BOOK OF ABSTRACTS

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12th INTERNATIONAL TOURISM AND HOSPITALITY MANAGEMENT CONGRESS

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FROM ECOLOGICAL EQUILIBRIUM TO ISOLATED TOURISM: A GIS–EEI FRAMEWORK FOR SCREENING REMOTE TOURISM POTENTIAL IN SERBIA

Aleksandar Valjarević [1]

Abstract: Sustainable tourism development requires an integrated understanding of ecological conditions, spatial isolation, and anthropogenic pressures. This study presents a GIS-based framework for identifying the potential of remote and environmentally sensitive regions in Serbia through the application of the Ecological Equilibrium Index (EEI). The methodology integrates land-use and land-cover characteristics, normalized river-network density, and anthropogenic pressure within a harmonized spatial database. The EEI provides a quantitative assessment of ecological balance, while additional spatial criteria, including accessibility, remoteness, environmental sensitivity, and infrastructure, support tourism-oriented interpretation. Results indicate a national mean EEI of 0.149, reflecting moderately positive ecological conditions, with 47.8% of the territory classified as having high ecological support and 31.4% characterized by low or very low values. Particular attention is given to Tara-Drina, Uvac-Zlatar-Pešter, Golija-Studenica, Stara Planina, Homolje-Kučaj, and the peripheral areas of Kopaonik. These regions demonstrate promising conditions for low-density, nature-based tourism, although local environmental vulnerability and infrastructure limitations require further assessment. The proposed framework emphasizes that ecological suitability does not automatically imply tourism suitability. By combining ecological indicators with spatial planning considerations, the approach provides a transferable foundation for conservation-oriented tourism development, regional diversification, and sustainable management of remote landscapes.

Keywords: Ecological Equilibrium Index (EEI), GIS, isolated tourism, sustainable tourism, remote sensing, Serbia, environmental sustainability.

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MACHINE LEARNING AND NETWORK ACCESSIBILITY FOR TOURISM-SENSITIVE EV CHARGING INFRASTRUCTURE PLANNING IN BOSNIA AND HERZEGOVINA

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Abstract: The availability and spatial distribution of electric vehicle charging infrastructure are increasingly important for tourism mobility, especially along major travel routes and near accommodation facilities and tourist attractions. This study examines the spatial suitability and deployment priorities of electric vehicle charging stations (EVCS) in Bosnia and Herzegovina using machine learning and network accessibility analysis. The dataset included recorded EVCS locations, spatially balanced pseudo-absence observations and a broad set of spatial predictors.

Several classification algorithms were evaluated using nested spatial cross-validation, with XGBoost showing the most balanced overall performance and therefore being selected for feature reduction and suitability mapping. The final model retained road density, travel time to hotels, travel time to parking facilities, distance to major roads and travel time to tourist attractions. Model performance remained close to that of the full model, while Shapley additive explanations showed that hotel accessibility and road density contributed most strongly to the predictions, followed by accessibility to tourist attractions.

To move from suitability assessment to practical deployment priorities, the modelled suitability surface was combined with population density, LULC compatibility and travel-time gaps in the existing charging network. Several deployment scenarios were tested to assess how expanding the charging network could improve accessibility.

Adding new EVCS could bring charging infrastructure within a short drive of a larger share of the population, with accessibility improving as the network expanded. By linking occurrence-based suitability with network gaps and population accessibility, the approach can support EVCS planning at the national scale.

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Proposed locations should be treated as priority areas for further assessment, with final deployment decisions also considering local demand and site-level feasibility.

Keywords: electric vehicle charging stations, spatial suitability, machine learning, GIS, network accessibility, tourism mobility, Bosnia.

NARRATIVE RESOURCES AND COMMUNITY PARTICIPATION IN SUSTAINABLE TOURISM DEVELOPMENT: THE CASE OF A SMALL HUNGARIAN CITY

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Abstract: Szekszárd is a county seat with 29,337 inhabitants, located in the eastern part of Hungary's South Transdanubia region. The city is characterised by population decline and the outmigration of young people. According to the Hungarian Central Statistical Office, 34,112 tourism nights were registered in 2024. This corresponds to 1.16 tourism nights per resident, indicating low tourism intensity compared with the national figure of approximately 4.7. Tourism is seasonal and strongly wine-centred, while many resources associated with the landscape, cultural and literary heritage, and local communities remain underutilised. Moreover, the attractions and services do not form an integrated destination system.

The research aims to evaluate Szekszárd's narrative resources from the residents' perspective and to examine the relationship between storytelling, community participation, and sustainable destination development. Continuing an earlier qualitative study involving local tourism service providers, the online questionnaire survey draws on data from 103 adult respondents who have lived in Szekszárd for at least one year. The descriptive statistical analysis focuses on narrative authenticity, residents' support for sustainable tourism, and their development and participation preferences.

Of the respondents, 90.2% consider the quality of the visitor experience important, while the same proportion emphasise residents' quality of life. Environmental protection is supported by 90.1%, and 89% favour smaller programmes involving local participation, while 85% consider the current tourism offer excessively wine-centred. The most strongly supported developments include small-scale cultural and gastronomic events, thematic urban walks, routes connecting natural and historical assets, and digital interpretation.

The findings indicate opportunities for sustainable tourism expansion focused not merely on increasing visitor numbers but on higher-quality experiences, longer stays, local economic benefits, and limiting environmental pressures. In other small cities with low tourism intensity, storytelling and resident involvement may similarly support tourism diversification, destination management, and socially accepted development decisions.

Keywords: sustainable tourism, community participation, storytelling, narrative resources, destination development, resident perceptions.

