



BELGRADE  
INTERNATIONAL  
TOURISM  
CONFERENCE  
**2014**

Thematic Tourism in a Global Environment: Advantages, Challenges and Future Developments  
Belgrade, 27-29 March 2014

## CONFERENCE PROGRAM

### Thursday 27 March

- 18.00 – 19.00 Registration (Conference venue)  
19.30 **Welcome cocktail at Hotel Zlatnik**  
(Zemun, 95 Dobanovacka Street)

### Friday 28 March

- 09.00 – 17.00 Registration (Conference venue)  
10.15 – 10.30 **Opening & Welcome speeches**  
10.30 – 12.00 **Keynote addresses**  
12.00 – 12.30 Coffee break  
12.30 – 13.30 **Parallel sessions**  
13.30 – 14.30 Lunch (Conference venue)  
14.30 – 15.40 **Parallel sessions**  
15.40 – 16.10 Coffee Break  
16.10 – 17.20 **Parallel sessions**  
19.30 **Gala Dinner at Hotel Zlatnik**

### Saturday 29 March

- 09.00 – 12.00 Registration (Conference venue)  
09.30 – 11.00 **Keynote addresses**  
11.00 – 11.30 Coffee Break  
11.30 – 13.00 **Parallel sessions**  
13.00 – 13.30 **Conference Review & Closing remarks**  
13.30 – 14.15 Lunch (Conference venue)  
16.00 – 19.00 City tour of Belgrade (*Optional*)

Conference venue:

**COLLEGE OF TOURISM**

VISOKA TURISTIČKA ŠKOLA STRUKOVNIH STUDIJA  
Bulevar Zorana Đinđića 152a, Novi Beograd

# SESSIONS & PAPER PRESENTATIONS

FRIDAY 28 MARCH

## OPENING & WELCOME SPEECHES – Amphitheatre III

- 10.15-10.30** **Milan Skakun**, Headmaster of College of Tourism, Belgrade, Serbia  
**Branko Wasserbauer**, Dean of Karlovac University of Applied Sciences, Croatia  
**Miodrag Popović**, Head of Tourist Organisation of Belgrade, Serbia

## KEYNOTE ADDRESSES – Amphitheatre III

- 10.30-12.00** **John Tribe**  
Conceptual Research in Tourism  
**Dimitrios Buhalis**  
eTourism Future Developments and Revolutions  
**Richard Sharpley & Innocent Gahigana**  
Tourist Experiences of Genocide Sites: The Case of Rwanda

### SESSION A – Amphitheatre I

- 12.30-13.30** **Vasile Zotic, Diana-Elena Alexandru & Ștefan Dezsi**  
Debate on Tourism in Postmodernism and Beyond  
**Branislav Rabotić**  
Special-Purpose Travel in Ancient Times: "Tourism" before Tourism?  
**Đorđe Čomić**  
The Rites of Passage and Places of Separation in Tourism  
**Izidora Marković**  
Traditional Identity as a Potential in Sustainable Tourism Development  
**Silvana Đurašević**  
Thematic Tourism as an Important Segment in the Business of Modern Tour Operators  
**Lazar Kalmić**  
The Influence of Political Attitudes on the Tourist Destination Preferences: A Case Study

### SESSION B – Amphitheatre II

- Snežana Štetić & Dario Šimičević**  
Possibilities of Serbian Tourist Offer after Crisis through Specific Forms of Tourism  
**Ivan Paunović**  
Analysis of Market Trends in Serbian Thematic Tourism Market  
**Michal Červinka, Lenka Švajdová & Tomáš Tykva**  
Thematic Tourism vs. Mass Tourism in the Czech Republic  
**Snežana Filipović**  
Improvement of the Cooperation of the Danube Basin Countries on the Basis of European Union Strategy for the Danube Region  
**Marina Artamonova & Svetlana Belova**  
Competitiveness of Tourist Destination: Health Tourism in Russia  
**Ranko Dragović, Ljiljana Stričević, Vukašin Šušić, Milena Nikolić & Milan Đorđević**  
Dilemmas in Tourist Development of Dragačevo: Mass Tourism or Ecotourism

