIC PERFORMANCE OF INTEGRATED SPA DESTINATIONS

*Milica Obadović<sup>1</sup>; Mirjana Ilić<sup>2</sup>; Jasmina Leković<sup>3</sup>*

### Abstract

*The transformation of traditional spa resorts into integrated spa destinations has led to the intensification of investment activities in the tourism sector. This paper analyzes the relationship between investment efficiency and economic performance of integrated spa destinations, with a special focus on infrastructure investments as a key factor of long-term competitiveness. Starting from an economic theoretical framework, the research examines how capital investments affect productivity, income diversification and wider regional economic effects. The methodological approach is based on the analysis of secondary sources and a case study. As an illustrative example, the destination Terme Tuhelj in Croatia is used, which shows how targeted infrastructure investments contribute to improving economic performance through increasing capacity, extending the tourist season and strengthening the market position.*

**Key Words:** *investment efficiency, economic performance, spa destinations, tourism economy, infrastructure investments*

**JEL classification:** *D24, L83, O18, R58, Z32*

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## **HEALTH AND NUTRITIONAL LITERACY OF SPA SERVICE USE AS A DETERMINANT OF PERCEIVED TOURIST EXPERIENCE QUALITY**

*Jovana Nikolčić<sup>1</sup>; Andrija Milutinović<sup>2</sup>; Jovan Bugarčić<sup>3</sup>*

### **Abstract**

*The importance of tourist experience is reflected in economic success, competitiveness, and reputation of destinations, contributing to tourist loyalty and positive word-of-mouth. Accordingly, improving customer experience has become a key strategic priority in contemporary tourism. At the same time, trends in health tourism emphasize the need for active user participation in maintaining and improving personal health, where health and nutrition literacy play an important role. Spa destinations represent integrated tourism products that combine medical, wellness, and gastronomic services, requiring users to understand information related to therapies, dietary recommendations, and healthy lifestyles to achieve high-quality experience. The aim of this paper is to examine the level of health and nutrition literacy among spa users, with a focus on Vrnjačka Banja Spa, and its influence on perceived tourist experience quality. The research was conducted using a quantitative approach through a survey among spa users in Serbia, contributing to a better understanding of the relationship between literacy, satisfaction, and revisit intentions. The findings revealed a significant relationship between the understanding of therapy purposes and the expected effects of the stay, while a positive correlation was identified between specific dimensions of satisfaction and the overall perception of services. These results confirm that a higher level of health and nutrition literacy directly contribute to a more positive and meaningful tourist experience.*

**Key Words:** *health literacy, nutrition literacy, spa tourism, tourist experience quality, customer satisfaction*

**JEL classification:** *I12, L83, Z32, D12*

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## **GREEN TRANSFORMATION PATTERNS IN EU TOURISM: A CLUSTER ANALYSIS OF EU GREEN PILLAR INDICATORS**

*Danijela Pantović<sup>1</sup>; Nikola Bošković<sup>2</sup>*

### **Abstract**

*This paper examines structural patterns of green transformation in EU tourism using 2023 data from the EU Tourism Dashboard. Three Green Pillar indicators were analyzed: air travel emission intensity, excellent bathing water quality and dependence on distant origin markets. Descriptive statistics and K-means cluster analysis were applied to identify sustainability profiles among EU Member States. The results reveal three distinct clusters. The first group combines high environmental quality with strong dependence on long-haul markets, indicating structural vulnerability despite strong natural assets. The second cluster is characterized by high emission intensity and lower environmental performance. The third group reflects a more balanced and relatively sustainable model with lower emissions and moderate market dependence. ANOVA results show that emission intensity and dependence on distant markets are the main differentiating factors. The findings highlight heterogeneous pathways of sustainable tourism transformation across the EU.*

**Key Words:** *Green transformation, EU Tourism Dashboard, Green Pillar, Cluster analysis*

**JEL classification:** *L83, Q54*

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## **REPOSITIONING SANATORIUM TOURISM IN THE NEW SPA ECONOMY: FROM LIVED EXPERIENCE TO SCALE DEVELOPMENT**

*Erdogan Ekiz<sup>1</sup>; Orhan Uludag<sup>2</sup>*

### **Abstract**

*Traditional sanatoriums are being repositioned within the “new spa economy” as integrated wellness destinations and regional development engines. In Eastern Europe and Central Asia, these historically welfare-based institutions now face modernization and market adaptation challenges. Using Uzbekistan as a case, this study draws on twelve semi-structured interviews with sanatorium visitors. Findings identify four interrelated domains shaping the experience: therapeutic credibility, nature-as-therapy, service delivery, and social embeddedness. While visitors report high satisfaction and perceived health gains, weaknesses such as aging infrastructure, limited accessibility, and weak digital integration constrain competitiveness. To capture this transformation, a 52-item Sanatorium Tourism Experience Scale (STES) is proposed, integrating therapeutic, environmental, operational, and loyalty dimensions. The study positions sanatorium tourism as a hybrid construct within health and wellness tourism and underscores its relevance for regional competitiveness.*

**Key Words:** *Sanatorium tourism; Wellness tourism*

**JEL classification:** *L83, I12, Z32, R11*

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## **SUSTAINABLE AGRITOURISM FEASIBILITY IN THE MODRAC LAKE REGION, BOSNIA AND HERZEGOVINA**

*Bahrija Umihanić<sup>1</sup>*

### **Abstract**

*This paper assesses the feasibility of introducing agritourism as a form of sustainable tourism development in the Modrac Lake Region, focusing on managerial, organizational and market preconditions for a viable local offer. The field research applied three instruments to public institutions and services, market and tourism actors, and local producers and households, with qualitative validation through four focus groups. The paper examines development potential, market demand, stakeholder readiness, barriers, minimum service standards and collaboration conditions for integrating local products into the tourism value chain. The analysis combines descriptive statistics, multiple-response analysis, cross-tabulations and thematic coding of open-ended answers and focus-group findings. The contribution is threefold: it links sustainable tourism and collaborative destination governance, operationalizes a stakeholder-readiness assessment framework and derives priority measures for the gradual introduction of agritourism.*

*Key Words: agritourism, tourism entrepreneurship, sustainable tourism development, destination governance, Modrac Lake Region, Bosnia and Herzegovina*

*JEL classification: M10, L26, L83, Q01*

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## **TOURISM, CLIMATE TRANSITION AND ECONOMIC CONVERGENCE: SDG 13 EVIDENCE FROM THE WESTERN BALKANS**

*Mirnesa Baraković Nurikić<sup>1</sup>*

### **Abstract**

*While tourism-led growth is widely recognized as a driver of economic expansion in small open economies, its interaction with climate alignment during the EU accession process remains insufficiently explored in international economics. The study applies comparative trend and gap analysis for the period 2010–2022, integrating income indicators (GDP per capita) and tourism intensity (tourism receipts as a share of GDP) with climate-related SDG 13 measures, including greenhouse gas emissions per capita and the share of renewable energy in gross final energy consumption. The findings indicate partial income convergence toward the EU average, accompanied by slower and uneven climate convergence. Sustainable convergence requires institutional harmonization, climate-oriented investment, and stronger integration of tourism policy with EU green transition objectives. The paper advances a multidimensional perspective on convergence that links international economic integration with climate performance in EU accession economies.*

**Key Words:** *Sustainable tourism; Climate transition*

**JEL classification:** *F15, Q54, L83, O47*

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## THE ROLE OF GREEN FINANCIAL INSTRUMENTS IN THE SUSTAINABLE TRANSFORMATION OF THE TOURISM SECTOR

*Jelena Vapa Tankosić<sup>1</sup>; Katarina Soleša<sup>2</sup>; Sanda Nastić<sup>3</sup>*

### Abstract

*The modern tourism sector is facing changes in consumer preferences as well as evolving regulatory requirements. In addition, climate change has intensified the need for a sustainable transformation of the tourism industry. In this transformation process, green financial instruments serve as a key mechanism for mobilizing capital toward projects that contribute to carbon dioxide reduction, improved energy efficiency, the development of renewable energy sources, and the preservation of natural resources in tourism. The aim of this paper is to analyze the types of green financial instruments used in tourism, evaluate their potential effects, and compare their application in the European Union and the Republic of Serbia. The research findings indicate that green financial instruments play a crucial role in supporting sustainable tourism development.*

