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10th INTERNATIONAL TOURISM AND HOSPITALITY
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MAP OF FOOD DESERT AND SWAMPS FOR TOURISTS

Semra Günay¹
Deniz Ateş Akkaya²

Abstract: Food and beverage options are very important for tourists. Tourists benefit from both touristic businesses and businesses for local residents for food and beverage activities in the destinations they visit. Food desert and swamp maps can be useful for tourists to plan their travels and increase their satisfaction in the destinations they visit during their travels. For this reason, in this study, the locations of food businesses in Eskişehir city center and the attributes of the products they sell were determined and the businesses were classified according to MaPAQ. And food desert and food swamp maps were created with the data obtained. The maps were shown to tourists, and colors and symbols were developed in line with user comments. This study will provide theoretical contribution on food desert and food swamp and food maps in terms of gastronomy tourism. At the same time, it is expected to have a practical contribution to the use of maps in gastronomy tourism.

Keywords: food deserts, food swamps, tourism, sustainability, urban planning, regional development, gastronomy tourism.

¹ Department of Tourism Management, Anadolu Üniversitesi, Eskişehir, Turkey, semragunay@anadolu.edu.tr

² Bilecik Şeyh Edebali University, Lisansüstü Eğitim Enstitüsü, Coğrafya Bölümü, Bilecik, Türkiye denzates26@gmail.com

**ANALYSIS OF HOTEL GUEST SATISFACTION RATINGS AND
REVIEWS: AN APPLICATION IN SARAJEVO****Ema Huseinčehajić¹****Amra Alijagić²****Amra Čaušević³****Amra Banda⁴****Tena Božović⁵**

Abstract: The purpose of the study is to demonstrate the level of satisfaction regarding the quality of hotel services in the Canton of Sarajevo, specifically within the areas of Stari Grad, Centar, Novo Sarajevo, Novi Grad, and Ilidža. The analysis focused on hotels with 4 and 5-star ratings located in these municipalities. A total of 49 hotels were included in the analysis, with hotel reviews from the TripAdvisor platform being examined. A visual representation, in the form of a word cloud, was generated for hotels to emphasize important factors that influenced guest satisfaction, as well as to pinpoint potential areas in need of improvement. This thorough analysis offers a deeper understanding of guest opinions and experiences, enabling a better grasp on their feedback and the identification of crucial elements necessary for enhancing service quality within the hotel industry. The top-rated hotels in the city are situated in Stari Grad and Centar municipalities. Their stellar reputation is largely due to their prime locations. These hotels consistently draw in a large number of visitors, setting a high bar for their staff who understand the significance of providing impeccable service. On the other hand, hotels in Ilidža municipality have received lower ratings. Their distance from the city center poses a challenge that necessitates extra efforts to entice guests, a task that appears to be falling short at present.

Keywords: TripAdvisor platform, hotels, guest satisfaction ratings, reviews, Sarajevo.

¹ University of Sarajevo, Faculty of Science, Department of Geography, emahuseincehajic6@gmail.com

² University of Sarajevo, Faculty of Science, Department of Geography, amra.aliyagic1802@gmail.com

³ University of Sarajevo, Faculty of Science, Department of Geography, amra.causevic@pmf.unsa.ba

⁴ University of Sarajevo, Faculty of Science, Department of Geography, amra.banda@pmf.unsa.ba

⁵ University of Sarajevo, Faculty of Science, Department of Geography, tena.bozovic@pmf.unsa.ba

**FOOD GEOGRAPHY AND GASTRONOMY TOURISM
INTERACTION IN GASTRONOMY DESTINATIONS IN TURKEY**

Semra Günay¹
Önder Yayla²
Deniz Ateş Akkaya³
Şeyda Yayla⁴

Abstract: Food geography and gastronomy tourism play an important role in cultural and economic development as well as in enhancing the attractiveness of tourist destinations. While local cuisines are integrated into the tourism sector as part of cultural identity and heritage, this integration is critical for the sustainable marketing and promotion of destinations. Turkey, with its rich culinary culture, is a particularly striking example in this field. This study aims to examine the interaction between food geography and gastronomy tourism in selected gastronomy destinations in Turkey, while assessing their impact on cultural heritage conservation and marketing of tourist destinations. The research was conducted through document analysis method with data obtained from various sources such as tourism ministries, local administrations, non-governmental organizations and sectoral reports. The findings of the study show that local culinary elements play an important role in tourism marketing strategies, contribute to the sustainable preservation of cultural heritage, and the promotion of local products and traditional dishes provides both economic returns and enables the transfer of cultural values to new generations. As a result of the study, it was determined that food geography and gastronomy tourism are important tools for the protection of cultural heritage and marketing of touristic destinations and that studies in this field should be supported by local governments and relevant institutions. Local governments and policy makers should develop strategies for the protection and promotion of local cuisines in the international arena, taking into account food geography and gastronomy tourism information.

Keywords: food geography, gastronomy tourism, cultural heritage, tourism marketing, Turkey.