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RELATIONSHIP OF THE SPATIAL DISTRIBUTION OF TOURISM AND SECOND HOME DESTINATIONS OF RESIDENTS OF BOSNIA AND HERZEGOVINA IN THE CROATIAN LITTORAL

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Abstract: Bosnia and Herzegovina (BiH) has traditionally been an important source market for Croatian tourism, particularly for second home demand. Although BiH residents rank 12th in the structure of international tourist flow in Croatia, they rank third among foreign owners of second homes in the country. Both their tourism and second home demand is mostly directed towards the Croatian littoral, especially towards the coastal and island areas of Split-Dalmatia and Dubrovnik-Neretva counties.
These two counties mentioned together account for more than 70% of all overnight stays by tourists from BiH in the Croatian littoral, while BiH residents clearly dominate among foreign second home owners. Therefore, the question arises whether the main receiving tourism and second home areas preferred by BiH citizens coincide at the local level along the Croatian littoral. In accordance with the above question, the aim of the research, using correlation analysis, is to examine the relationship between the spatial distribution of tourism and second home destinations of BiH residents in the Croatian littoral.
The Croatian littoral is the leading receiving tourism and second home area of Croatia, consisting of the coast, islands and that part of the immediate coastal hinterland that is inseparably connected with the coast into a functional whole. Correlation analyses were conducted over several years at the level of 141 local government units (LAU 2), whose territories border the sea coast, as well as those that do not border the coast, but whose seats are no more than 10 km by road from the nearest coastal settlement. Data on tourist flow and registered second homes from the Croatian Tourist Board e-Visitor platform for the period 2016–2025 were used.

Keywords: tourism, second home, international second home phenomenon, Bosnia and Herzegovina, Croatian littoral, correlation analysis.

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BUDAPEST PLAYING THE WORLD: FILM PRODUCTION, DESTINATION IMAGE AND FILM TOURISM

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Abstract: Over the past decades, Budapest has developed into an internationally recognised film production hub, attracting a growing number of major international productions. Its diverse architectural environment, competitive production conditions, skilled professional workforce and continuously developing film infrastructure have enabled the Hungarian capital to represent not only itself but also numerous other cities and geographical settings on screen. Budapest has consequently achieved significant international visibility through film, although this visibility does not necessarily translate directly into destination recognition or film-induced tourism.
This study examines the relationship between Budapest's growing role in international film production, urban and film-related development, destination image, and the potential for film tourism. Particular attention is given to the apparent paradox created by the city's versatility as a filming location: while Budapest appears extensively in internationally distributed productions, it frequently represents other destinations, potentially limiting the direct destination-image effects traditionally associated with film-induced tourism.
Using Budapest as a case study, the research explores the development of the city as a film production centre, including the expansion of film-related infrastructure and the broader economic and urban environment supporting international productions. Selected international productions filmed in Budapest are analysed to illustrate how the city is represented on screen and to assess the relationship between production success, international visibility and destination recognition.
The paper argues that Budapest's established position within the international film industry represents a significant but still underutilised opportunity for destination marketing and tourism development. More strategic integration of film production, destination branding and tourism product development could transform international screen exposure into stronger destination awareness and film tourism experiences. The Budapest case therefore demonstrates how cities functioning as global production hubs may move beyond their role as filming locations and leverage the film industry as an instrument of destination development and international positioning.

Keywords: Budapest, film tourism, film production, destination image, destination marketing, urban tourism.

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HISTORY, RELIGION AND CONTEMPORARY CULTURE IN THE CITY OF KINGS: EXPLORING THE MULTIPLE DIMENSIONS OF SZÉKESFEHÉRVÁR'S URBAN TOURISM IDENTITY

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Abstract: Urban destinations increasingly face the challenge of defining and communicating a distinctive identity in a competitive tourism environment. This study examines the identity of Székesfehérvár as an urban tourist destination and explores which dimensions of the city's character are most relevant for future tourism development, with particular attention to historical heritage, religious identity, and contemporary culture.

The research applies a mixed-method approach combining the analysis of tourism strategic documents, visitor surveys, promotional materials, and semi-structured interviews with key local stakeholders. The stakeholder interviews include representatives of local authorities, heritage managers, tourism operators, religious communities, and civil society organisations. This combination of methods enables the study to examine both the ways in which the destination is officially represented and promoted and how its identity is perceived by visitors and local actors. Particular attention is given to perceived strengths and limitations of the existing tourism offer, as well as stakeholders' expectations regarding destination marketing, positioning, and future development. Preliminary findings suggest that Székesfehérvár possesses a complex and multi-layered tourism identity shaped by its historical significance, religious heritage, cultural resources, and contemporary urban life. Rather than being associated with a single dominant dimension, the city's identity appears to emerge from the interaction of these different elements. At the same time, the diversity of potential identity components may create challenges for coherent destination positioning and communication. The findings therefore indicate the potential value of developing a clearer shared vision of the city's tourism identity, one that connects heritage and contemporary experiences while reflecting the expectations of both visitors and local stakeholders. The study contributes to the discussion of urban destination identity and provides insights for more coherent tourism marketing and development strategies.

Keywords: urban identity, destination marketing, Hungary, City of Kings.