**Key Words:** *green financial instruments, sustainable tourism, ESG, green bonds, energy efficiency.*

**JEL classification:** *O23, L83, Z33*

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## **TOURIST BEHAVIOR IN THE DECISION-MAKING PROCESS: THE ROLE OF SOCIO-DEMOGRAPHIC CHARACTERISTICS**

*Srđan Šapić<sup>1</sup>; Jovana Filipović<sup>2</sup>; Jovana Lazarević<sup>3</sup>*

### **Abstract**

*Understanding consumer behavior in the tourism sector is crucial for the success of tourism organizations and the development of effective marketing strategies. Examining how consumers make decisions regarding tourism products enables better understanding of their needs and preferences. The research aims to analyze consumer behavior during the decision-making process in tourism, specifically analyzing behavior across different socio-demographic segments. The empirical analysis was conducted on a sample of 237 respondents using primary data processed in the statistical software SPSS. The results indicate that consumer behavior related to researching and purchasing travel arrangements, visiting tourist destinations, and loyalty toward travel agencies differs across socio-demographic segments. These findings suggest that it is highly important for organizations in the tourism sector to recognize the specific behavioral patterns of different consumer segments and to adjust their marketing and business strategies accordingly.*

**Key Words:** *consumer behavior, tourism, decision-making, socio-demographic segments*

**JEL classification:** *M31*

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## ECO-TRANSFORMATION OF BALKAN MUSIC FESTIVALS

*Marija Kostić<sup>1</sup>; Sonja Veljović<sup>2</sup>; Tamara Gajić<sup>3</sup>*

### Abstract

*Environmental challenges linked to tourism and mass events have heightened the importance of sustainable festival management worldwide. Tourism accounts for approximately 8% of global CO<sub>2</sub> emissions, underscoring the urgent need for environmentally responsible practices within the event industry. Music festivals provide significant economic and socio-cultural benefits but also exert considerable environmental pressures through waste generation, energy consumption, transport emissions, and excessive resource use. This paper examines the eco-transformation of music festivals in the Western Balkans, focusing on Serbia and major regional festivals such as Exit, Lovefest, and Guča. Drawing on a review of scientific literature and analysis of current festival practices, the study identifies key environmental challenges and opportunities for sustainable transformation. The findings show that, although sustainability is increasingly prominent in festival discourse, the adoption of green practices remains limited and insufficiently institutionalised. The paper emphasises the importance of waste management, stakeholder cooperation, institutional support, and environmental awareness in advancing sustainable festival development in the Balkan region.*

**Key Words:** *sustainability, green festivals, eco-transformation, music festivals, Western Balkans*

**JEL classification:** *Q56, Z32, L83, O44*

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## ENVIRONMENTAL COSTS, INITIATIVES, AND PERFORMANCE OF HOTEL ENTERPRISES IN SERBIA

*Marko Milašinović<sup>1</sup>; Aleksandra Mitrović<sup>2</sup>; Marija Magdincheva Shopova<sup>3</sup>*

### Abstract

*The aim of this paper is to review of environmental cost tracking, environmental initiatives, and the environmental and financial performance of hotel enterprises. The research is based on a survey questionnaire covering various categories of environmental costs, the level of implementation of environmental initiatives, managerial incentives, as well as perceptions of environmental and financial performance. The empirical study was conducted on a sample of 50 employees in hotel enterprises in Serbia. The results indicate that systematic monitoring of environmental costs and the implementation of environmental initiatives have a positive impact on improving environmental performance as well as the financial performance of hotel enterprises.*

*Key Words: environmental initiatives, environmental costs, performance, hotel enterprises.*

*JEL classification: M41, M49*

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## TRANSFORMATIONS IN THE CONCEPT OF SPA TOURISM IN EUROPE

*Snežana Milićević<sup>1</sup>; Nataša Đorđević<sup>2</sup>; Ivanka Nestoroska<sup>3</sup>*

### Abstract

*Spa tourism is one of the oldest forms of tourism, with a long history of using mineral waters for healing since ancient times. Originally, spa resorts developed as places where people came to bathe and drink mineral water to improve their health. Over the years, however, spa tourism has expanded beyond medical treatment to include a wide range of wellness services, relaxation opportunities, and lifestyle programs. This paper explores the evolution of spa tourism in Europe, highlighting how traditional practices have been integrated with modern tourism offerings. The study focuses on Karlovy Vary in the Czech Republic and Montecatini Terme in Italy, two destinations that successfully combine historic spa traditions with contemporary wellness and leisure services. The findings aim to provide insights for policymakers, spa managers, and researchers interested in enhancing the appeal and competitiveness of spa tourism today.*

Key Words: *spa tourism, spa destinations, Europe*

JEL classification: *Z32, L83*

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## **THE ROLE OF ECOLOGICAL PRACTICES IN SHAPING PARTICIPANTS' PERCEPTIONS AT SCIENTIFIC EVENTS AND THEIR IMPLICATIONS FOR CONGRESS TOURISM**

*Milena Podovac<sup>1</sup>; Vedran Milojica<sup>2</sup>*

### **Abstract**

*Congress industry puts environmental pressure on destinations, indicating the need to implement green solutions that will ensure development of sustainable event offer, which will contribute to the sustainability of a destination. The purpose of the paper is to analyze the prevalence of the application of green practices in organizing scientific conferences and congresses. Empirical research was conducted to examine the attitudes and perceptions of participants regarding the level of representation of environmental practices at scientific conferences in which they participated, and the influence of their socio-demographic characteristics on differences in their attitudes. The empirical results contribute to a better understanding of the attitudes of scientific conference participants and their perceptions regarding the readiness of event organizers to transform current approach to organizing conferences to use resources responsibly and encourage responsible behaviour of the participants.*

**Key Words:** *environmental practices, congresses, conferences, sustainability, congress tourism*

**JEL classification:** *G14, L83*

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## GREEN TRANSFORMATIONAL LEADERSHIP IN THE FUNCTION OF TOURISM DEVELOPMENT

*Jasmina Ognjanović<sup>1</sup>; Nemanja Pantić<sup>2</sup>; Milena Damnjanović<sup>3</sup>*

### Abstract

*Environmental protection is an inseparable part of tourism development. The modern business environment is increasingly forcing tourism industry stakeholders to implement green practices and protect the environment. Considering the advantages and disadvantages of working conditions in tourism, it is not easy to ensure the implementation of these practices among employees. In this process, the leader plays a key role, with green transformational leadership highlighted in the literature as a suitable solution for the successful implementation of green practices. The paper aims to point out the importance, goals, and benefits of implementing green transformational leadership as a modified leadership style that should contribute to greater employee motivation in implementing green practices in tourism. The paper uses the methods of induction and deduction. In conclusion, green transformational leadership is a suitable mechanism for motivating employees to implement green practices at work and create a green, creative environment.*

**Key Words:** *green transformational leadership, green practices, tourism, green innovations*

**JEL classification:** *Z32, Q56*

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## **SUSTAINABLE TRANSFORMATION OF CULTURAL AND GASTRONOMIC TOURISM THROUGH AHP ANALYSIS OF FOOD WASTE**

*Predrag Todorov<sup>1</sup>; Marko Cilić<sup>2</sup>*

### **Abstract**

*The problem of food waste in tourism represents a significant challenge for achieving the principles of sustainable development, particularly in the segments of cultural and gastronomic tourism. The aim of this paper is to identify and rank key factors contributing to the sustainable transformation of the tourism offer in Serbia. The application of the Analytic Hierarchy Process (AHP) method enables the quantification and determination of the relative importance of factors influencing food waste reduction, including technological innovations, management of food preparation processes, employee education, and efficient use of resources. The main contribution lies in integrating a theoretical model with contemporary approaches to resource management in tourism and hospitality. The results highlight the importance of analytical methods in decision-making, enhancing the sustainability of tourist destinations, and strengthening competitiveness. Furthermore, the findings provide practical guidance for tourism managers and planners to optimize resources and reduce operational losses.*

**Key Words:** *Sustainable transformation, cultural tourism, gastronomic tourism, food waste, AHP method, Serbia*

**JEL classification:** *Z32, Q01, C44*

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## **TRANSFORMATION PROCESS OF SPAS AND LOCAL ECONOMIC DEVELOPMENT IN THE REPUBLIC OF SERBIA**

