

ToSEE 2021

Volume 6

pp. 1 – 838

2021

CONTENTS

<i>Editorial</i>	IX
<i>Research Papers</i>	
BIBLIOMETRIC ANALYSIS OF POSTGRADUATE DISSERTATIONS PUBLISHED ON THE SUBJECT OF SOCIAL ENTREPRENEURSHIP IN TOURISM: A COMPARISON OF TURKEY, THE UNITED KINGDOM AND THE UNITED STATES OF AMERICA <i>Emre Ozan Aksöz, İpek İtir Can, Ervin Mihelj</i>	1
INFORMATION TOOLS FOR CULTURAL TOURISM DESTINATIONS: MANAGING ACCESSIBILITY <i>Ivor Ambrose, Katerina Papamichail</i>	25
THE CRITERIA FRAMEWORK FOR SUSTAINABLE MUSEUM DEVELOPMENT <i>Katalin Ásványi, Zsuzsanna Fehér, Melinda Jászberényi</i>	39
ASSOCIATING TO CREATE UNIQUE TOURIST EXPERIENCES OF SMALL WINERIES IN CONTINENTAL CROATIA – OPPORTUNITIES AND CONSTRAINTS <i>Rikard Bakan, Dejan Tubić, Božidar Jaković</i>	53
THE ROLE OF TRUST AND WORK RELATIONSHIP SATISFACTION ON PROJECT OUTCOMES <i>Sandra Barač Miftarević, Marko Paliaga</i>	69
STORYTELLING AND PRODUCT STOCKING: STRATEGIES APPLIED BY DIASPORA TOURISTS TO SYMBOLICALLY EXTEND THE VISIT TO THEIR COUNTRY OF ORIGIN <i>Denis Berberović, Emir Kurtović</i>	81
USING ANALYTIC HIERARCHY PROCESS (AHP) FOR TOURIST DESTINATION CHOICE: A CASE STUDY OF CROATIA <i>Ivana Blešić, Tatjana Pivac, Maja Lena Lopatny</i>	95
THE EFFECT OF THE COVID-19 PANDEMIC ON THE CROATIAN TOURIST SECTOR <i>Siniša Bogdan, Luka Šikić, Suzana Bareša</i>	109
GOALS AND OUTCOMES OF SLOW TOURISM: CASE STUDY OF VOJVODINA PROVINCE <i>Tamara Božović, Jovana Miljković, Karmen Mikulić</i>	125

ToSEE 2021

Volume 6

pp. 1 – 838

2021

IMPACT OF CYCLE TOURISM DEVELOPMENT ON TOURIST DESTINATION – ATTITUDES OF LOCAL STAKEHOLDERS <i>Kristina Bršćić, Katarina Lovrečić, Tina Šugar</i>	137
SUSTAINABLE BEST PRACTICES OF EUROPEAN CULINARY FESTIVALS <i>Bence Csapody, Katalin Ásványi, Melinda Jászberényi</i>	155
IMPORTANCE OF SOFT SKILLS AND COMMUNICATION SKILLS IN TOURISM: VIEWPOINT FROM TOURISTS AND FUTURE TOURISM EMPLOYEES <i>Ana Čuić Tanković, Jelena Kapeš, Valentina Kraljić</i>	167
VISITING AND RE-VISITING TOURIST DESTINATION DUBROVNIK <i>Marija Dragicevic Curkovic</i>	187
COVID-19 RISK MANAGEMENT PERSPECTIVES OF THE EUROPEAN CAPITAL OF CULTURE: WHAT NOW? <i>Aleksandra S. Dragin, Zrinka Zadel, Maja B. Mijatov, Vladimir Stojanović, Tamara Jovanović, Lazar Lazić, Tamara Zelenović Vasiljević, Nemanja Milenković</i>	195
THE CONVERGENCE OF CROATIA'S WELLNESS TOURISM OFFER TOWARDS BENCHMARK DESTINATIONS IN EUROPE: PERCEPTION OF WELLNESS EXPERTS <i>Danijela Ferjanić Hodak, Oliver Kesar, Ingeborg Matečić</i>	215
ICTS AND MOBILE APPLICATIONS FOR PROMOTING TOURISM DESTINATIONS: THE CASE OF SMART MARCA APP. <i>Concetta Ferrara, Roberto Pierdicca, Mattia Balestra, Chiara Mignani, Emanuele Frontoni, Alessio Cavicchi</i>	229
LINKAGE OF LEISURE WITH REMOTE WORK AND DIGITAL NOMADISM IN TOURIST ACCOMMODATION FACILITIES <i>Tamara Floričić, Nadia Pavia</i>	247
DESIGN OF A WORKBENCH AND GUIDELINES TO IMPROVE THE EFFICACY OF ADVERTISING MESSAGES <i>Raffaella Folgieri, Tea Baldigara, Sergej Gricar</i>	269
WHAT THEY SAY AND WHAT THEY DO: COMPARING DESTINATION MARKETING ACTIVITIES RELATED TO MOVIE TOURISM IN CROATIA'S ZADAR COUNTY <i>Martina Furčić, Ljudevit Pranić</i>	283
BACK TO BASICS: EXPERIENCING A DESTINATION THROUGH GASTRONOMY - THE CASE OF MADEIRA ISLAND <i>Soraia Garcês, Margarida Pocinho, Saúl Neves de Jesus</i>	303