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WHEN DESTINATION INTEGRATION DOES NOT TRANSLATE INTO EXPERIENCE: ALIGNMENT AND MISALIGNMENT IN RURAL CULTURAL TOURISM

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Abstract: Rural cultural tourism destinations are characterised by dispersed cultural resources, small-scale providers and multi-stakeholder governance structures, while research on destination integration and visitor experience has largely developed along separate analytical trajectories. Consequently, the relationship between destination-side integration and visitor-perceived experiential coherence remains insufficiently theorised, particularly under conditions in which the two dimensions diverge. The objective of this paper is to conceptualise the conditions under which destination-side integration and visitor-perceived experiential coherence align or diverge in rural cultural tourism. The research method is an integrative literature review of 47 conceptually relevant sources spanning integrated rural tourism, destination networks and governance, tourism service ecosystems, customer journeys, visitor experience, and rural cultural and creative tourism. The conceptual synthesis results in an Integration–Experience Alignment Framework comprising four configurations: fragmented configuration, emergent experiential coherence, integration–experience misalignment, and aligned configuration. The results are further articulated through three theoretical propositions, with particular attention to two off-diagonal configurations: high destination-side integration combined with low experiential coherence, and high experiential coherence emerging despite limited formal integration. The main conclusion is that destination integration should not be treated as a proxy for visitor-perceived experiential coherence. The scientific contribution lies in conceptualising integration–experience alignment as a distinct analytical problem and in theorising the conditions under which structural integration and experiential coherence diverge. The framework provides a basis for future empirical testing and offers a diagnostic perspective for assessing whether destination-side coordination is translated into coherent visitor-facing connections across the destination journey.

Keywords: rural cultural tourism, destination integration, tourist experience, experiential coherence, destination management, stakeholder.

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TOURISM AS A PERCEIVED DEVELOPMENT OPPORTUNITY IN BOSNIA AND HERZEGOVINA'S BORDERLANDS: EVIDENCE FROM SIX SELECTED MUNICIPALITIES

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Abstract: Border municipalities are often treated as peripheral and disadvantaged areas, yet their location may also create opportunities through mobility and potential cross-border cooperation. This study examines whether residents of six border municipalities in Bosnia and Herzegovina, selected to reflect different socioeconomic and administrative characteristics, perceive tourism as a development opportunity and whether these perceptions are related to local development conditions and spatial marginalization. The analysis draws on survey data from 840 respondents in Bijeljina, Brčko, Foča, Posušje, Bužim and Bosansko Grahovo. Respondents assessed the effect of the border location on tourism using a five-point scale. Municipal differences were tested with the Kruskal – Wallis test and Dunn – Holm comparisons, while tourism was compared with transport, agriculture and industry using the Friedman and Wilcoxon signed-rank tests. Spearman correlations and a partial proportional odds ordinal regression model were used to identify factors associated with more favourable tourism assessments.

Municipal tourism ratings were also compared descriptively with GMAR marginalization values. Overall, 58.8% of respondents assessed the influence of the border on tourism positively, with a mean rating of 3.74. Tourism received a significantly more favourable assessment than transport, agriculture and industry. However, perceptions differed markedly among municipalities: Posušje, Foča and Bijeljina formed a higher-assessment group, while Bosansko Grahovo, Brčko and Bužim recorded less favourable results. The perceived economic effect of the border was the strongest independent predictor of tourism assessments, followed by cross-border cooperation and perceived population effects. Municipal tourism ratings did not follow a clear gradient of spatial marginalization.

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The perceived economic effect of the border was the strongest independent predictor of tourism assessments, followed by cross-border cooperation and perceived population effects. Municipal tourism ratings did not follow a clear gradient of spatial marginalization.
The findings suggest that tourism is recognised as a development opportunity in Bosnia and Herzegovina's borderlands, but this potential depends on local resources, cross-border relations and institutional conditions. Positive perceptions should therefore be treated as a basis for planning, while the capacity of tourism alone to reduce marginalization remains limited.

Keywords: borderlands, tourism potential, spatial marginalization, cross-border cooperation, local development, Bosnia and Herzegovina.

DEVELOPMENT OF A SPATIALLY DIFFERENTIATED GIS-BASED TOURISM CARRYING CAPACITY MODEL FOR A SMALL INHABITED ISLAND: THE CASE OF OŠLJAK ISLAND

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Abstract: Small inhabited islands are particularly sensitive to tourism pressure due to limited space, infrastructure, and close interaction between tourism activities and local residents. Estimating tourism carrying capacity at the destination level may therefore overestimate the actual capacity to accommodate visitors. This study develops a spatially differentiated GIS-based tourism carrying capacity model for Ošljak, a 0.33 km² island in the Zadar Archipelago and the smallest permanently inhabited island in the Croatian part of the Adriatic.

The island was divided into 387 hexagonal units of approximately 1,000 m². The model integrates indicators of tourism function, accessibility and mobility, and spatial and environmental sensitivity. Two visitor activities, swimming and sightseeing, were modelled separately using coastal characteristics, vegetation, terrain slope, pedestrian accessibility, tourist attractions, and spatial constraints.

The results reveal spatial variation in carrying capacity. Of 387 hexagons, 158 have no capacity for the analysed activities, 138 support sightseeing only, 37 swimming only, and 54 have a mixed function. Of 13,379 m² of analysed coastal areas, 5,556 m² were identified as suitable for swimming. Using a standard of 15 m² per person, the simultaneous capacity of swimming areas was estimated at 370 people, while sightseeing capacity was 241, resulting in a gross spatial-functional capacity of 611 people. This represents a theoretical spatial capacity rather than a recommended or sustainable number of simultaneous visitors. Actual carrying capacity also depends on population and visitor pressure, infrastructure, waste management, docking capacity, environmental pressures, and social acceptability of tourism. The next research stage will incorporate field data on permanent residents, accommodation capacity, visitor arrivals, infrastructure, and local residents' perceptions. These data will enable the spatial-functional capacity to be translated into a management-oriented carrying capacity and an estimate of the remaining capacity for additional daily visitors.

Keywords: tourism carrying capacity, GIS, spatially differentiated model, small islands, sustainable tourism, Ošljak Island.

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BEYOND AIR QUALITY: HOW TOURISTS PERCEIVE AND RESPOND TO AIR POLLUTION IN SARAJEVO

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Abstract: Air pollution represents one of the major environmental challenges in Sarajevo, particularly during the winter months, when geographical conditions (unfavorable meteorological conditions and specific topographical characteristics) contribute to increased concentrations of air pollutants. In addition to its negative effects on public health and environmental quality, air pollution may also affect the destination's tourism attractiveness and tourists' travel-related decisions. The aim of this study is to analyze tourists' perceptions of air pollution in Sarajevo, with particular emphasis on their awareness, perceived health risks, tourism experiences, and actual and potential behavioral changes related to air quality.