*Tanja Stanišić<sup>1</sup>; Sonja Lazarević<sup>2</sup>*

### **Abstract**

*Transformation process of traditional spas into integrated tourist destinations represents a major structural transformation in the contemporary tourism development. Most of the spas in the Republic of Serbia have gone through this process. The aim of the paper is systematisation of transformed spa and climatic resorts and examination of the connection between the process of their transformation and local economic development. Comparative and correlation analysis are applied in the paper. The research results show that the transformation process of spa and climatic resorts is not related to the current development level of the local self-government units which they belong to. Given that tourism can undoubtedly be considered as a driver of economic development, the creators of regional and local development policies in the Republic of Serbia should take advantage of the completed transformation processes of a significant number of spa and climatic resorts. It should be put to the function of balanced development and the reduction of local and regional development disparities.*

**Key Words:** *spa, tourism, transformation, development*

**JEL classification:** *Z30, Z32*

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## EVALUATING THE SUSTAINABLE DEVELOPMENT POTENTIAL OF FOREST HEALTH TOURISM: A CASE STUDY OF CHONGQING

*Junjun Bao<sup>1</sup>; Zhijun Liu<sup>2</sup>*

### **Abstract**

*Amid population aging and rising health awareness, forest health tourism has driven the rapid development of forest health bases in China. While existing studies have assessed the suitability of forest health bases from the perspectives of the health market, health environment, and forest resources, the indicator systems remain insufficiently refined and largely neglect inter-dimensional coordination, thereby constraining their capacity to adequately reflect sustainable development potential(SDP). This study: (1) refines traditional suitability indicators and, based on the principle that development suitability and inter-dimensional coordination are equally important, constructs a SDP evaluation framework; (2) conducts an empirical investigation on 16 municipal-level and above bases in Chongqing and identifies several high-potential cases; and (3) employs grey relational analysis to show that High-SDP tiers are dominated by HE quality, Medium-SDP by HE-FR synergy, and Low-SDP by HM-HE interaction. The study provides both theoretical support and a practical tool for forest health base sustainable development.*

**Key Words:** *Forest Health Bases, Development Suitability, Multidimensional Coordination, Sustainable development potential*

**JEL classification:** *Z32*

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## **SMART TOURISM AND DIGITAL INNOVATIONS**

## FROM METADATA TO POLICY: USING PHOTO-SHARING PLATFORMS TO UNDERSTAND TOURISM DYNAMICS

Cvetko Andreeski<sup>1</sup>; Iva Nikoloska<sup>2</sup>

### Abstract

*Social networking platforms and websites designed for photo sharing provide access to images of various locations. Several of these services additionally include geo-tagged metadata, indicating the precise geographical coordinates where the photographs were taken. When aggregated in substantial quantities, such data can serve as a proxy for identifying visitor interests, revealing which sites attract tourist attention and how these locations are perceived by other users. Consequently, the analysis of metadata derived from photographs posted on diverse online platforms enables the examination of tourist preferences, their movement patterns within a destination, and the evaluations expressed by other users regarding the shared images.*

*This study undertakes an analysis of a statistically significant dataset of photographs uploaded by contributors to Google Local Guides, a component of the Google Maps platform. The city of Ohrid, is employed as the case study. The findings of this research are expected to provide valuable insights both for prospective visitors and for policymakers.*

Key Words: *Metadata, geo-tags, tourism, photos*

JEL classification: *Z32, L83, C55*

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## **DRONE TECHNOLOGY IN TOURISM PROMOTION: A FRAMEWORK FOR SUSTAINABLE DEVELOPMENT**

*Adem Asani<sup>1</sup>; Biljana Petrevska<sup>2</sup>; Aleksandra Terzić<sup>3</sup>*

### **Abstract**

*The rapid integration of innovative digital technologies is transforming tourism promotion, creating new opportunities for destination presentation. This paper examines the application of drones (unmanned aerial vehicles) in presenting tourist attractions through high-quality aerial imagery. It proposes a conceptual theoretical model linking drone-generated content (aerial photography and videography) with destination promotion to support sustainable development. The research argues that, by improving how destinations are perceived, drone imagery increases their attractiveness and competitiveness in the tourism market. In addition to contributing to the state of the art, this conceptual paper also provides practical implications. It offers valuable insights for tourism organizations and destination managers seeking to integrate digital innovations into promotional campaigns.*

**Key Words:** *drone technology, tourism promotion, visual tourism, destination presentation, sustainable development*

**JEL classification:** *L83, O33, Q01*

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## AI AND TRANSFORMATION OF SPA MANAGEMENT: KEY ETHICAL CONSIDERATIONS

*Marko Selaković<sup>1</sup>*

### **Abstract**

*This paper reviews available scientific literature on how artificial intelligence (AI) is transforming spa management and highlights core ethical considerations for responsible adoption. AI enables personalized wellness recommendations, demand forecasting, dynamic pricing, energy optimization, predictive maintenance, and automation of scheduling and customer service, potentially improving service quality and operational efficiency. These benefits raise ethical AI issues including fairness in personalization and pricing, explainability of recommendations, bias in customer profiling, and accountability for harm when automated decisions affect access to services. Data privacy is critical because spa settings involve sensitive health, biometric, and behavioral data; key requirements include data minimization, purpose limitation, secure storage, informed consent, and careful governance of third-party vendors and cross-border data flows. Integration challenges include interoperability with legacy booking and facility systems, cybersecurity risks, staff training, and managing model drift over time. Findings of the review are consolidated into the SPA-ETHICS Governance Framework, which operationalizes eight ethical pillars (transparency, accuracy, data privacy, accountability, non-deception, fairness, human oversight, and responsibility) across the spa AI lifecycle by linking use cases to controls, decision rights, escalation pathways, and audit mechanisms. The review highlights the need for human oversight and continuous monitoring to preserve integrity, trust, and safety in AI-enabled spa operations.*

**Key Words:** *artificial intelligence, spa management, AI governance, ethical AI, data privacy, fairness, transparency, human oversight*

**JEL Classification:** *O33, L83*

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## **CAN LEISURE ACTIVITIES BE TRANSFORMATIVE? THE ROLE OF CSR PRACTICES IN SPA TOURISM DESTINATIONS**

*Suzana Lazović<sup>1</sup>; Vesna Milovanović<sup>2</sup>; Marijana Seočanac<sup>3</sup>*

### **Abstract**

*Tourism, as one of the fastest-growing global industries, places increasing pressure on natural resources and local communities, highlighting the need for sustainable and socially responsible practices. Spa destinations, which depend on natural healing resources, environmental quality, and preserved local contexts, are particularly relevant settings for integrating sustainability into tourist experiences. When supported by CSR practices, spa tourism may not only contribute to reducing negative environmental and social impacts, but also encourage positive shifts in tourists' attitudes, awareness, and behavior. This paper adopts a literature review approach to explore how CSR practices integrated into spa leisure activities may foster tourists' transformation by enhancing sustainability awareness and encouraging responsible post-trip behavior. The paper conceptualizes spa destinations as settings for sustainability-oriented transformation and identifies mechanisms through which leisure activities can extend their influence beyond health and relaxation services.*

**Key Words:** *spa tourism destinations, corporate social responsibility, leisure activities, transformative tourist experience, sustainability awareness, responsible tourist behavior*

**JEL classification:** *L83; Q01*

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## HOW DO I LOOK: AI STYLIST

*Danko Milašinović<sup>1</sup>*

### Abstract

*Modern tourism is increasingly driven by digital solutions that enhance travel quality through hyper-personalization. This paper presents "How Do I Look: AI Stylist", an innovative information system implemented as a mobile application providing real-time style and appearance advice. By leveraging a sophisticated AI model ecosystem, including Large Language Models (LLMs) and advanced computer vision (CV), the system offers tailored feedback on style coordination, situational formality, and cultural appropriateness. The research focuses on the functional architecture, highlighting the seamless integration of AI-driven styling services with user-centric interfaces. Furthermore, the paper explores key use-cases within the tourism sector, such as assisting travelers in efficient and sustainable wardrobe planning for diverse climates and social contexts. By acting as a digital personal assistant, the application contributes to the "integrated destination" concept, ensuring visitors feel confident and culturally aligned with their surroundings, ultimately transforming the overall visitor experience.*

