



ToSEE - Tourism in Southern and Eastern Europe
7th International Scientific Conference
"Engagement & Empowerment: A Path Toward
Sustainable Tourism"
May 25 - 27, 2023, Opatija, Croatia
University of Rijeka, Faculty of Tourism and Hospitality Management



With the participation of



UNWTO

CONFERENCE PROGRAM

THURSDAY – May 25, 2023

09:00-10:00 Registration

10:00-12:00 Welcome Opening Speeches and Plenary Session

- **Margarita Zaera Espinos**, World Tourism Organization (UNWTO)
SUSTAINABLE TOURISM DEVELOPMENT: POST-PANDEMIC RECOVERY WORLDWIDE AND NEW TRENDS IN TOURISM
- **Faizan Ali**, School of Hospitality and Tourism Management, Muma College of Business, University of South Florida, USA
EXPERIENCE DESIGN FOR ENGAGED AND EMPOWERED TOURISTS
- **Tina Šegota**, Greenwich Business School, University of Greenwich, London, United Kingdom
Faculty of Tourism, University of Maribor, Brežice, Slovenia
CHILDREN AS DRIVERS OF SUSTAINABILITY IN TOURISM
- **Georg Christian Steckenbauer**, Deggendorf Institute of Technology, European Campus Rottal-Inn, Pfarrkirchen, Germany
FOREST AS A DRIVER OF SUSTAINABLE TOURISM DEVELOPMENT: CHALLENGES & CHANCES

12:00-12:30 Coffee break

12:30-14:00 Editors-in-Chief Panel Discussion

- **Moderator: Marko Perić**, *Tourism and Hospitality Management* (Co-Editor in Chief)
- **Editors:**
 - Dimitrios Buhalis** – *Tourism Review* (Editor-in-Chief)
 - Faizan Ali** – *Journal of Hospitality and Tourism Technology* (Associate Editor)
 - Alan Fyall** – *Journal of Destination Marketing and Management* (Founding Editor)
 - Giacomo Del Chiappa** – *The European Journal of Tourism Research* (Co-Editor in Chief)

12:30-13:30 ReCeZa – Presentation of FTHM study programs (Hall - Center for Career Development and Internship)

14:00-15:00 Lunch break



ToSEE - Tourism in Southern and Eastern Europe
7th International Scientific Conference
"Engagement & Empowerment: A Path Toward
Sustainable Tourism"
May 25 - 27, 2023, Opatija, Croatia
University of Rijeka, Faculty of Tourism and Hospitality Management



With the participation of



UNWTO

CONFERENCE PROGRAM

THURSDAY – May 25, 2023

15:00-17:00 Session 1 (B2, Kvarner) – Chair: Marija Ham

| | |
|---|--|
| Renata Tomljenović, Zrinka Marušić and Matina Gjurasic | DIGITAL NOMADS IN THE MEDITERRANEAN TOURISM HUB |
| Miran Grah, Alen Fyall, Borut Milfelner and Sonja Sibila Lebe | DIFFERENCES IN PERCEIVING SOCIALLY RESPONSIBLE BEHAVIOUR BETWEEN FIRST-TIME AND MULTIPLE TIME VISITORS TO A DESTINATION: THE CASE OF THE GORIČKO NATURE PARK, SLOVENIA |
| Lorena Bašan, Barbara Jerković, Katarina Šimičić, Marija Ham and Ana Pap Vorkapić | SOCIAL MEDIA INFLUENCERS AS CO-CREATORS OF THE TOURIST DESTINATION VALUE |
| Božena Krce Miočić | THE POTENTIAL OF CULTURAL HERITAGE IN THE DEVELOPMENT OF TOURISM PRODUCTS IN RURAL DESTINATIONS: PERCEPTIONS FROM RESIDENTS IN RAVNI KOTARI (CROATIA) |
| Đordina Janković and Aleksandra Govedarica | ANALYSIS OF THE TRADITIONAL ARTS AND CRAFT INDUSTRY SECTOR IN ORDER TO IMPROVE THE SUSTAINABLE DEVELOPMENT OF TOURISM IN MONTENEGRO |
| Teresa Skalska | IDENTIFYING QUALITY GAPS IN TOURISM FOR PEOPLE AT RISK OF SOCIAL EXCLUSION: IMPORTANCE-PERFORMANCE ANALYSIS (I.P.A.) |
| Tihomil Matković, Josipa Mijoč and Ivana Jobst | DEVELOPMENT OF INDUSTRIAL HERITAGE BASED ON MEMORABLE TOURISM EXPERIENCES: A CULTURAL TRENDSETTER PERSPECTIVE |