The research was conducted using a questionnaire survey administered during September and October 2026, involving a sample of 129 respondents who visited Sarajevo. The collected data were analyzed using descriptive statistics and statistical association analysis to examine the relationship between perceptions of air pollution and willingness to adapt tourism activities.
The findings indicate a high level of concern among tourists regarding the potential health effects of air pollution, as well as its possible influence on planning future visits to Sarajevo. Among respondents who reported behavioral changes, the most common adaptations included visiting areas outside the urban environment, avoiding certain parts of the city, and adjusting the timing of planned activities.

The findings suggest that air pollution, beyond its environmental and public health implications, also poses a challenge for urban tourism destination management. This study contributes to a better understanding of the relationships between perceived environmental risks, self-reported behavioral patterns, and tourists' future intentions, while providing a basis for integrating air quality considerations into sustainable tourism development planning in Sarajevo.

Keywords: air pollution, perception of tourists, tourist behavior, environmental risks, urban tourism, Sarajevo.

This research was conducted as part of the NextAIRE project.

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COMPARATIVE MCDA-BASED ASSESSMENT OF NATURAL TOURISM RESOURCES IN SPA DESTINATIONS: THE CASE OF SLATINA SPA AND OLOVO SPA

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Abstract: Comparative assessment of natural tourism resources represents an important methodological approach in tourism planning and destination evaluation, particularly in spa tourism where natural healing resources constitute the primary development base. This paper applies a modified multi-criteria decision analysis (MCDA) model based on a five-point Likert scale in order to conduct a quantitative evaluation of natural tourism resources in two spa destinations in Bosnia and Herzegovina: Slatina Spa and Olovo Spa.
The methodological framework includes five groups of indicators: tourism-geographical location, geomorphological characteristics, hydrogeological resources, biogeographical features, and ecological conditions. Each indicator is assessed using a standardized five-point Likert scale (1–5), and the overall score is aggregated into a Tourism Potential Index (TPI), enabling standardized comparison between the studied destinations. The results indicate that both destinations possess a pronounced natural tourism potential, although they differ in the structure and intensity of individual resource components.
Slatina Spa demonstrates a stronger tourism-geographical position, reflecting its proximity to major urban centres and well-developed transport accessibility, while Olovo Spa is characterized by more pronounced geomorphological diversity and a higher degree of natural landscape preservation. The findings confirm the existence of different internal structures of natural tourism resources, while simultaneously indicating generally moderate to high overall tourism potential in both cases. The study contributes to the development of comparative MCDA approaches in the evaluation of spa tourism destinations and provides a transferable analytical framework for similar regional studies.

Keywords: MCDA, tourism resource assessment; natural resources, spa tourism, Slatina Spa, Olovo Spa, Tourism Potential Index (TPI).

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HIDDEN IN PLAIN SIGHT: THE TOURISM POTENTIAL OF SELECTED OTTOMAN HERITAGE SITES IN BOSNIA AND HERZEGOVINA

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Abstract: This paper examines the tourism potential of selected Ottoman heritage sites in Bosnia and Herzegovina, focusing on their historical and cultural significance, tourism visibility, and opportunities for sustainable valorisation.
The study considers several cultural and historical sites, including the Bridge over the Žepa River, the Kuršumlija Mosque in Maglaj, the Old Fortress of Tešanj, the Clock Tower in Donji Vakuf, the Fojnica Musafirhana and Tekke, and the Old Stone Bridge in Konjic. The primary objective is to explore their potential for more effective integration into the country's cultural tourism offer while supporting heritage preservation and local development. Drawing on relevant academic and professional literature, heritage documentation, and available tourism promotional materials, the research employs descriptive and comparative methods.
Particular attention is given to differences in tourism visibility and opportunities for developing thematic cultural routes and applying digital tools in heritage interpretation and promotion. The analysis highlights the potential of coordinated promotional activities and improved heritage interpretation to enhance the tourism value of sites with varying levels of recognition. Integrating lesser-promoted heritage sites into broader cultural tourism itineraries could contribute to diversifying the tourism offer, strengthening local identities, and encouraging sustainable heritage management. The paper emphasises the importance of approaches that combine tourism development with the preservation of historical authenticity and cultural significance. The study also provides a basis for further research and more integrated strategies for promoting Ottoman heritage in Bosnia and Herzegovina.

Keywords: Ottoman heritage, cultural tourism, tourism valorisation, Bosnia and Herzegovina, heritage interpretation, sustainable tourism.

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PERSONALITY SHAPES CULTURAL DISTANCE, INTERACTIONS, AND TOURIST WELL-BEING IN FIJI

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Abstract: Tourist experiences are neither uniform nor linear. They emerge through interconnected cognitive, relational, and psychological processes, yet tourism research has seldom examined these processes as an integrated experiential trajectory. This study investigates how tourists' stable personality traits shape perceived cultural distance, how this appraisal influences tourist–resident interaction quality, and how these encounters subsequently contribute to distinct dimensions of well-being.

Drawing on Big Five personality theory and trait activation logic, we conceptualize perceived cultural distance as a psychologically situated appraisal of cultural difference rather than simply a macro-level characteristic of destinations. Data from 419 tourists visiting Fiji were analyzed to examine relationships among personality traits, perceived cultural distance, interaction quality, and three dimensions of well-being: meaningfulness, active pleasure, and relaxation. Personality matters. The findings indicate that stable traits systematically shape tourists' perceptions of cultural distance, while greater perceived distance is associated with diminished interaction quality. In contrast, higher-quality tourist–resident interactions foster meaningfulness, active pleasure, and relaxation. Thus, the same cultural encounter may be experienced quite differently depending on who the tourist is and how cultural difference is appraised.