*Key Words: Artificial Intelligence, Style Consultation, Information Systems, Large Language Models, Digital Transformation, Personalized Tourism.*

*JEL classification: L83, O33, M15*

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## **THE ABC MODEL: FROM COST MANAGEMENT TO SUSTAINABLE STRATEGY FOR A TRAVEL AGENCY**

*Kristina Spasić<sup>1</sup>; Milena Marjanović<sup>2</sup>; Jovan Kitanović<sup>3</sup>*

### **Abstract**

*Understanding global tourism trends and integrating them into business strategies represents a key challenge for travel agencies, directly impacting their competitiveness. The contemporary tourism market demands precise resource management, yet traditional costing systems often fail to reflect process complexity, leading to price distortions and inefficient resource allocation. The aim of this paper is to examine the application of the ABC model as a tool that enables the transition from cost management to a sustainable strategy for a travel agency. Through a cost structure simulation using three destinations (Greece, Italy, and Spain), the paper analyzes the use of cost drivers for their accurate allocation. Results demonstrate that the ABC model reveals "hidden" costs, eliminates cross-subsidization, creating a reliable foundation for strategic decision-making. The findings indicate that implementing the ABC model contributes to cost transparency, more efficient resource management, and long-term profitability, supporting the sustainable business transformation of travel agencies.*

*Key Words: Strategic Management Accounting, Activity-Based Costing (ABC model), Travel Agencies, Strategic Decision-Making, Competitiveness, Sustainable Business*

*JEL classification: M41, L83, Q56*

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## **DIGITAL PAYMENTS AND DISTRIBUTION OF VOUCHERS IN THE DEVELOPMENT OF NATIONAL TOURISM, ADVANTAGES AND RECOMMENDATIONS**

*Bojan Kocić<sup>1</sup>; Marija Marčetić<sup>2</sup>; Jovana Anđelković<sup>3</sup>*

### **Abstract**

*In principle, users of services have a hard time changing their habits, but by accepting new technologies, digital business, cashless and online payments, they quickly see the advantages and benefits. For tourists and guests, this means, among other things, saving time and money, easier organization of travel, booking or buying tickets, and for service providers easier business control, safer and more efficient management of tourist destinations and services, and increased profits. One of the illustrations of the potential of online payments in tourism is the data from the banking sector that there are currently around 10.5 million cards issued in Serbia, and that there are only around 3.5 million users of mobile or electronic banking who practice cashless and online payment. key component for the development of domestic tourism, in the previous period, was enabled by the state by distributing and distributing free vouchers for the most vulnerable categories of society, where the paper itself will present a proposal for a better and fairer distribution of vouchers.*

**Key Words:** *Digital payments; Tourism vouchers*

**JEL classification:** *L83, G21*

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## **HERITAGE 4.0: DIGITAL CONSERVATION, SUSTAINABLE TOURISM AND PROACTIVE CULTURAL SITE MANAGEMENT**

*Milica Marinković<sup>1</sup>*

### **Abstract**

*This paper aims to develop the "Heritage 4.0" conceptual model, which integrates digital analytics, sensor networks, and human-in-the-loop principles for the proactive management of cultural sites. The research is motivated by the limitations of traditional, reactive conservation methods that intervene only after visible degradation occurs. The study employs systemic modeling, technology analysis, and predictive analytics, utilizing Heritage Remaining Useful Life (HRUL) as a predictive degradation assessment framework. The proposed model enables continuous condition monitoring, simulation-based risk assessment, and preventive intervention planning, while ensuring that final decisions remain within the jurisdiction of experts. Consequently, it provides a methodological framework for enhancing sustainable conservation and strategic visitor management. Furthermore, the model facilitates digital heritage valorization and integration with sustainable tourism, establishing a foundation for future empirical research and practical application in cultural site management.*

**Key Words:** *Heritage 4.0, digital conservation, predictive analytics, sustainable tourism, human-in-the-loop*

**JEL classification:** *Z30, Q01, O33*

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## **DIGITAL TECHNOLOGIES AS DRIVERS OF INCLUSIVE AND SUSTAINABLE TOURISM DEVELOPMENT**

*Đurđina Novaković<sup>1</sup>*

### **Abstract**

*Contemporary challenges of sustainable development and digital transformation require new approaches to developing inclusive tourism. As digital technologies significantly shape the accessibility, participation, and quality of the tourism experience of people with disabilities, this paper examines the role of information and communication technologies in overcoming existing barriers, as well as their potential to contribute to the economic, social, and environmental sustainability of destinations. Through a theoretical framework and relevant examples, the paper analyzes how the application of ICT contributes to the sustainable transformation of inclusive tourism. It identifies the key dimensions of this process and explores the challenges and prospects of their further application in contemporary tourism development. This approach contributes to a better understanding of the role of digital technologies in creating more inclusive and sustainable tourism systems.*

**Key Words:** *inclusion, ICT, digitalization, sustainability, tourism, transformation*

**JEL classification:** *L83, O33, Q56*

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## DIGITAL NOMAD DESTINATIONS - PILOT ASSESSMENT AND VALIDATION ROADMAP

*Aleksandra Bradić-Martinović<sup>1</sup>; Marija Lazarević-Moravčević<sup>2</sup>*

### Abstract

*Digital nomadism is opening new opportunities for destinations beyond major urban centres, yet practical tools for assessing local readiness remain limited. The paper develops a literature-derived multicriteria instrument for evaluating destination readiness for digital nomads at the local level. The framework operationalises 13 factors into five dimensions and applies a transparent 7-point Likert scale with equal weighting in the pilot stage. Its feasibility is illustrated through a pilot self-assessment in four Serbian destinations representing contrasting destination types: Užice, Tršić, Sokobanja, and Divčibare. Rather than presenting a fully validated measurement model, the instrument is designed as a diagnostic and profiling tool that translates fragmented literature into a comparable destination profile and summary readiness score. The study contributes a structured methodological basis for destination-level assessment and identifies directions for further validation, weighting refinement, and robustness testing.*

**Key Words:** *Digital nomads, destination readiness, multicriteria assessment, pilot self-assessment, tourism development, validation roadmap*

JEL classification: *Z32, R11, O18, O33, L83*

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## IMPACT OF GENERATIVE ARTIFICIAL INTELLIGENCE ON THE PROFESSIONAL ACTIVITIES OF LOCAL TOUR GUIDES

*Branimir Dukić<sup>1</sup>; Adela Has<sup>2</sup>; Saša Mitrović<sup>3</sup>*

### Abstract

*Generative Artificial Intelligence (GenAI) entered widespread use several years ago. Considering its potential on one hand, and the nature of tour guiding on the other, generative AI can provide significant assistance to tour guides, particularly in the preparation phase of guided tours. The objective of this research was to determine, through a survey of a sample of guides from the Osijek-Baranja and Vukovar-Srijem counties, whether local tour guides in these regions are familiar with generative AI technologies and whether they utilize them in preparing their tours. The study was conducted via a survey of local tour guides in the aforementioned counties. The collected data were processed using methods of descriptive and inferential statistics. The research results indicate a relatively poor level of knowledge and a low rate of AI utilization among the surveyed guides for tour preparation purposes. This study was conducted as part of broader research aimed, among other things, at defining a lifelong learning model for local tour guides to enhance the quality of the tourism offering in the specified counties.*

**Key Words:** *Generative Artificial Intelligence, Tourism, Local Tour Guide, Statistics*

**JEL classification:** *C12, O33, Z32*

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## ONLINE REPUTATION AND REGULATORY CHALLENGES IN THE PROMOTION OF SUSTAINABLE TOURISM DESTINATIONS

*Olta Stasa*<sup>1</sup>

### **Abstract**

*The transformation of spa destinations from traditional social health resorts into integrated and sustainable tourism hubs is increasingly driven by digital promotion and platform-based visibility. Online portals, social media influencers and booking platforms shape consumer perception and directly affect market access. However, the legal framework governing digital commercial communication remains fragmented. This paper examines the transparency and accountability challenges arising from the online promotion of sustainable tourism, focusing on the interaction between the Digital Services Act, the Unfair Commercial Practices Directive and audiovisual media rules. It argues that while EU law provides general standards on transparency and platform responsibility, significant regulatory gaps persist in the context of influencer marketing, online reviews and sustainability claims. The paper explores whether the current framework is adequate to ensure fair competition, consumer protection and genuine sustainable transformation in the emerging spa economy.*