15:00-17:00 Session 2 (B7) – Chair: Kristina Črnjar

| | |
|---|---|
| Ljupcho Eftimov and Bojan Kitanovikj | EXPLORING OPPORTUNITIES AND CHALLENGES OF GREEN HUMAN RESOURCE MANAGEMENT TO ADVANCE SUSTAINABLE TOURISM IN NORTH MACEDONIA (online) |
| Daniela Gračan, Nikolina Šerić Honović and Maja Lena Lopatny | THE RELATIONSHIP BETWEEN USING TOURIST MOBILE APPLICATIONS AND THE SATISFACTION OF YOUNG VISITORS OF A TOURIST DESTINATION |
| Ernest Alang Wung and Roger Tsafack Nanfosso | BE CAREFUL WITH THE ATTITUDE OF EMPLOYEES IN THE SERVICE INDUSTRY: ARE THEY AFFECTED BY TIPS AND TIPPING PRACTICES? (online) |
| Ernest Alang Wung, Roger Tsafack Nanfosso and Armand Mboutchouang Kountchou | TOURISM SUSTAINABILITY IN AFRICA: CAN WE RELY ON TIPS, ETHNIC TENSION AND SOCIAL SUPPORT? (online) |
| Marinela Krstinić Nižić and Ivan Butković | CAN GENERATION Z BECOME THE GREEN GENERATION IN IMPLEMENTING SUSTAINABLE DEVELOPMENT IN TOURISM? |
| Jasmina Mladenović and Marija Vukadin | HALFWAY THERE: DID WE LEARN ANYTHING? - YOUTH PERCEPTION OF SUSTAINABILITY AND SUSTAINABLE DEVELOPMENT GOALS |
| Ewa Kosycarz, Dagmara Ruszkiewicz and Krystyna Walendowicz | DEVELOPMENT OF HEALTH TOURISM AS AN OPPORTUNITY TO USE THE EXISTING CAPACITY OF MEDICAL ENTITIES |

20:00 Dinner „A bit of tradition to inspire your senses“, Stare staze, Kršan, Istria
(departure at 19:15 by bus from the faculty)



ToSEE - Tourism in Southern and Eastern Europe
7th International Scientific Conference
"Engagement & Empowerment: A Path Toward
Sustainable Tourism"
May 25 - 27, 2023, Opatija, Croatia
University of Rijeka, Faculty of Tourism and Hospitality Management