The study advances tourism scholarship by integrating personality, perceived cultural distance, and interaction quality within a single explanatory process. More specifically, it positions perceived cultural distance as a pivotal cognitive mechanism through which individual dispositions become consequential for interpersonal experiences. The findings also extend tourism well-being research by demonstrating that interaction quality constitutes an experiential resource capable of generating qualitatively distinct psychological benefits, rather than merely satisfaction or behavioral intentions.

For destination managers, the implications are practical: recognizing tourists' dispositional differences and reducing perceived cultural distance may help cultivate interactions that are more meaningful, pleasurable, and restorative.

Keywords: Big Five personality traits, perceived cultural distance, tourist-resident interaction, tourist well-being.

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SPATIAL PLANNING AND MANAGEMENT AS THE BASIS FOR SUSTAINABLE TOURISM DEVELOPMENT IN PROTECTED AREAS OF BOSNIA AND HERZEGOVINA

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Abstract: Protected areas represent the most important instrument for the conservation of natural and landscape diversity, while also serving as a significant resource for sustainable tourism and regional development. The nature conservation system in Bosnia and Herzegovina is characterized by a complex legislative and institutional framework, as well as a high degree of fragmentation of responsibilities, which significantly affects the processes of planning, management, and tourism valorization of protected areas. The results indicate that management plans are the predominant instrument of nature protection in practice, whereas special-purpose spatial plans are considerably less common. Although the legislative framework envisages their complementary role, uneven planning coverage limits the potential for integrated spatial management and the long-term development of sustainable tourism functions within protected areas. Particular emphasis is placed on the importance of harmonizing spatial planning and management documents in areas that achieve a more successful balance between nature conservation and tourism development. In this context, the study highlights the need to strengthen the spatial planning approach, improve institutional coordination, and ensure more consistent implementation of the legislative framework. The aim of this paper is to analyse the planning coverage of protected areas in Bosnia and Herzegovina, with particular emphasis on management plans and special-purpose spatial planning documents as the main instruments for sustainable management and tourism development. The methodological approach is based on the analysis of available documentation, comparative analysis of planning documents, and cartographic and GIS-based analysis of the spatial distribution of protected areas.

Keywords: protected areas, special-purpose spatial planning documents, sustainable tourism, Bosnia and Herzegovina.

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ANALYSIS OF CONTEMPORARY TOURISM TRENDS IN THE DEVELOPMENT OF ASTRONOMICAL TOURISM WITH SPECIAL REFERENCE TO BOSNIA AND HERZEGOVINA

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Abstract: Astronomical tourism is a selective form of tourism based on the observation of the night sky and astronomical phenomena, increasingly linked to education, environmental protection, sustainable development, and the integration of natural and cultural resources. Despite growing global interest in this form of tourism, its development potential in Bosnia and Herzegovina remains insufficiently explored and utilized. This paper aims to examine contemporary global and regional trends in astronomical tourism and assess its potential, current state, and development opportunities in Bosnia and Herzegovina. The research employs an analysis and synthesis of scientific and professional literature, the comparative method, case study analysis, and qualitative analysis of data collected through an open-ended questionnaire administered to relevant stakeholders from the astronomical and tourism sectors in Bosnia and Herzegovina. The findings indicate that contemporary astronomical tourism development is shaped by dark-sky protection, light pollution reduction, investment in astronomical infrastructure, tourism product diversification, technological innovation, and the integration of astronomy with natural and cultural heritage. Bosnia and Herzegovina possesses considerable potential for developing astronomical tourism, particularly in mountainous and rural areas, supported by favorable geographical conditions, existing astronomical facilities, and activities organized by astronomical societies.
However, this potential remains insufficiently valorized within the tourism sector. The paper concludes that the sustainable development of astronomical tourism in Bosnia and Herzegovina requires systematic dark-sky protection, improved infrastructure, the creation of specialized tourism products, effective promotion, educational initiatives, and stronger cooperation among relevant stakeholders.
These measures could contribute to diversifying the national tourism offer and strengthening the sustainable use of local natural and cultural resources.

Keywords: astronomical tourism, astrotourism, selective tourism, dark sky, light pollution, Bosnia and Herzegovina.

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CULTURAL HERITAGE AS A RESOURCE FOR URBAN TOURISM: THE TOURISM VALORIZATION OF SVRZO'S HOUSE IN SARAJEVO

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Abstract: Urban tourism is based on natural and anthropogenic resources, tourism infrastructure, and a range of services within urban areas. Cultural-historical heritage represents a significant resource for the development of urban cultural tourism, as historic buildings, museums, events, traditions, and customs contribute to the attractiveness, distinctiveness, and competitiveness of a tourist destination. Its systematic valorisation and appropriate interpretation enable the creation of specific tourism products and experiences, particularly in cities with a rich and layered cultural-historical heritage such as Sarajevo.
Svrzo's House, as a valuable example of traditional residential architecture from the Ottoman period, represents an important element of Sarajevo's cultural-historical heritage and provides insight into the way of life of urban families during the 18th and 19th centuries.
Building on its cultural-historical significance, the aim of this study is to assess its tourism value and level of tourism significance, as well as to examine opportunities for its more intensive integration into Sarajevo's urban cultural tourism offer. The research will include an analysis of the site's historical and architectural characteristics, its existing tourism function and presence within the city's tourism offer, as well as an analysis of visitor numbers, implemented cultural and tourism programmes, and existing and potential additional facilities and activities. Particular attention will be given to the role of Svrzo's House in the preservation, interpretation, and tourism presentation of both tangible and intangible cultural heritage, with the aim of identifying opportunities to enhance its tourism function and contribute to the diversification of Sarajevo's urban cultural tourism offer.