- 14.30-15.40** **Vitor Daniel Pires Ferreira**  
The Cultural Heritage Tourist in the City of Heidelberg, Germany: Plans, Motivations and Realities  
**Manal Hossain**  
Archaeological Sites as Heritage Tourism Attractions: A Case Study of the Greco-Roman Monuments in Alexandria  
**Milina Kosanović**  
Where Books Were Born: Writers' Houses as Tourist Attractions  
**Emilija Lipovšek & Smiljka Kesić**  
Journeys Beyond Pages: The Use of Fiction in Tourism  
**Cătălina-Maria Bătea & Sabin-Alexandru Nicula**  
Heritage Tourism in the Cross-border Area of Satu Mare (Romania) and Szabolcs-Szatmár-Bereg (Hungary) Counties  
**Boštjan Kravanja**  
Notes on Inter-institutional Landscape of Tourism Development in Upper Soča Valley, Slovenia  
**Mohamed I. Abouelata**  
Introducing a Museum by the Tourist Guide: A Practical Study of the Riyadh National Museum

- Josip Mikulić, Damir Krešić & Ivan Kožić**  
Uncovering Priorities of Nautical Tourism in Croatia: An Importance-Performance Analysis  
**Jasenska Kranjčević**  
Unused Potential for the Development of Dark Tourism in Croatia  
**Nikolina Kosar**  
Cycling Tourism as a Specific Form of Touristic Traffic  
**Miha Kozorog & Saša Poljak Istenič**  
Mountain Biking Tourism and Nature Protection: Some Reflections from the Triglav National Park Slovenia  
**Barbara Turk**  
Riding Camp as Thematic Tourist Attraction  
**Alexander Saša Goljevšček & Metka Demšar Goljevšček**  
HO-PE-TOUR (HORSes-PEdagogics-TOURism): The New Trademark for Tourism Specialised for Children, Youth and People with Special Needs  
**Tuba Şahin & Veli Erdinç Ören**  
Canyon Tourism Within the Scope of Alternative Tourism: Uşak-Ulubey Canyon Case Study

**16.10-17.20** **Ljiljana Kosar**  
Lifestyle Hotels – New Paradigm of Modern Hotel Industry  
**Natalija Minić**  
Green Hotels as a New Trend in Hotel Management  
**Romana Lekić, Damir Herceg & Nataša Mance**  
Home Swapping – A New International Trend: Emotions Lead to an Authentic Experience  
**Sair Aziz & Rahoua Fatima**  
Hotel Business and Sustainability: Case of Hotels in Morocco  
**Lukrecija Đeri, Ivana Blešić, Tamaš Galamboš, Adam Galamboš & Jelica J. Marković**  
Significance of Twitter Hotel 'Sol Wave House' in the Global Tourism Market  
**Veli Erdinç Ören & Tuba Şahin**  
An Evaluation of Thematic Hotels' Web Sites in Turkey  
**Marcel Lucian Popa**  
Dynamics of Hotels Units in Cluj-Napoca, Romania

**Lahorka Halmi & Ivana Varičak**  
Balanced Scorecard as a Guideline for Thematic Tourism Events  
**Milenko D. Đurić & Vladimir Pavković**  
Crisis Situations Communication and Actions in Event Tourism  
**Vidoje Stefanović & Mladen Mitrović**  
Staff in Spa Tourism for the 21st Century  
**Dario Šimičević & Tijana Đurđević**  
City Break Tourism: Lessons from Belgrade and Thessaloniki  
**Sara Stanić & Sanja Pavlović**  
Thematic Forms of Tourism in the Offer of Travel Agencies in Belgrade  
**Maša Polillo**  
Language in the Costume  
**Giuseppe Aliperti**  
Synergy between a Start-Up Company Specialized in Sustainable Tourism Projects, University and Local Government: An Italian Successful Example

## SATURDAY 29 MARCH

### KEYNOTE ADDRESSES – Amphitheatre III

**09.30–11.00** **Konstantinos Andriotis**  
Tourism Development and the Degrowth Paradigm  
**John Heeley**  
Marketing Everything and Theming Sameness – Urban Destination Marketing in Contemporary Europe  
**Ann Gregory Smith**  
Building Trust from the Inside – the Role of Public Relations in 'Authentic' Tourist Organisations