ToSEE 2021

Volume 6	pp. 1 – 838	2021
ASSESSMENT OF CONVENTION PARTICIPANTS' SATISFACTION TOWARDS THE IMPROVEMENT OF BUSINESS TOURISM OFFER: A CASE STUDY OF ISTRIA, CROATIA <i>Daniela Gračan, Marina Barkidžija Sotošek, Rea Matošević</i>		315
GEOHERITAGE AND TOURISM – OPPORTUNITIES FOR GROWTH <i>Hrvoje Grofelnik</i>		329
MODELLING DYNAMICS OF THE TALC WITH SYSTEM DYNAMICS METHODOLOGY AND DPSIR FRAMEWORK <i>Marko Hell</i>		343
DOES TOURISM ACTIVITY AFFECT MIGRATION? EMPIRICAL EVIDENCE FROM CROATIA <i>Neven Ivandić</i>		357
EVALUATION OF THE BENEFITS OF THE CERTIFICATION LEADING QUALITY TRAILS – BEST OF EUROPE: CASE STUDY LUŽNICE VALLEY HIKING TRAIL <i>Liběna Jarolímková, Jiří Vaniček, Blanka Bejdáková</i>		375
ENHANCING COMPETITIVENESS FOR ECONOMIC AND TOURISM GROWTH: CASE OF CROATIA <i>Adriana Jelušić, Karmen Mikulić</i>		387
BRIDGING THE GAP BETWEEN TOURISM VOCATIONAL EDUCATION AND EMPLOYMENT PRACTICE IN CROATIA: A VOCATIONAL TEACHERS' PERSPECTIVE <i>Oliver Kesar, Danijela Ferjanić Hodak, Ema Roginić</i>		405
APPROACHES TO STORYTELLING AND NARRATIVE STRUCTURES IN DESTINATION MARKETING <i>Zuzana Kvítková, Zdenka Petrů</i>		425
EXAMINING THE IMPACT OF COVID-19 PANDEMIC ON TOURISM SECTOR USING INPUT-OUTPUT ANALYSIS: THE CASE OF CROATIA <i>Davor Mikulić, Damira Keček, Željko Lovrinčević</i>		439
COUCHSURFING AS A MODERN WAY OF DESTINATION EXPLORING <i>Jovana Miljković, Tamara Božović, Ivan Čapeta</i>		455
EXISTING ACCOMMODATION CAPACITY, FACTOR OF INFLUENCE ON TOURIST ARRIVALS. CASE STUDY: CALARASI COUNTY, ROMANIA <i>Cosmin-Nicolae Mirea, Puiu Nistoreanu</i>		467
SIMPLE TOURISM SECTOR DEVELOPMENT INDEX: CRISES VALUES <i>Đorđe Mitrović, Sabina Taškar Beloglavec</i>		479