Keywords: urban tourism, cultural heritage, Svrzo's house, Sarajevo.

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THE USE OF VIRTUAL REALITY IN PRESENTING TOURISM CONTENT IN HIGHER EDUCATION: GEOGRAPHY STUDENTS' PERCEPTIONS

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Abstract: The application of modern digital technologies contributes to improving the teaching process and developing new teaching methods. Among these technologies, virtual reality (VR) stands out for its potential to facilitate interactive and experiential learning through the visualization of educational content. Its application is particularly relevant to teaching tourism geography, as the virtual exploration of natural and cultural tourist attractions contributes to a better understanding of spatial phenomena and processes related to tourism.
The aim of this study is to analyze the potential application of VR in teaching tourism geography, with particular emphasis on geography students' perceptions of its integration into the teaching process to enhance teaching quality and modernize instructional methods. In addition to a review of relevant scientific literature, the methodological framework includes a qualitative study involving a focus group of seven geography students, aimed at exploring their attitudes and experiences regarding the potential use of VR in tourism geography education.
The findings indicate predominantly positive student perceptions of the educational potential of VR, particularly in terms of geographical visualization, interactive learning, and understanding tourism-related content. The study may contribute to identifying opportunities for developing innovative VR-based teaching materials and enhancing the digital competencies of geography students.

Keywords: virtual reality, tourism geography, education, geography students, new teaching methods.

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WHO OWNS THE FAILURE? RECOVERY-LOCUS AMBIGUITY AND COMPLAINT CHANNEL SWITCHING IN PLATFORM-MEDIATED HOSPITALITY

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Abstract: Platform-mediated hospitality increasingly distributes service delivery across hotels, online travel agencies, apps, payment systems, and other intermediaries. When a failure occurs, dissatisfied tourists may know that something went wrong but remain uncertain about which actor owns the recovery. This conceptual study introduces recovery-locus ambiguity as uncertainty over who is responsible for resolving a service failure and through which channel recovery should proceed. The study aims to explain how such ambiguity shapes post-failure complaint behavior in multi-actor hospitality ecosystems. Using a theory-building approach, the paper integrates Tourist Complaint Constraints (TCC) and TCC 2.0 with research on attribution of responsibility, platform-centric versus multi-party service failure, online-to-offline recovery locus, and digital service recovery. The resulting framework proposes that recovery-locus ambiguity reduces responsibility clarity, increases recovery-routing effort, and weakens procedural clarity. These conditions are expected to encourage repeated contacts, complaint channel switching, delayed recovery, and external negative word of mouth. Conversely, clearly assigned recovery ownership and visible decision authority should reduce routing friction and help keep complaints within recoverable organizational channels. The study concludes that platform-mediated recovery should be evaluated not only by whether complaint channels exist, but also by whether customers can identify who is accountable and where meaningful recovery can occur. By isolating distributed accountability as a structural complaint constraint, the framework extends TCC 2.0 beyond AI-specific recovery and provides a distinct agenda for empirical research on hotels, online travel agencies, and other platform-mediated tourism services.

Keywords: recovery-locus ambiguity, complaint channel switching, platform-mediated hospitality, attribution of responsibility, TCC 2.0.

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THE IMPACT OF SOCIAL MEDIA MARKETING ACTIVITIES ON CONSUMER–BRAND RELATIONSHIPS: A RESEARCH PROPOSAL FROM ONLINE MARKETPLACES TO TOURISM PLATFORMS

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Abstract: Research on social media marketing activities (SMMAs) has focused mostly on brand equity, awareness and loyalty; work on how SMMAs shape the relationship quality and relational bonds between consumers and brands is still limited. Tourism studies have linked SMMAs to loyalty and revisit intention, but have not tested the two relational mechanisms together. This paper builds on a completed study in online marketplaces and proposes a follow-up study for tourism platforms. The completed study used the Stimulus–Organism–Response framework: SMMAs as the stimulus, brand relationship quality (BRQ) and online relational bonds (ORBs) as the organism, and repurchase intention, revisit intention and willingness to pay a price premium as responses. Data from 599 Turkish consumers who shop on online marketplaces and follow their social media accounts were analysed with confirmatory factor analysis and structural equation modelling. All eight hypotheses were supported. SMMAs strengthened both BRQ (β = 0.761) and ORBs (β = 0.747), but the two mechanisms worked with different intensities: ORBs had a stronger effect on repurchase (β = 0.530) and revisit intention (β = 0.538), while BRQ had a stronger effect on the price premium (β = 0.393 against 0.223). Revisit intention and the price premium are central outcomes in tourism, so the proposed study carries the same model into tourism platforms. Eight hypotheses repeat the original paths with rebooking, revisit and price-premium outcomes; three new hypotheses state that ORBs outweigh BRQ for transactional outcomes, that BRQ outweighs ORBs for the price premium, and that platform type moderates these relationships. The planned design is an online survey of about 600 travellers who booked through a tourism platform and follow its social media accounts, analysed with structural equation modelling and multi-group comparison. The expected contribution is a decision rule for tourism marketers: which relational mechanism to invest in for which objective.

Keywords: social media marketing activities, brand relationship quality, online relational bonds, tourism platforms, research proposal.

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POLITICAL DIMENSIONS OF THE SARAJEVO INBOUND DESTINATION

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Abstract: This paper analyzes the political receptive factors, their orientation, and the extent of their impact on the development of tourism in Sarajevo. A comprehensive approach to touristic-geographical valorization was employed, assessing relevant parameters such as political influences and the security environment, which includes the safety of tours and movement, public transportation, and freedom of expression. The research is grounded in both desk and field studies, utilizing observational methods, as well as surveys and interviews with tourism professionals, local residents, and visitors. The findings indicate that the political receptive environment is predominantly favorable, positioning Sarajevo as a competitive tourist destination.