**Key Words:** *Online reputation; Sustainable tourism*

**JEL classification:** *L83, K23*

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## THE UNIVERSITY STUDENT AND MARKETING: A VISION OF RELATIONSHIPS WITH THE TOURISM SECTOR

*Rodolfo Pérez Lavandera<sup>1</sup>; Gressler Vladimir Ramos-Giral<sup>2</sup>; Yanlis Rodríguez Veiguela<sup>3</sup>*

### Abstract

*The universities have recognized the importance of promotion in the education and tourism sectors. For instance, universities have transformed their vision from student recruitment to a holistic marketing approach. This has caused the issue of marketing on student confidence and student sentiment, has gained more expectations in recent years by universities and the tourism sector. The study aims to systematize the theoretical and practical references that link confidence and student sentiment to marketing approaches in higher institutions. The findings identified a small number of studies, which differ from the interest in other sectors and businesses. Concerning student confidence and student sentiment, the paper highlights the employment opportunities, internship, personal branding, storytelling and collaborative project-based learning. Furthermore, these aspects are fairly linked with obtaining employment opportunities and enhancing vocational capabilities.*

*Key Words: Marketing, Student Confidence, Student Sentiment, Higher Education, Tourism Sector.*

*JEL classification: M31, I23*

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## **THE ROLE OF ARTIFICIAL INTELLIGENCE IN ENHANCING E-BUSINESS IN THE HOSPITALITY INDUSTRY**

*Vladimir Kraguljac*<sup>1</sup>

### **Abstract**

*This paper analyses the role of artificial intelligence in enhancing e-business in the hospitality industry, with emphasis on marketing, reservation systems, and revenue management. The study examines key applications of AI, including the personalisation of customer experience, conversational systems, dynamic pricing, and predictive analytics. The findings indicate that the implementation of artificial intelligence results in more efficient online communication, higher booking conversion rates, improved performance indicators such as RevPAR and ADR, and greater customer satisfaction. At the same time, the paper identifies important limitations to its implementation, primarily concerning investment costs, data protection, and the development of the necessary organisational and human resource capacities. It is concluded that artificial intelligence is a significant driver of digital transformation and competitiveness in contemporary hotel business.*

**Key Words:** *artificial intelligence, e-business, tourism, hotel industry, personalization, digital transformation*

**JEL classification:** *O33*

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## **MATRIX ANALYSIS IN CONTEMPORARY ECONOMICS AND TOURISM: MODELS, CHALLENGES, AND PRACTICAL SOLUTIONS**

*Nevena M. Vasović<sup>1</sup>*

### **Abstract**

*This paper investigates the application of matrix analysis and linear algebra as fundamental tools for solving complex economic problems, with a specific focus on the tourism sector. Central to this study is the process of mathematical modeling, where real-world economic scenarios—such as supply chain interdependencies (Input-Output models) and market share dynamics (Markov chains) - are translated into structured matrix systems. A significant portion of the research is dedicated to the pedagogical and practical challenges faced by students and educators in this field. The transition from abstract algebraic operations, such as matrix inversion and determinants, to their functional interpretation in tourism management (e.g., Revenue Management and cost optimization) represents a major cognitive hurdle. By analyzing these "modeling gaps," the paper suggests that the integration of computational tools and case-study methods is essential for bridging the divide between theory and practice. The findings conclude that mastering matrix-based modeling is not merely a technical requirement but a strategic necessity for future professionals navigating the data-driven landscape of modern tourism.*

*Key Words: Matrix Analysis, Linear Algebra, Economic Modeling  
Tourism Economics, Input-Output Model, Markov Chains, Optimization*

*JEL classification: C02, C61, C63, L83*

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## **ANALYSIS OF DIGITAL TRANSFORMATION IN EU TOURISM: A COMPARATIVE STUDY**

*Jovana Davidović<sup>1</sup>*

### **Abstract**

*This paper examines the level and dynamics of digital transformation in tourism across European Union countries. The aim of the study is to assess changes between 2019 and 2023 and highlight key differences among countries. The analysis is based on secondary data from the Tourism Dashboard, including indicators of e-commerce sales of tourism enterprises, the share of tourism enterprises using social media platforms, and internet speed at tourism destinations. The study applies a combination of descriptive, comparative, and correlation analysis, along with ranking and cluster classification. The results show clear differences in both the level and pace of digital transformation, identifying groups of leaders, stable, fast-growing, and lagging countries, and indicate no significant relationship between changes in internet speed and digital business activities in tourism.*

**Key Words:** *digital transformation, tourism, European Union, comparative analysis, ranking, clustering*

**JEL classification:** *E60, O11, O30, Z32*

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## FROM CLASSROOMS TO DESTINATIONS: RETHINKING ENERGY USE IN TOURISM THROUGH EDUCATION

Stefan Laurentiu Prahoveanu<sup>1</sup>; Madalina Laura Ionescu<sup>2</sup>; Jean Vasile Andrei<sup>3</sup>

### Abstract

*This study investigates the education–tourism–energy nexus in a European context over the period 2016–2024, aiming to assess how tourism dynamics, human capital, and energy efficiency interact within a sustainability framework. Using harmonized Eurostat data, the analysis adopts a comparative and descriptive approach to identify temporal trends. The results reveal that tourism is a cyclically sensitive sector, characterized by pre-pandemic stability, a sharp contraction during 2020–2021, and an asymmetric post-pandemic recovery. International tourism demand exhibits high elasticity and non-linear rebound effects, reflecting strong responsiveness to external shocks. In contrast, energy efficiency shows lower volatility, with temporary deterioration during the pandemic followed by gradual improvement, although convergence across countries remains incomplete.*

Key Words: *education, energy, tourism, development, paradigm*

JEL classification: *L83; I25; O44*

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## **SUSTAINABLE TOURISM INDICATORS AS DRIVERS OF TRANSFORMATION: CASE STUDIES OF THE SELECTED EU COUNTRIES**

*Jelena Dimovski<sup>1</sup>; Žarko Rađenović<sup>2</sup>; Valdas Dambraiva<sup>3</sup>*

### **Abstract**

*The transformation of tourism into a more sustainable sector aligned with both economic and environmental goals has become a priority worldwide. This transition requires a stable measurement framework capable of identifying economic, environmental and social aspects of tourist activities and actors. The paper examines sustainable tourism indicators as drivers of sustainable transformation, structured into three pillars of sustainability, and their relationship to the Sustainable Development Goals (SDG). The measurement of sustainable tourism is presented through the case studies of the selected EU countries: Italy, Austria, Spain, and Sweden. Aiming to assess the extent to which sustainability is incorporated in the national tourism systems of the selected countries, the case studies address micro-destinations, tourism and travel influence on transport emissions, the environmental pressures from tourists' consumption, and compare these data with traditional tourism indicators reflected in international tourist arrivals, receipts, expenditure, and tourism GDP. The findings reveal that while all the analyzed countries demonstrate progress towards sustainable tourism, significant disparities exist between tourist growth and environmental protection.*

**Key Words:** *sustainable tourism, indicators, EU countries, transformation, sustainability.*

**JEL classification:** *O44, Q5, Z32*

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## **FROM TRADITIONAL TO SMART: AN ANALYSIS OF COMPANIES IN DIFFERENT STAGES OF INTELLIGENT LOGISTICS ADOPTION**

*Milena Boshkoska Klisaroski<sup>1</sup>; Neda Petroska Angelovska<sup>2</sup>; Mila Despostoska<sup>3</sup>*

### **Abstract**

*New digital technology has significantly changed logistics on a global level, and has created intelligent logistics that help business become more productive, more innovative and more competitive. In the case of developing countries like North Macedonia, intelligent logistics are still being adopted, and this adoption is affected by many opportunities and challenges. This paper provides a comprehensive analysis of the level of the perceptions and implementation levels of digital logistics by companies and how companies benefit from them as an alternative to manual processes; as well as describes the financial and organizational challenges companies are facing. The research aims to assess the extent to which companies have adopted such solutions, the benefits they perceive, and the barriers they encounter during implementation. In this context the results are analyzed using the SPSS softer package. The paper findings present that intelligent logistics play a vital role in improving efficiency, reducing costs, and supporting sustainable business practices, although the initial costs are high.*