ToSEE 2021

Volume 6 pp. 1 – 838 2021

BUSINESS CONDITIONS REGIONAL ANALYSIS WITH A REFERENCE TO POTENTIALS IN TOURISM DEVELOPMENT: THE CASE OF SERBIA <i>Đorđe Mitrović, Emilija Manić, Slobodan Ivanović</i>	491
ROLE OF MaaS IN TOURISM <i>Ivana Martinčević, Predrag Brlek, Nives Domjan</i>	503
PARKING SERVICES IN THE HOTEL PRODUCT: ADDRESSING THE CHALLENGES OF THE CORONAVIRUS PANDEMIC <i>Edna Mrnjavac, Robert Maršanić, Drago Pupavac, Ljudevit Krpan</i>	517
SENTIMENT ANALYSIS AND MULTIMODAL APPROACH APPLIED TO SOCIAL MEDIA CONTENT IN HOSPITALITY INDUSTRY <i>Jelena Musanovic, Raffaella Folgieri, Maja Gregoric</i>	533
MARKETING OF RIJEKA MUSEUMS: CURRENT PRACTICES AND FUTURE DIRECTIONS <i>Đurđana Ozretić Došen, Emanuela Cvetinović, Tanja Komarac</i>	545
IMAGE FORMATION IN RURAL TOURISM DESTINATION <i>Ivana Pavlič, Ana Portolan, Barbara Puh</i>	559
UNDERSTANDING SHORT-TERM RENTAL DATA SOURCES – A VARIETY OF SECOND-BEST SOLUTIONS <i>Adam Pawlicz, Catherine Prentice</i>	573
COVID-19 AND MITIGATION STRATEGIES: THE IMPACTOUR PILOTS COMMUNITY PERSPECTIVE <i>Pedro Pereira, João Martins, Graham Bell, Tarmo Kalvet, Shabnam Pasandideh</i>	587
THE EFFECTS OF THE COVID-19 OUTBREAK ON TOURISM IN SARAJEVO CANTON <i>Almir Peštek, Lejla Lazović-Pita, Velma Pijalović</i>	607
INFORMATIVE, EDUCATIONAL, AND PROMOTIONAL ROLE OF GEOCACHING IN THE REGION <i>Ewa Pisula</i>	623
TOP 30 SOFT SKILLS IN TOURISM AND HOSPITALITY GRADUATES: A SYSTEMATIC LITERATURE REVIEW <i>Ljudevit Pranić, Smiljana Pivčević, Daniela Garbin Praničević</i>	637
MEASURING STUDENTS' MEMORABLE CONFERENCE EXPERIENCE AND BEHAVIOURAL INTENTIONS <i>Dora Rašan, Marina Laškarin Ažić</i>	657