Keywords: political receptive factors of tourism, destination Sarajevo, political climate, safety, security, valorization, competitiveness.

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TOURISM VALORISATION OF NATURAL AND CULTURAL-HISTORICAL HERITAGE OF THE MUNICIPALITY OF KISELJAK – GEOGRAPHICAL ASPECT

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Abstract: Thanks to its natural resources and strategic geo-traffic position, traces of settlement in the Kiseljak Municipality date back to the Neolithic. It is important to emphasise that the oikonym Kiseljak originates from the natural resources of mineral (acidic) water. The beginnings of tourism development date back to the Roman villae rusticae, inns (han) from the Ottoman period, spa resorts from the Austro-Hungarian Monarchy and reaching its peak in the 1970s and 1980s. The Kiseljak region possesses significant natural and cultural-historical resources that remain insufficiently developed in modern times. The aim of this paper is to analyse and evaluate resources from tourism perspective, and to determine the potential for their tourism development. A special emphasis has been placed on natural resources, especially mineral springs, as well as on the potential and importance of their economic, geoecological and tourism valorisation, particularly in terms of the opportunities for developing spa tourism. The paper analyses the company Sarajevski kiseljak, and its economic significance for the population. It also analyses the tourism potential and importance of cultural-historical resources, specifically the Milodraž Ahdnama, as well as traditional gastronomy and local events. The analysis of tourism trends in the Municipality of Kiseljak, along with survey research, confirms the limited development of tourism in recent times, but also indicates the existence of natural resources that represent significant potential for tourism development.
Based on the analysis of the survey results, the local population considers mineral water to be the most important tourism resource, while also recognising the potential of Kiseljak sourdough bread.
With adequate investment, promotion, a modern tourism offer, and management in accordance with the principles of sustainable development, these resources could become a strong driver of the development of selective forms of tourism and help restore Kiseljak's former significance as a tourist destination.

Keywords: Kiseljak, tourism valorisation, natural resources, cultural and historical resources, mineral water, sustainable tourism.

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MODERN HOSPITALITY TRENDS IN BOSNIA AND HERZEGOVINA: CHALLENGES AND OPPORTUNITIES FOR SUSTAINABLE AND DIGITAL TRANSFORMATION

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Abstract: The hospitality industry is undergoing significant transformation due to rapid technological development, changing guest expectations, sustainability requirements, and increasing global competition. Bosnia and Herzegovina, as an emerging tourism destination, faces the challenge of adapting its hotel sector to contemporary international trends while preserving its cultural identity and local advantages. This study aims to examine the current level of implementation and perception of modern hospitality trends in Bosnia and Herzegovina, with particular emphasis on digitalization, sustainability, personalization of services, quality management, and future development priorities. The research was conducted using a quantitative methodology based on a structured questionnaire distributed through Microsoft Forms in May 2025. The study included 140 respondents representing different stakeholder groups: hotel guests, hospitality employees, hotel managers and owners, tourism and hospitality students, and other participants interested in tourism development. The questionnaire examined awareness of contemporary hospitality trends, the application of digital technologies, environmental practices, service personalization, innovation potential, and key challenges affecting the development of the hotel sector.
The findings indicate that digital transformation is recognized as one of the most important drivers of future hospitality development, with online check-in/check-out systems, digital services, and reliable internet connectivity identified as essential elements of modern hotel operations. However, advanced technologies such as artificial intelligence and smart hotel solutions remain insufficiently implemented.

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The results also reveal growing awareness of sustainability among guests, although environmentally responsible practices are still inconsistently applied within the hotel sector. Furthermore, personalization of guest experiences and investment in employee education are identified as important areas requiring further improvement. The study concludes that the future competitiveness of hospitality in Bosnia and Herzegovina depends on the successful integration of digital innovation, sustainable practices, quality management, and human resource development. Coordinated efforts among hotel managers, educational institutions, policymakers, and tourism stakeholders are necessary to achieve a more modern, sustainable, and internationally competitive hospitality sector.

Keywords: hospitality trends, digital transformation, sustainability, hotel industry, Bosnia and Herzegovina.

ARTIFICIAL LIGHT POLLUTION IN THE URBAN AREA OF SARAJEVO: MEASUREMENT, SPATIAL ANALYSIS, AND GIS-BASED VISUALIZATION

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Abstract: Artificial light as a form of environmental pollution in Bosnia and Herzegovina, compared with more developed countries worldwide, remains a relatively new and insufficiently researched topic. Excessive levels of artificial light represent a significant environmental concern in contemporary urban areas, with potentially serious consequences for the environment, human health, and quality of life. In this context, the present study focuses on the measurement and spatial visualization of artificial light as an important form of urban pollution in the City of Sarajevo. The study area encompasses the central part of Sarajevo, bounded by Zmaja od Bosne Street to the north, one of the city's busiest traffic corridors; Hamdije Čemerlića Street to the west; Vrbanja Street to the east; and Vilson's Promenade, along the Miljacka River, to the south. The selected area is characterized by a high degree of functional complexity, reflected in the presence of diverse commercial and service activities, educational institutions, transportation infrastructure, residential areas, parks, and other public spaces.
The aim of the study is to measure artificial light levels, visualize their spatial distribution, and identify areas characterized by different levels of light pollution within the study area. The research methodology involved data collection using available mobile applications for measuring light intensity. Measurements were conducted at 38 locations between 16 and 19 May 2026.