With the participation of



CONFERENCE PROGRAM

FRIDAY – May 26, 2023

10:00-12:00 Session 3 (Hall B2) – Chair: Tina Šegota

| | |
|--|---|
| Stephen Pratt | RESIDENTS' SUPPORT OF TOURISM DEVELOPMENT: THE MODERATING ROLE OF TRAVEL EXPERIENCE |
| Timea Palfi, Lauren Siegel and Tina Šegota | EXPLORING MOTIVATIONS AND SOCIO-CULTURAL IMPACTS OF ERASMUS+ STUDENTS IN RIJEKA, CROATIA |
| Anita Talaja, Doris Podrug and Lucija Brešković | THE ROLE OF ORGANIZATIONAL CULTURE AND EMPLOYEE SATISFACTION IN MANAGING CHANGE: THE CASE FROM HOTEL INDUSTRY (online) |
| Marta Šveb Dragija and Sunčana Franić | EUDAIMONIC TOURISM: ENSURING SUSTAINABILITY THROUGH DESIGN OF MEANINGFUL TOURISM EXPERIENCES |
| Valentina Marchi, Katarina Lovrečić and Kristina Brščić | A COMPARISON OF OFFICIAL TOURISM WEBSITES IN TUSCANY REGION AND ISTRIA COUNTY USING TOPIC MODELING |
| Ivana Pavlić, Ante Mandić and Barbara Puh | CHILDREN'S REACTIONS TOWARDS DIFFERENT SCENARIOS OF TOURISM DEVELOPMENT MEASURED BY NEUROSCIENCE TOOLS (online) |
| Zrinka Zadel, Aleksandra Dragin, Maja B. Mijatov, Kristina Košić and Ivana Ivančić | PROACTIVE VS RESTRAINED BEHAVIOR MANAGEMENT RESPONSE TO THE CRISIS: UNDERSTANDING THE FUTURE MANAGEMENT PERCEPTION |

10:00-12:00 Session 4 (Hall B7) – Chair: Nataša Kovačić

| | |
|---|---|
| Hrvoje Grofelnik and Nataša Kovačić | DETERMINING THE IMPACT OF TOURISM ON THE ENVIRONMENT BY MEASURING THE CARBON FOOTPRINT OF MAJOR ROAD TRAFFIC INFRASTRUCTURE IN NATURAL PROTECTED AREAS – A CASE STUDY OF THE UČKA NATURE PARK |
| Ana Portolan and Marino Stanković | THE READINESS FOR IMPLEMENTING ICTS IN HOTEL INDUSTRY ORGANIZATIONS : EVIDENCE FROM THE REGIONAL LEVEL |
| Marija Cimbaljević, Vanja Pavluković, Tatjana Pivac and Sanja Kovačić | MAKING SENSE OF SMART TOURISM DESTINATIONS AND ITS IMPACT ON COMPETITIVENESS |
| Đurđa Miljković and Dajana Bjelajac | GEOHERITAGE PROMOTION TOWARDS SUSTAINABLE TOURISM: "KUČAJ-BELJANICA MOUNTAINS" NATIONAL PARK IN THE HOMOLJE AREA (EASTERN SERBIA) |
| Luqi Yang, Xiaoni Li and Ana Beatriz Hernández-Lara | RETHINKING TOURISM UNDER THE PANDEMIC LENS: THE FOCUS ON SUSTAINABILITY ISSUES (online) |
| Ana Čuić Tanković and Tajana Vidović | THE INFLUENCE OF INSTAGRAM IN DESTINATION CHOICE FOR GENERATION Z: MEDIATING ROLES OF SOCIAL ESCAPISM MOTIVATION AND PLEASURE |
| Marija Vukoja, Iriana Rajković and Dino Baričević | THE ROLE OF TELECOMMUNICATIONS IN SUSTAINABLE DEVELOPMENT OF TOURIST DESTINATIONS |

12:00-12:30 Coffee break



ToSEE - Tourism in Southern and Eastern Europe
7th International Scientific Conference
"Engagement & Empowerment: A Path Toward
Sustainable Tourism"
May 25 - 27, 2023, Opatija, Croatia
University of Rijeka, Faculty of Tourism and Hospitality Management