**Key Words:** *digital technology, intelligent logistics, digitalization, companies, North Macedonia*

**JEL classification:** *C10, R4, L86*

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## ARTIFICIAL INTELLIGENCE IN TOURISM TRANSFORMATION: A SUSTAINABLE DEVELOPMENT FRAMEWORK

*Ivana Filipović<sup>1</sup>; Sonja Jovanović<sup>2</sup>; Žarko Popović<sup>3</sup>*

### Abstract

*Technology and tourism are engaged in a reciprocal and dynamic relationship in which technological innovation not only transforms but also structurally shapes the sector. The rapid development of digital technologies, particularly Artificial intelligence (AI), has initiated a new phase in tourism characterized by smart systems and data-driven decision-making. AI enhances operational efficiency, automates repetitive tasks, optimizes resource allocation, and improves demand forecasting, reservation management, and customer communication. Its integration contributes to service personalization, increased competitiveness, and long-term sectoral development. This paper examines the global effects of AI on tourism, with a focus on its economic and developmental implications arising from the implementation of advanced technological innovations. The findings indicate that artificial intelligence significantly contributes to operational efficiency, service personalization, and sustainable tourism management, while simultaneously generating organizational and ethical challenges. Based on the literature analysis, the paper proposes a conceptual framework explaining the multidimensional role of AI in sustainable tourism transformation.*

**Key Words:** *artificial intelligence, tourism, hospitality, economic effects, developmental effects, sustainable development*

**JEL classification:** *Z32, O13, Q01*

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## DEVELOPING SUSTAINABLE TOURISM COMPETENCIES THROUGH ESP INSTRUCTION

*Dragana Pešić<sup>1</sup>; Aleksandra Radovanović<sup>2</sup>; Ivana Marinković<sup>3</sup>*

### Abstract

*Although sustainable tourism research increasingly highlights competence development and educational transformation, the role of language education in fostering sustainability competences remains underexplored. To address the aforementioned gap, this paper looks into the possible contributions of English for Specific Purposes (ESP) instruction in developing sustainable tourism competences within tertiary-level students. Drawing on competence-based education and United Nations Education for Sustainable Development (ESD), the study suggests a conceptual framework linking ESP pedagogy with sustainability-oriented learning outcomes. It argues that ESP courses for tourism and hospitality students can extend beyond language acquisition by promoting intercultural awareness, critical thinking, ethical communication, and responsible professional practices. The integration of sustainability-focused communicative tasks and curriculum design strategies enables ESP instruction to prepare graduates to actively support sustainable tourism transformation and improve employability.*

**Key Words:** *English for Specific Purposes, Sustainability competencies, Employability, Communicative tasks, Learning outcomes, Task-based activities*

**JEL classification:** *I23, J24, Z13*

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**MANAGEMENT OF SUSTAINABLE DESTINATIONS  
AND CULTURAL HERITAGE**

## POTENTIALS OF CULTURAL ROUTES IN VRNJAČKA BANJA: UNREVEALING MODERNIST HERITAGE FOR SUSTAINABLE TRANSFORMATION

*Milena Jokanović<sup>1</sup>*

### **Abstract**

*In the European context, particularly after the adoption of the Faro Convention ratified by Serbia, the past two decades have seen growing interest in the heritage of the recent past valuable to the community. Citizens' engagement increasingly shapes the interpretation of heritage, making tourism more authentic and experiential. Vrnjačka Banja, the leading spa and cultural tourism centre in Serbia, acquired its recognizable modernist identity in the 1960s and 1970s. The Sculpture Park with biveas designed by Mitrović, the Promenade, and the Castle of Culture initiated by Protić still form its cultural core. However, lacking protection as an integrated landscape, the area has gradually lost authenticity, while key architectural and artistic works have been damaged or removed. Although local community initiatives seek to promote and reinterpret this heritage through exhibitions, public talks, and digital platforms, these remain largely invisible. This research explores the potential of Banja's modernist heritage through cultural routes, guided programs and mixed reality experiences.*

**Key Words:** *Vrnjačka Banja modernist heritage, interpretation, Miodrag Protić, Mihajlo Mitrović, heritage landscape*

**JEL classification:** *L83, Z11*

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## **AUTHENTICITY VERSUS COMMERCIALIZATION. CHALLENGES OF PRESERVING CULTURAL PROPERTIES IN TOURISM LOADED DESTINATIONS**

*Marija Lakićević<sup>1</sup>; Milica Bošković Žarevac<sup>2</sup>; Vladan Petrović<sup>3</sup>*

### **Abstract**

*The aim of this study is to examine the relationship between the preservation of cultural heritage authenticity and the commercialization of the tourist experience in tourism-loaded destinations, with a particular focus on Vrnjačka Banja, the most visited spa in Serbia. The objective of the research is to identify the key challenges faced by local communities and institutions in balancing the economic benefits of tourism with the protection of cultural identity. The methodology employed in this study integrates qualitative and quantitative approaches, encompassing the analysis of tourist flows, visitation statistics, and the documentation of local cultural programs. The findings indicate a mounting trend of commercialization in the tourism sector, a development that, while fostering economic growth, concomitantly poses a threat to the cultural authenticity of local communities. The study's findings suggest the implementation of integrated tourism strategies grounded in sustainable management and the active involvement of the local community.*

**Key Words:** *authenticity, commercialization, cultural heritage, sustainable tourism, Vrnjačka Banja.*

**JEL classification:** Z32

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## **ECONOMIC ANALYSIS OF THE GLOBAL WELLNESS MARKET WITHIN THE HOTEL INDUSTRY**

*Branislav Dudić<sup>1</sup>; Alexandra Mittelman<sup>2</sup>; Mladen Subotic<sup>3</sup>*

### **Abstract**

*Today, wellness can be seen as a successful and commercially attractive product in the tourism market. The increasing interest of individuals in health, overall well-being and innovative forms of body and mind care is leading to the dynamic development of wellness services. Wellness has strong development potential and is therefore expected to continue growing until 2030. Economically successful wellness service businesses rely on meticulous attention to every detail of the service provided. We can conclude that wellness is highly popular and takes different forms in each country, shaping the unique character of individual wellness destinations. The success and growth of wellness are also linked to demand and to how much people are willing to spend on wellness services.*

**Key Words:** *economic, current trends, wellness, tourism.*

**JEL classification:** *F630, Z320, Z380*

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## **RESIDENTS' PERCEPTION OF THE FESTIVAL TOURISM DEVELOPMENT IN THE JABLANICA DISTRICT**

*Predrag Stamenković<sup>1</sup>; Dragana Ilić<sup>2</sup>; Ljubica Ilić<sup>3</sup>*

### **Abstract**

*The impact assessment of tourism development on local community attitudes is very important because of the direct link between residents' support and sustainable tourism development, as well as due to the fact that the community is the basis of authenticity, sustainability and long-term success. It is difficult to achieve a balance between economic benefits and preservation of the environment without considering the residents' attitudes and their active involvement in the festival tourism development. The aim of this paper is an examination of residents' attitudes towards the positive and negative effects of the festival tourism development in the Jablanica District based on the socio-demographic characteristics of the respondents. The residents' attitudes were analyzed based on the conducted research. Authors' conclusions indicate the need to create a system that will enable resident participation in tourism, while respecting the principles of sustainability, in order to improve the competitiveness of the Jablanica District as a tourist destination.*

**Key Words:** *festivals, tourism, residents, Jablanica District*

**JEL classification:** *Z32, R11*

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## **BEYOND THE FLIGHT: DOES SERVICE EXCELLENCE PRECEDE SUSTAINABLE AIRLINE BRAND TRUST?**

*Marija Mandarić<sup>1</sup>; Dejan Sekulić<sup>2</sup>*

### **Abstract**

*This paper aims to investigate the impact of the perceived service quality and value in airlines on building brand trust. Using a quantitative approach, data were collected from 236 customers from different airlines. The unique contribution of this study is the conceptualization of service excellence as a fundamental factor that precedes brand trust. The results highlight a strong relationship between these elements, suggesting that service delivery must go beyond functional excellence to create a lasting impact on passenger behavior. Furthermore, the study highlights the importance of the role of airlines in improving quality standards, which leads to increased perceived value and sustainable brand trust. Ultimately, the research indicates that the enhancement of the experience and the perceived quality of passengers is a major driver of long-term credibility in airlines.*