ToSEE 2021

Volume 6	pp. 1 – 838	2021
STANDARDIZATION OF SERVICES AS KEY COMPONENTS OF CYCLING TOURISM DESTINATION DEVELOPMENT <i>Nataša Slavić, Tanja Ivek</i>		673
DESTINATION CRISIS MANAGEMENT EDUCATIONAL PROGRAMS – BACKGROUND FOR BETTER PERFORMANCES <i>Dora Smolčić Jurdana, Romina Agbaba</i>		695
THE CONCEPT OF SHADOW DESTINATION & VALUE CREATION <i>Anna Sörensson, Ulrich Schmutde</i>		709
THE ENTREPRENEURIAL INTENTIONS OF TOURISM AND HOSPITALITY STUDENTS IN THE FACE OF THE COVID-19 PANDEMIC <i>Christian Stipanović, Elena Rudan, Vedran Zubović</i>		725
HOTEL'S WEB SITE HEALTH AUDIT AND PAGES DISTRIBUTION BY THEIR STATUS: AN EMPIRICAL RESEARCH OF FIVE STAR HOTELS IN THE REPUBLIC OF CROATIA <i>Mislav Šimunić</i>		739
MOTIVATION-BASED IDENTITY OF ISLAND DESTINATIONS AND TOURIST SATISFACTION: THE CASE OF CROATIA <i>Antonia Škravan, Lorena Bašan, Jelena Kapeš, Ivana Prižmić, Marino Franulović</i>		757
FOREIGN LANGUAGE ABILITY IN HOSPITALITY BUSINESS <i>Alenka Šuljić Petrc, Krešimir Mikanac, Dolores Miškulin</i>		775
TOURIST ACCOMMODATION IN HOUSEHOLDS - PERCEPTION OF SERVICE QUALITY <i>Ana-Marija Vrtodušić Hrgović, Elisabeth Brito, Ema Petaković</i>		789
THE IMPACT OF THE COVID-19 PANDEMIC ON THE USE OF MOBILE APPLICATIONS BY THE LOCAL POPULATION IN THE SMART TOURISM DESTINATION <i>Zrinka Zadel, Nikolina Šerić Honović, Damir Magaš</i>		803
CAMPING TOURISM EXPERIENCE, SATISFACTION AND LOYALTY: AN EMPIRICAL STUDY FROM CROATIA <i>Tihana Cegur Radović, Dina Lončarić, Josipa Cvelić Bonifačić</i>		817
<i>Reviewers</i>		835

EDITORIAL

The Faculty of Tourism and Hospitality Management organized the International scientific conference titled Tourism in Southern and Eastern Europe (ToSEE) for the sixth time in June and July 2021. Following the first call, 116 extended abstracts were submitted, out of which 96 were accepted by the editorial board. Upon receiving 77 full papers, the peer-review process yielded 69 papers accepted for the conference presentation. The conference was attended by 190 participants from Croatia, Belgium, Bosnia and Herzegovina, Czech Republic, Estonia, Hungary, Italia, Netherlands, North Macedonia, Poland, Portugal, Romania, Serbia, Slovenia, Spain, Turkey and the United Kingdom.

The conference took place from 30 June – 02 July 2021 in Opatija with the aim of bringing together academics, researchers, policy makers, students and professionals to exchange, discuss and share their scientific results and ideas related to the theme of the conference which was ToSEE – Smart, Experience, Excellence & ToFEEL – Feelings, Excitement, Education, Leisure.

In an environment of business globalisation and increasing international competitiveness, most tourism destinations try to develop and implement strategies that shall ensure a clear orientation towards the satisfaction of the tourist needs and expectations at the same time providing a balanced management of the resources.

It is *Emotional experiences* that will mark the tourism of the future. For a modern tourist it is no longer enough just *to see*, but he/she also expects “*Experience*”, “*Excitement*” and “*Feelings*”.

Today tourists want to be part of an experience that creates emotions, involves different senses and awakens *feelings*. They want authentic experiences related to the destination, the destination that is *smart*, and eager to *learn*, whose tourism product strives for tourism *excellence*. Such a destination requires an "in-depth" approach where the demand is based on multidimensional benefits: economic, socio-cultural, environmental, nurturing a healthy ecosystem - quality of life and community well-being, lifelong *education* and learning, and creating experiences and emotions.

Tourism is in the end the creation, provision and consumption of experiences. It is necessary to understand the very nature of the tourist experience, its close relationship to the motivation to travel and the ways how destinations can create unforgettable experiences that satisfy the complex desires of tourists.

During the conference, the scientists discussed how to create such a tourist destination that will provide tourists with an unforgettable emotional experience.

We are proud to present you the proceedings of the fourth ToSEE conference including 54 papers that had been prepared and modified in accordance with the reviewers' comments and then accepted for publishing. The published papers promote an interdisciplinary debate about strategies, methods, tools and good practices that can be implemented in the tourism industry of Southern and Eastern Europe.

Last but not least, we would like to take the opportunity to express our sincere gratitude to the authors and reviewers for their contribution to the proceedings.

The Editors