



BELGRADE INTERNATIONAL TOURISM CONFERENCE 2018

# **Heritage Tourism:** Concepts, Practices, Developments

Belgrade Serbia  
March 23-24, 2018





# **Heritage Tourism: Concepts, Practices, Developments**

March 23–24, 2018 Belgrade (Serbia)

## **C O N F E R E N C E   P R O G R A M**

### **Friday 23 March**

09.00 – 16.00 Registration (Conference venue)  
10.00 – 10.15 **Opening & Welcome speech**  
10.15 – 12.00 **Keynote addresses**  
12.00 – 12.30 Coffee break  
12.30 – 13.30 **Parallel sessions**  
13.30 – 14.15 Lunch (Conference venue)  
14.15 – 15.15 **Keynote addresses**  
15.15 – 16.30 **Parallel sessions**  
16.30 – 17.00 Coffee Break  
17.00 – 19.00 **Panel & Closing remarks**  
20.00 Gala Dinner at Hotel Zlatnik (*Optional*)

### **Saturday 24 March**

10.00 – 13.00 City tour of Belgrade (*Optional*)

**Conference venue:**

**COLLEGE OF TOURISM**

Zoran Djindjic Boulevard, 152a (New Belgrade)



BELGRADE INTERNATIONAL TOURISM CONFERENCE 2018

## SESSIONS AND PAPER PRESENTATION

### FRIDAY 23 MARCH

**10.00-10.15 OPENING & WELCOME SPEECHES**, Amphitheatre 3  
**Zoran Milenković**, Headmaster of College of Tourism, Belgrade

**Miroslav Knežević**, State Secretary for Tourism, Ministry of Trade, Tourism and Telecommunications, Serbia

**10.15-12.00 KEYNOTE ADDRESSES**, Amphitheatre 3  
**Stephen Boyd**, THE ROLE OF HERITAGE IN POST-CONFLICT TOURISM DEVELOPMENT: REFLECTIONS FROM NORTHERN IRELAND

**Yaniv Poria**, BE CAREFUL – HERITAGE TOURISM  
**Aylin Orbaşli**, DEFINING AND CONSERVING CULTURAL HERITAGE IN 21st CENTURY URBAN TOURISM

**14.15-15.15 KEYNOTE ADDRESSES**, Amphitheatre 3  
**Daniela Angelina Jelinčić**, CREATING EXPERIENCES IN CULTURAL TOURISM  
**Kay Mühlmann**, BUILDING BRIDGES: CULTURAL HERITAGE TOURISM, INNOVATION AND CHALLENGES IN EDUCATION

## SESSION A, Amphitheatre 1

### 12.30-13.30

- **Yiping, L.** Tourism and Nostalgia: Commodification of the Historical Shanghai
- **Plečić, B.** Roman Remains in Rajičeva Shopping Centre: A New Tourist Attraction in Belgrade or a Case Study in Devastation of Cultural Heritage?
- **Tomašević, A.** Cemeteries as Tourist Attraction

- **Wleklinska, J.** Revitalization of the Heritage Elbag Canal by Introduction of Sustainable Tourism
- **Dülger, A.S., Adigüzel, B.** Intangible Cultural Heritage Museum in the Hearth of Turkey
- **Stanić-Jovanović, S.** Cultural Heritage and Heritage Tourism: Development Opportunities in Surčin Municipality

### 15.15-16.30

- **Gajič, M., Urh, B.** Health Tourism - The Future of Health Tourism Relating to Education and Cultural Heritage
- **Urh, B., Gajič, M.** Healthy Food and Health Care - A Culture of Eating Through Time
- **Ognjević, T.** Gourmet Tales of Serbia – Gastronomy Heritage and Heritage Tourism
- **Spânu, S., Nedelcu, A., Nicula, V.** The Gastronomic Heritage of Sibiu - A Higher Capitalization Form of Cultural Tourism
- **Vulić, G.** Discovery Process of Gastronomy Heritage in Slovenia
- **Bulatović, D., Jokić, B.** Role and Importance of Mountaneering for Tourist Natural and Cultural Heritage Offer in Montenegro

## SESSION B, Amphitheatre 2

### 12.30-13.30

- **Dragović, N., Stankov, U., Vasiljević, Đ.** Contactless Technology in Cultural Tourism: Global Trends and Examples
- **Loborec, V., Cvitkovič, D.** Augmented Reality for Heritage Tourism
- **Stanovčić, T., Peković, S., Vukčević, J.** The Role and Importance of Cultural Heritage Sites on Creating Tourist Satisfaction and Loyalty
- **Franić, B.** Implementation of Cultural Heritage in Cultural-tourist Offer: From Awareness to Local Community Development
- **Krstinić-Nižić, M.** Energy Efficiency of Cultural Heritage in Tourism Development
- **Petrović, P., Barović, S.** Tendencies in the Development of Cultural Tourism and Profiling Cultural Tourist

### 15.15-16.30

- **Vidak, I., Resner, M.** The Role of English in the Intercultural Communication in Tourism
- **Sedmak, G.** The Role of Traditional Music in the Hospitality Sector - An Example of Slovenian Istria
- **Marković, J., Besermenji S., Đeri, L.** Development Perspectives of the Literary Tourism Thematic Route in Sremski Karlovci
- **Kosanović, M.** Tourism Potential of Literary Heritage in Serbia
- **Gluvačević, D., Grgas, Z.** Festivals of Knight Games – Tourism as a Time Machine
- **Borković, M.** Lexicographic Meaning Analysis and Paremiologic Concept of Travel in Russian Language

### PANEL & CLOSING REMARKS, Amphitheatre 3

#### PANEL DISCUSSION – HERITAGE TOURISM IN SERBIA: Problems of Protection, Presentation and Sustainable Development

### 17.00-18.30

- **Smiljana Novičić**, National Tourism Organization of Serbia
- **Snežana Golubović**, Archaeological Institute Belgrade
- **Adam Crnobrnja**, National Museum Belgrade, President of Serbian Archaeological Society
- **Tamara Ognjević**, ARTIS center Belgrade, Vice President of ICOM Serbia
- **Vladimir Krivošejev**, National Museum Valjevo

### 18.30-19.00 Closing remarks

The schedule may be subject to change without notice.

**COMPLIMENTARY TRANSFERS**

**Friday 23 March**

**Hotels - Conference venue**  
**09.15 ZLATNIK – 09.15 TULIP INN**

**Conference venue - Hotels**  
**17.00 (TULIP INN – ZLATNIK)**

**Hotel - Gala Dinner - Hotel**  
**19.30 TULIP INN (Return around 22.30)**

**Saturday 24 March**

**BELGRADE CITY TOUR**  
**(Optional)**



**09.30 ZLATNIK – 09.40 TULIP INN**

Price: **EUR 20** per person. Limited availability. Please book in advance:  
[bitco2018@gmail.com](mailto:bitco2018@gmail.com)

**Friday 23 March at 20.00**

**GALA DINNER  
(Optional)**



**HOTEL ZLATNIK\*\*\*\* Zemun, 95 Dobanovačka Street**

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

Price: **EUR 30** per person. Limited availability. Please book in advance:  
[bitco2018@gmail.com](mailto:bitco2018@gmail.com)

The conference program may be subject to change without notice.