**Key Words:** *perceived quality, perceived value, sustainable brand trust, airline, service excellence*

**JEL classification:** *M31, Z32, L21*

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## OPPORTUNITIES FOR THE DEVELOPMENT OF RURAL TOURISM AND ACCOMMODATION CATEGORIZATION

*Sanja Škorić<sup>1</sup>; Vladimir Jovanović<sup>2</sup>; Tamara Jović<sup>3</sup>*

### Abstract

*The survival of the Serbian village has been a key issue of contemporary Serbian society for many years. Historically, the village represented the foundation of all areas of society - economy, culture, national identity, etc. Today, it is faced with great difficulties, which over time are increasingly turning into almost unsolvable problems, in terms of demography, economic sustainability, infrastructure and quality of life. Villages, in some parts of Serbia, are often completely abandoned, and those that are not, have a decreasing number of inhabitants every year. In accordance with the global trends of environmental awareness, healthy food, returning to nature and living in harmony with it, one way of stimulating development is certainly rural tourism. The opportunities for the rural population in rural tourism are multiple, from connecting agriculture with tourism, to categorizing households according to valid standards. The authors of this paper will focus their analysis on the existing standards and the categorization procedure of this type of hospitality facilities.*

**Key Words:** *rural tourism, Serbian villages, village sustainability*

**JEL classification:** Z32

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## REGRESSION ANALYSIS IN EXAMINING FACTORS AFFECTING TOURISM REVENUES

*Bojana Ćendić<sup>1</sup>; Zorica Sredojević<sup>2</sup>; Nataša Milosavljević<sup>3</sup>*

### Abstract

*In this paper, the application of multiple linear regression is analysed to assess the factors affecting tourism revenues in European cities. The study uses hypothetical yet realistic data for 15 cities in 2019. Average hotel price, number of tourists, and number of international air connections are included as independent variables, while total tourism revenue is considered as the dependent variable. The regression model was developed and tested using SPSS, estimating coefficients, standard errors, and t-values. Multicollinearity was assessed using the Variance Inflation Factor (VIF), and residual analysis was conducted to confirm model assumptions and prediction reliability. Results show that the number of tourists has the greatest impact on revenue, while other variables represent complementary indicators. The model is statistically significant ( $p < 0.001$ ) and explains 99.6% of revenue variability, confirming its high predictive accuracy and practical relevance for planning tourism development.*

**Key Words:** *multiple regressions, tourism, revenue, SPSS, statistical analysis, prediction*

**JEL classification:** *C20, C51, L83*

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## GEOGRAPHICAL SPECIFICITIES OF KOLAŠIN AND THEIR IMPACT ON TOURISM DEVELOPMENT

*Duško Vujačić<sup>1</sup>; Milica Medojević<sup>2</sup>; Anastasija Čogurić<sup>3</sup>*

### **Abstract**

*This paper aims to analyze the geographical specificities of the municipality of Kolašin and their impact on tourism development, with a focus on the Bjelasica mountain massif and Biogradska Gora National Park. The study is based on qualitative analysis of geomorphological, climatic, hydrological, and biogeographical characteristics, as well as the area's demographic and economic aspects. The results indicate that Kolašin has significant potential for winter, eco, rural, and adventure tourism. However, challenges such as seasonality and sustainable resource management remain significant. The study concludes that tourism development must be aligned with sustainability principles and environmental protection.*

**Key Words:** *Kolašin, tourism development, Bjelasica, Biogradska Gora, sustainable tourism, geographical factors*

**JEL classification:** *L83, Q26*

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## **ROLE AND SIGNIFICANCE OF THE VRNJAČKI KARNEVAL EVENT IN THE TOURIST OFFER - OPPORTUNITIES AND PERSPECTIVES**

*Marija Perić<sup>1</sup>; Jovana Mojsijev<sup>2</sup>*

### **Abstract**

*“Vrnjački karneval” is one of the most important cultural events in Serbia, which has a long tradition and a significant impact on the local community, but also beyond. Research and analysis of this event provides insight into the cultural and social values it carries, as well as its economic importance for the development of tourism in Vrnjačka Banja. Understanding how carnival contributes to the promotion and preservation of cultural heritage, as well as its contribution to the local economy, allows for the identification of key success factors and challenges faced by organizers. The paper applied PEST and SWOT analysis, and a survey in which tourists (230 respondents) participated in the period from August 2024 to August 2025. The research results showed that there is a high level of attendance and interest in the rich tourist content offered by Vrnjačka Banja, and the main shortcomings are that there should be greater cooperation between the private and public sectors, more health institutions, and the implementation of strategic documents.*

**Key Words:** *Vrnjački Karneval; cultural events; tourism development*

**JEL classification:** *L83, Z11*

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## URBAN DESTINATION MANAGEMENT AND SUSTAINABLE TOURISM TRANSFORMATION: THE CASE OF TIRANA

*Fatjola Delija<sup>1</sup>; Ketrina Jarazi<sup>2</sup>*

### Abstract

*In the last four years Tirana has faced an increased growth in tourism, transforming the city from a transit destination to a destination hosting millions of visitors each year. The urban transformation has affected Tirana's vitality and image worldwide as urban tourism has become an increasingly important component of economic development in emerging destinations. This transformation creates economic opportunities but also raises important challenges related to sustainable tourism development and effective destination management.*

*The paper aims to analyze Tirana's transformation and assess the role of urban management in supporting sustainable tourism. A qualitative, descriptive approach is employed, based on secondary data including official statistics, tourism reports, and policy documents. Findings indicate that tourism growth has been supported by improved international accessibility, expansion of tourism services, and urban regeneration processes. The study contributes to the literature by highlighting the importance of integrated and sustainable policies in managing tourism growth in emerging urban destinations.*

**Key Words:** *tourism and development, regional development policy, sustainable development*

**JEL classification:** *Z32, R58, Q01*

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## **FROM GROWTH TO SUSTAINABILITY? ASSESSING ALBANIA’S TOURISM TRANSFORMATION THROUGH MEDITERRANEAN BENCHMARKING**

*Sllavka Kurti*<sup>1</sup>

### **Abstract**

*Tourism is considered one of the most important sectors of the global economy, making a substantial contribution to economic growth and diversification. Over the past decade, according to international data, Albania has become one of the fastest-growing tourism destinations in Europe. The aim of this study is to investigate whether the country’s rapid tourism expansion represents a sustainable transformation or is merely a period of accelerated quantitative growth. Based on secondary data from national and international statistics, the study examines tourism trends and benchmarks Albania against other Mediterranean destinations, such as Croatia, Greece, and Spain. The comparative results demonstrate strong and rapid tourism growth in Albania, as well as increased competitiveness as a Mediterranean destination. However, some sustainability challenges, such as environmental pressures and tourism seasonality, must be addressed. The study offers valuable insights and recommendations for policymakers aiming to balance tourism growth with long-term sustainability.*

**Key Words:** *tourism, growth, sustainable development, benchmarking*

**JEL classification:** *Z32, R58, Q01*

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## NIGHT ECONOMY: POWERING SUSTAINABLE TOURISM AND NATIONAL GROWTH

Šemsudin Plojović<sup>1</sup>; Aida Akagić-Hodžić<sup>2</sup>; Senad Bušatlić<sup>3</sup>

### Abstract

*The tourism sector plays one of the primary roles in the economic development of every country worldwide. It is a key driver of profit generation, employment, promotion of cultural values, international connections, adoption of new knowledge, and much more. The night economy represents an innovative approach to tourism development and is a relatively new concept. It encompasses sectors such as hospitality, entertainment, transport, tourism, food and beverage services, cultural events. If a country has a developed night economy, it can be considered more competitive in the tourism sector. The aim of this paper is to descriptively demonstrate that sustainability in tourism can be achieved through the development of the night economy. The applied and implemented analysis confirms that countries supporting innovation and investing in night economy development simultaneously invest in the tourism sector, creating opportunities for enhanced competitive advantage on a global scale in the tourism field.*