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Measurements were taken during both morning and evening periods, on weekdays and weekends, in order to identify potential temporal variations in light levels and assess the influence of different urban functions on this form of pollution. During the morning measurements, ambient light levels were recorded to provide a basis for comparison with artificial lighting levels measured in the evening. The collected data were analyzed and spatially processed using modern geoinformation methods, primarily Geographic Information System (GIS) techniques. Appropriate spatial interpolation methods were applied to generate cartographic representations of the spatial distribution of light levels. This approach enabled the identification of spatial patterns and areas of increased light pollution, providing a basis for a better understanding of artificial light as an environmental issue within the urban area of Sarajevo.

Keywords: artificial light, light pollution, urban pollution, spatial analysis, geovisualization, GIS, spatial interpolation, urban area, Sarajevo.

FROM EMPATHY TO SOCIAL DISTANCE: TOLERANCE IN RESIDENT-TOURIST RELATIONS IN FIJI

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Abstract: International tourism has intensified resident–tourist contact, renewing concerns about social tensions and the sustainability of host–guest relations. Empathy may help residents navigate these encounters constructively, yet tourism research has rarely distinguished its dimensions or examined how empathy translates into different forms of social distance. This study addresses these gaps by examining whether emotional contagion, cognitive empathy, and emotional disconnect shape residents' tolerance toward tourists, whether tolerance influences proximal and distal social distance differently, and whether interaction quality conditions these relationships. Grounded in intergroup contact theory and informed by Construal Level Theory, the study conceptualizes tolerance as a central mechanism through which empathy shapes residents' social proximity to tourists. Survey data from 407 residents across six communities in Fiji were analyzed using covariance-based structural equation modelling. The findings reveal differentiated effects across empathy dimensions. Emotional contagion and emotional disconnect significantly increase tolerance, whereas cognitive empathy does not exert a significant effect. Tolerance subsequently reduces proximal social distance but does not significantly affect distal social distance, indicating that tolerant orientations may facilitate social closeness without necessarily extending to deeper, relationship-oriented ties. Interaction quality further strengthens the relationship between tolerance and proximal social distance, underscoring the importance of positive encounters in translating tolerant dispositions into greater interpersonal proximity.

The study contributes to resident–tourist relations research by positioning tolerance as a psychological pathway linking multidimensional empathy to social distance and by distinguishing proximal from distal forms of social acceptance. It also identifies interaction quality as an important boundary condition shaping whether tolerance translates into closer resident–tourist relations. Practically, the findings suggest that destination managers should cultivate empathic engagement and high-quality encounters to sustain constructive host–guest relationships amid intensifying tourism.

Keywords: cognitive empathy, emotional contagion, emotional disconnect, proximal social distance.

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DOES AUTOMATIC GRATUITY HELP OR HURT SERVERS? AN EXAMINATION OF A CASUAL RESTAURANT'S POS DATA

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Abstract: Restaurants use automatic gratuities to protect servers from low tips, but the charge may reduce voluntary tipping. This study examines whether automatic gratuity improves total server compensation and whether common selective-application criteria identify checks that would otherwise receive lower tips. We analyze transaction-level point-of-sale data from 14,404 checks at one casual-dining restaurant in Steele Creek, North Carolina, collected from May 2024 through April 2025. Observational comparisons and regression models examine automatic-gratuity assignment, voluntary tipping, and total service payments while controlling for bill size, discount status, and large-party status. In the paper's cleaned-variable models, automatic gratuity was associated with a 21-percentage-point reduction in the likelihood of an additional voluntary tip and with a 3.99-percentage-point reduction in voluntary tips as a share of the bill among checks with recorded voluntary tips. It was also associated with a 13.87-percentage-point increase in total service payments as a share of the pre-tax bill. Bill size was associated with lower voluntary tip percentages, whereas large-party status was not; after controls, large parties tipped more. Thus, in this single-restaurant observational sample, the 18% automatic gratuity more than offset the reduction in voluntary tipping. The findings suggest that managers should evaluate both server compensation and customer response and validate their criteria for assigning charges with their own data.

Keywords: service charges, voluntary tipping, tipping policies, hospitality management, restaurant management, worker compensation.

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GOVERNING TOURISM BEFORE DISASTER STRIKES: LESSONS FROM INDONESIA FOR MULTI-HAZARD DESTINATIONS

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Abstract: Indonesia is not discussing tourism resilience in the abstract. Recent eruptions and heightened volcanic activity, recurrent floods and landslides, forest and land fires, maritime safety incidents, and mounting climate pressures are unfolding across a country whose tourism depends heavily on islands, coasts, mountains, forests, and marine routes. These events raise a deeper question: not simply how tourism responds once disaster occurs, but whether risk has been taken seriously enough before destinations are planned, approved, built, licensed, and promoted.
The paper focuses on a persistent gap between disaster-risk knowledge and tourism-development decisions. Drawing on destination crisis management and collaborative governance, it uses an anticipatory governance lens to examine how risk information, decision authority, coordination, and accountability move across the destination lifecycle.
An interpretive qualitative documentary policy analysis examines Indonesian tourism, disaster-risk, spatial-planning, environmental, coastal, and destination-resilience instruments. Documents are read across nine connected stages: hazard and climate knowledge; site selection; feasibility and risk assessment; spatial and environmental approval; development and licensing; operation; early warning; emergency response; and recovery and adaptation.
Preliminary analysis points to a recurring disconnect between available disaster-risk knowledge and its incorporation into tourism planning, development, and operational decisions. Important gaps appear upstream, where choices about location, feasibility, approval, and licensing can shape future exposure long before emergency agencies are called into action.
These gaps provide the basis for Anticipatory Destination Governance (ADG), a tourism-specific framework connecting pre-development decisions with the full disaster and climate-risk cycle. Rather than beginning with preparedness after exposure already exists, ADG asks an earlier question: whether, where, and under what risk conditions should tourism development proceed at all?

Keywords: Anticipatory Destination Governance, destination crisis governance, multi-hazard destinations, archipelagic tourism.

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