With the participation of



UNWTO

CONFERENCE PROGRAM

FRIDAY – May 26, 2023

12:30-14:30 Session 5 (Hall B2) – Chair: Georg Christian Steckenbauer

| | |
|---|--|
| Marcus Herntrei, Karmen Mentil and Veronika Jánová | SUSTAINABLE DESTINATION DEVELOPMENT IN BAVARIA: INCREASING TOURISM ACCEPTANCE BY APPLYING PARTICIPATORY APPROACHES? |
| Corinna Pippirs, Sebastian Markov and Georg Christian Steckenbauer | FORESTS, HEALTH AND TOURISM: DEVELOPING SUSTAINABLE HEALTH TOURISM OFFERS IN LOCAL FORESTS |
| Vedran Milojica, Milena Podovac and Romina Alkier | ANALYSIS OF THE IMPACT OF LOCAL RESIDENT'S SUPPORT AND ATTACHMENT TO THE SUSTAINABLE DEVELOPMENT OF RURAL TOURISM DESTINATIONS: EVIDENCE FROM SERBIA |
| Christian Stipanović, Elena Rudan and Vedran Zubović | MUSICAL EVENTS AS INNOVATION ELEMENT OF THE TOURIST OFFER. |
| Tomislav Klarin, Božena Krce Miodić and Gabrijela Vidic | HOW DOES TOURISM AFFECT THE RESIDENTS' QUALITY OF LIFE? THE CASE FROM ZADAR (CROATIA) |
| Susana Mesquita, Ana Pinto Borges, Elvira Vieira and António Lopes de Almeida | HOW CAN ACCESSIBILITY HELP BUILD SUSTAINABLE DESTINATIONS? |
| Maša Trinajstić and Jelena Đurkin Badurina | (COASTAL) URBAN TOURISM AND QUALITY OF LIFE: RESIDENTS' PERCEPTION |
| Michael Chambwe and Andrea Saayman | THE NEXUS BETWEEN CONSERVATION AUTHORITIES AND COMMUNITY DEVELOPMENT IN RURAL AREAS: A SOUTH AFRICAN CONTEXT |

12:30-14:30 Session 6 (Hall B7) – Chair: Goran Karanović

| | |
|---|---|
| Davor Mikulić, Damira Keček and Katerina Fotova Čiković | THE LEVEL OF INTEGRATION OF CROATIAN PRODUCERS IN TOURISM CLUSTER |
| Dijana Čičin-Šain, Sonja Brlečić Valčić and Sandra Janković | INTERDEPENDENCE OF SUSTAINABILITY FACTORS IN TOURISM IN THE CONTEXT OF SUSTAINABILITY REPORTING |
| Sebastijan Repnik and Elena Marulc | A CONCEPTUAL MODEL OF CORPORATE SECURITY IN NATURAL SPA (online) |
| Ivan Čapeta, Dino Manestar and Sara Fuchs | CHALLENGES OF SMALL ENTREPRENEURSHIP IN THE SUSTAINABLE DEVELOPMENT OF TOURISM OF THE REPUBLIC OF CROATIA |
| Miha Bratec and Tina Segota | EXAMINING THE EFFECTIVENESS OF GOVERNMENTAL TOURISM RECOVERY STRATEGIES IN SLOVENIA AND CROATIA DURING COVID-19 CRISIS |
| Ria Ivandic and Neven Ivandic | TOURISM GROWTH AS A DRIVER OF MIGRATION PATTERNS: EVIDENCE FROM CROATIA (online) |
| Sena Kılıç and Özge Yanıkoğlu | BREAKING THE BARRIERS: AN ANALYSIS OF DIVERSITY, EQUITY, AND INCLUSION STRATEGIES IN THE GLOBAL AVIATION INDUSTRY (online) |
| Lorena Dadić Fruk | RESEARCH OF FUNDRAISING METHODS OF NPOS OPERATING IN TOURIST DESTINATIONS |

14:30 Conference closing and welcome to ToSEE 2025

14:45 Lunch



ToSEE - Tourism in Southern and Eastern Europe
7th International Scientific Conference
"Engagement & Empowerment: A Path Toward
Sustainable Tourism"
May 25 - 27, 2023, Opatija, Croatia
University of Rijeka, Faculty of Tourism and Hospitality Management



With the participation of



UNWTO

CONFERENCE PROGRAM

FRIDAY – May 26, 2023

16:00-19:30 PhD Worskop (Hall A1)

- Topic 1
 - Identifying and Presenting Research Gaps
 - Smart Literature Review
- Topic 2
 - Basics of Research Design and Methodology
 - Basics of Data Analysis - Quantitative Tools

SATURDAY – May 27, 2023

10:00-15:00 PhD Worskop (Hall A1)

- Topic 3
 - Basic Mistakes in Research and How to avoid them
 - Pitching Your Research Ideas
- Topic 4
 - Tips and Tricks around Research Publishing