**Key Words:** *Tourism, Competitiveness, Night economy, Sustainability*

**JEL classification:** *Z32, L83*

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## SEASONALITY OF TOURISM DEMAND IN WESTERN BALKAN COUNTRIES: A COMPARATIVE ANALYSIS

*Martin Dzambaski*<sup>1</sup>

### **Abstract**

*Seasonality of tourism demand represents a significant phenomenon that influences the development and sustainability of tourist destinations. The aim of this paper is to analyze the seasonality of tourism demand in the Western Balkan countries through a comparative analysis of tourist arrivals and overnight stays. The research is based on monthly statistical data for six countries: Croatia, Slovenia, Montenegro, North Macedonia, Albania, and Serbia. The analysis applies descriptive statistics, seasonal index, analysis of variance (ANOVA), correlation analysis, and linear regression. The results indicate a pronounced seasonal concentration of tourism demand, with the highest level of activity occurring during the summer months. Furthermore, the findings reveal a statistically significant positive relationship between tourist arrivals and overnight stays. The study highlights the need for diversification of the tourism offer in order to reduce seasonal fluctuations and achieve more sustainable tourism development in the region.*

**Key Words:** *Seasonality, tourism demand, tourist arrivals, overnight stays, Western Balkans, tourism development*

**JEL classification:** *L83, Z32*

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## **SUSTAINABILITY OF THE TOURIST OFFER BASED ON HERITAGE OBJECTS IN THE CITY OF BUDVA**

*Petar Bojović<sup>1</sup>; Aleksandra Vujko<sup>2</sup>; Radmila Bojović<sup>3</sup>*

### **Abstract**

*Tourism, especially one related to summer tourist centers, is a well-known form of economic activity that increasingly contributes to the GDP of many countries. New times demand new forms of interest among tourists. Offers include rural tourism, spa and wellness, but also recreational and educational tourism. There are heritage buildings (fortresses) in Budva Municipality and its surroundings that can be included in supplementary offers. The current state of these buildings is very bad, so any intervention in them in the form of restoration would require large costs. As an adequate solution to this problem, tools that are increasingly used around the world these days can be used: virtual and augmented reality. Such offers contribute to the ecological sustainability of these areas. According to the results of the survey, conducted among visitors to Budva during July 2025, a large number of respondents planned during their vacation the excursions proposed in the current tourist offer and would gladly go on a tour of the fortifications if such an offer existed, while a small number of them know about the application of augmented and virtual reality in tourism.*

**Key Words:** *Tourism, Budva, heritage objects, augmented and virtual reality*

**JEL classification:** *L83, Q01, Z32, O33*

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## **FROM PARTICIPATION TO IDENTITY: HOLISTIC RECREATIONAL PROFILES AND THEIR IMPLICATIONS FOR TOURISM AND SUSTAINABLE WELL-BEING**

*Ali Selman Özdemir<sup>1</sup>; Çetin Yaman<sup>2</sup>; Mehmet Bayansalduz<sup>3</sup>*

### **Abstract**

*This study examined holistic recreational profiles among Turkish adults using the Holistic Recreation Profile Scale (HRPS-20) developed and validated by Özdemir (2026). A mixed-method design combined survey data from 584 adults in Türkiye with qualitative interviews with 23 participants. The mean total HRPS-20 score indicated a moderately positive profile ( $M=3.52$ ,  $SD=0.82$ ). The highest mean was observed for Psychological Restoration, Well-Being, and Flow Experience ( $M=4.10$ ), whereas Participation Intensity was lowest ( $M=3.29$ ). Women scored higher on restoration and flow, men on identity-based sustainability; singles scored higher on participation and diversity, whereas married participants scored higher on restoration. Higher education, higher perceived income, and longer weekly recreation duration were associated with stronger overall profiles. Qualitative findings showed that adults actively protect, adapt, and integrate recreation into everyday life. The findings portray adult recreation as a multidimensional pattern linked to sustainable well-being, adaptive continuity, and identity-related integration. Although tourism-specific variables were not measured, these patterns may also provide a conceptually useful basis for understanding tourism-relevant leisure orientations in adulthood.*

**Key Words:** *Recreation, tourism, holistic recreational profiles, sustainable well-being, leisure behavior, adult recreation*

**JEL classification:** *L83, I3*

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**TOURISM EXPANSION AND SUSTAINABLE DESTINATION  
TRANSFORMATION IN ECOLOGICALLY FRAGILE PLATEAU  
REGIONS: EVIDENCE FROM THE QINGHAI–TIBET  
PLATEAU, CHINA**

*Bo Yang<sup>1</sup>; Jiawei Wu<sup>2</sup>; Anna Miao<sup>3</sup>*

**Abstract**

*This study investigates sustainable destination transformation on the Qinghai–Tibet Plateau from 2013 to 2023. By analyzing tourism expansion, land-use change, and habitat quality, we explore the balance between development and protection in fragile regions. Results show that tourism activities are strongly clustered in the eastern and southern plateau, driving a 51.59% expansion of construction land. Although regional habitat quality is stable (index 0.603), localized degradation has intensified near major destination nodes. The driving mechanism has shifted from nature-dominated to a socio-ecological co-driven system. We propose a differentiated governance framework across core, transition, and marginal zones to align tourism intensity with ecological capacity. The findings highlight that ecological integrity is essential to destination quality, offering a path for sustainable transformation in high-altitude destinations.*

**Key Words:** *Qinghai–Tibet Plateau, tourism expansion, habitat quality, destination transformation, differentiated governance*

**JEL classification:** *Z32, Q56, R58*

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## TOURISTS' ATTITUDES TOWARD THE DEVELOPMENT OF SUSTAINABLE TOURISM IN THE SARAJEVO–ROMANIJA REGION

*Bojan Ćorluka<sup>1</sup>; Dragan Vojinović<sup>2</sup>; Marko Đogo<sup>3</sup>*

### Abstract

*Tourism is an important component of contemporary lifestyles, influenced by globalization, increased mobility, and changing tourist preferences. Sustainable tourism has emerged as a key development paradigm aimed at balancing economic growth, environmental protection, and socio-cultural preservation. The aim of this paper is to examine tourists' attitudes toward sustainable tourism development in the Sarajevo–Romanija region. The research was conducted in 2024 on a sample of 134 respondents using a structured questionnaire based on the ETIS methodology. Data were analyzed using descriptive statistical methods in SPSS. The results indicate a clear preference for sustainable tourism over mass tourism. Key factors include natural resources, destination safety, cultural preservation, and local community involvement. The findings also show medium expenditure levels, short-to-medium stays, strong destination loyalty, and a dominant reliance on road transport. The study confirms the development potential of sustainable tourism in the region, while emphasizing the need for stronger institutional support and strategic planning.*

**Key Words:** *sustainable tourism, tourists' attitudes, ETIS, Sarajevo–Romanija region, tourist behavior*

**JEL classification:** *Z32, Q01, L83*

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## HOW RESIDENTS PERCEIVE TOURISM'S MULTIPLE IMPACTS: IMPLICATIONS FOR QUALITY OF LIFE AND SUPPORT FOR TOURISM DEVELOPMENT

*Sandra Dramićanin<sup>1</sup>; Goran Perić<sup>2</sup>; Marko Gašić<sup>3</sup>*

### Abstract

*Modern tourism is increasingly examined in relation to its multidimensional impacts on residents' quality of life (RQL) and destinations' sustainable development (STD). This research investigates the relationships between perceived economic (EE), sociocultural (SCE), and negative environmental (NEE) impacts of tourism, residents' quality of life, and their support for further tourism development in Vrnjačka Banja. The results show that perceived economic and sociocultural impacts are significant positive predictors of residents' quality of life, as are perceived negative environmental impacts. However, residents tend to prioritize economic and social benefits over environmental concerns. The main finding is that support for tourism development does not have a statistically significant direct impact on the perceived impact of tourism or their quality of life, suggesting a more complex decision-making framework that goes beyond a simple cost-benefit assessment. The results challenge linear models in tourism research and emphasize the need for a holistic approach to residents' perceptions and attitudes towards tourism development.*

**Key Words:** *perceived impacts of tourism, residents' quality of life, support for tourism development, Vrnjačka Banja*

**JEL classification:** *R11, Q56, I31*

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