### SESSION A – Amphitheatre I

**11.30-13.00** **Dragan Bulatović & Ana Bulatović**  
The Role and Importance of Thematic Tourism for Sustainable Development of Tourism Destination  
**Iva Bulatović, Rade Ratković & Ana Tripković Marković**  
Ecotourism at the Skadar Lake in Montenegro: Possibilities and Challenges  
**Satish Pillarisetti**  
Livelihood through Ecotourism and Agri-tourism – Two Case Studies From India  
**Milenko D. Đurić & Pero B. Petrović**  
Reputation Management and Ecotourism as Driving Forces of Development and Regional Cooperation among the Danube Region Countries  
**Nikolina Petrović, Ivan Stojšić & Drago Cvijanović**  
Evaluation of Wine Tourism in Sremski Karlovci  
**Goran Jević & Jelena Jević**  
Accessibility of Winery Krstov for People with Physical Disabilities  
**Milorad Kličković**  
The Concept of Show Caves  
**Peir-Yuan Patrick Li**  
A Study of Criteria for Souvenir Evaluation  
**Yakin Ekin & Onur Akbulut**  
Synopsis of Izmir Regional Plan and Interpretations about Tourism in Izmir

### SESSION B – Amphitheatre II

**Vasile Surd, Stanca Băraian & Leonard Bruckner**  
Skiing Infrastructure in Romania  
**Bogdan-Nicolae Păcurar & Ştefan Dezsi**  
The Touristic Function of Settlements within Frontier Geopolitics  
**Bianca Sorina Răcăşan**  
Tourism Infrastructure in the Rural Mountain Area of Cluj County (Romania)  
**Elena-Simona Balea**  
The Role of Rural Tourism Concerning the Local Development. Case Study: Arieşeni  
**Jana Goršin Fabjan & Alenka Divjak**  
Raising the Awareness of Farmers and Visitors – The Path Towards the Prevention of Zoonosis  
**Cosmin Gabriel Porumb-Ghiurco**  
The Tourist Image of Transylvania: from Fiction to Reality  
**Romana Romanov & Jelena Farkić**  
The Role of Web-based Promotion in Wellness Tourism  
**Claudia Elena Tudorache**  
Tourist Perception of the Art-Works of Constantin Brâncuşi, from Târgu-Jiu, Romania  
**George Gaman**  
From Tourism to Industry and Again Tourism: Moineşti Case - Romania

### CONFERENCE REVIEW & CLOSING REMARKS – Amphitheatre III

**13.00-13.30** Moderators: **Snežana Štetić & Đorđe Čomić**

The schedule may be subject to change without notice.

# COMPLIMENTARY TRANSFERS

## Friday 28 March

**Hotels → Conference venue**

**09.15** ZLATNIK – **09.25** TULIP INN – **09.30** FALKENSTEINER

**Conference venue → Hotels**

**17.20** (FALKENSTEINER - TULIP INN – ZLATNIK)

**Hotels → Gala Dinner → Hotels**

**19.15** FALKENSTEINER – **19.20** TULIP INN (*Return around 22.30*)

## Saturday 29 March

**Hotels → Conference venue**

**09.00** ZLATNIK – **09.10** TULIP INN – **09.15** FALKENSTEINER

**Conference venue → Hotels**

**14.15** (FALKENSTEINER - TULIP INN – ZLATNIK)

Limited availability. Please register in advance:

Smiljka Kesić and Milina Kosanović

[bitco2014@gmail.com](mailto:bitco2014@gmail.com)

## BELGRADE CITY TOUR (Optional)



## Saturday 29 March

**16.00** ZLATNIK – **16.10** TULIP INN – **16.15** FALKENSTEINER

Price: EUR 20 per person. Limited availability. Please book in advance:

Smiljka Kesić and Milina Kosanović

[bitco2014@gmail.com](mailto:bitco2014@gmail.com)

# GALA DINNER

Friday 28 March at 19.30



## Hotel ZLATNIK\*\*\*\*

Zemun, 95 Dobanovačka Street

### MENU 1

Beef rolls with pumpkin seed sauce



Veal cream soup



Grilled turkey fillet with gorgonzola sauce and tagliatelle with broccoli



Mixed salad



Fruit cake

### MENU 2

Grilled vegetables



Tomato soup



Smoked trout served with classic Mediterranean side dish



Mixed salad



Walnut pie

Domestic alcoholic and refreshment drinks, coffee and mineral water.

Live music will accompany the dinner.

The invitation card for this event can be found in the conference bag.

Please bring the invitation along with you.

For participants staying at TULIP INN and FALKENSTEINER there will be a transfer service (see Complimentary Transfers page).

Please inform us in advance of your menu choice:

Smiljka Kesić and Milina Kosanović

[bitco2014@gmail.com](mailto:bitco2014@gmail.com)

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