¹ Department of Tourism Management, Anadolu Üniversitesi, Eskisehir, Turkey, semragunay@anadolu.edu.tr

² Department of Gastronomy and Culinary Arts, Korkut Ata University, Osmaniye, Turkey onderyayla@gmail.com

³Bilecik Şeyh Edebali University, Lisansüstü Eğitim Enstitüsü, Coğrafya Bölümü, Bilecik, Türkiye, denzates26@gmail.com

⁴Department of Gastronomy and Culinary Arts, Korkut Ata University, Osmaniye, Turkey, seydayayla@osmaniye.edu.tr

**SARAJEVO CANTON'S TOP TOURISM PRODUCTS BASED ON
TOURIST PERCEPTIONS****Amila Demir¹**
Lejla Žunić²

Abstract: Sarajevo is the capital of Bosnia and Herzegovina, known for its rich cultural and historical heritage, where different religions and traditions intertwine. As a tourist destination, Sarajevo offers a unique combination of oriental and western architecture, attractive themed products, and authentic local brands, making it interesting for tourists from all over the world. The aim of the paper is to present top products as indicators of the image of Sarajevo – activities, arrangements, tours, and local products that influence the overall experience of tourists in the destination of Sarajevo. In this study, the top tourism products of Sarajevo Canton are analyzed using a survey of tourists visiting the region. The survey included 92 tourists who voted for the top tours, local specialties, artisanal products, and souvenirs in Sarajevo. The statistics show that the most popular experiences include city walks, gastronomy and craft tours, and night tours of the city. The research highlights that international tourists show a greater interest in historical tours and exploring the city's rich and complex history, whereas domestic tourists tend to favor nature excursions, either for relaxation or active recreation. Additionally, the study identified key gastronomic offerings and local souvenirs that both residents and tourists regard as essential to Sarajevo, contributing significantly to the overall tourist experience.

Keywords: tourism products, tours, souvenirs, gastronomic products, handcrafted products.

¹ University of Sarajevo, Faculty of Science, Department of Geography, demiramila3@gmail.com

² University of Sarajevo, Faculty of Science, Department of Geography, pmflejlazunic@yahoo.com

**DARK LITERARY TOURISM ROUTES DESIGN PROCESS WITH
HALİDE EDİP ADIVAR'S BOOK TÜRKÜN ATEŞLE İMTİHANI**

Semra Günay¹
Aslı Bendenay Çapa Daşkın²

Abstract: Dark literary tourism is a new niche tourism type born from the combination of literary tourism and dark tourism. In this study, it is aimed to share the systematics of designing dark literary tourism routes based on the work of an author who witnessed the period. In this context, Halide Edip Adıvar's book *Türkün Ateşle İmtihani* which was personally present in the battlefields, was analyzed. While examining the work, geography-centered reading technique was used. While using this technique, the work was analyzed in accordance with the themes and sub-themes of geography. Based on the fact that the author mentioned the names of the settlements one-to-one, the current names of these places were determined. Then, three dark literary tourism routes were developed by checking the suitability of the names of the settlements to the route. The routes were mapped using geographical information systems. Thus, a new route planning that can be used in dark literary tourism has been made. This study, which aims to support regional and local development, will guide the formation of new tourism markets. The study, which will provide a perspective on dark literary tourism, a new niche tourism type, from the battlefields, will also contribute to the creation of routes that can be used in battlefield tourism.

Keywords: dark tourism, dark literary tourism, dark literary tourism routes, route designing, geography-centered reading.

¹ Department of Tourism Management, Anadolu Üniversitesi, Eskisehir, Turkey, semragunay@anadolu.edu.tr

² Anadolu Üniversitesi, Eskisehir, Turkey, abcapa@anadolu.edu.tr

WORLD WAR II BATTLEFIELDS AND TOURS IN WEST EUROPE

Seda Sökmen¹
Aslı Bendenay Çapa Daşkın²
Semra Günay³

Abstract: Battlefield tourism is emerging as a new market and marketing area for tour operators to respond to changing human needs in a globalised world. This type of tourism is becoming more and more important in the tourism sector with the various tours it offers and is being preferred more and more every day. In Turkey, battlefield tours are limited to certain regions and this situation results in a lack of detailed studies on the supply of battlefield tourism in the literature. This study is based on the TUBITAK 3005 funded project entitled 'Creating a National Battle Route from Inonu to Sakarya and Monitoring its Effects' and compares the content of this tour with examples of World War II tours in Western European countries. The aim of the research is to enrich the content of a developing tour by using successful examples on an international level. To this end, one tour each from Belgium, France, Germany, Luxembourg, the Netherlands, the Republic of Ireland, and the United Kingdom was analysed through document analysis. This study, conducted with a social constructivist approach, is a multiple-case study. The findings of the study highlight that the content of battlefield tours varies according to the historical and cultural background of the countries. In this context, it aims to identify the areas for improvement of the "National Struggle from Inonu to Sakarya" tour in Turkey and provide a structure in accordance with international standards.

Keywords: wordsbattlefield tourism, national struggle tour, international comparison, Türkiye.

¹ Anadolu Üniversitesi, Eskisehir, Turkey, sedasokmen@anadolu.edu.tr

² Anadolu Üniversitesi, Eskisehir, Turkey, abcapa@anadolu.edu.tr

³ Anadolu Üniversitesi, Eskisehir, Turkey, semragunay@anadolu.edu.tr

**THE NATURAL RESOURCES OF THE PRIMEVAL FOREST
PERUĆICA AS THE BASIS OF NATURE-BASED TOURISM****Edin Hadžimustafić¹
Dževad Mešanović²**

Abstract: The subject of research in this paper is the identification of natural resources in the primeval forest Perućica, and their valorization in nature-based tourism. The natural resources of this region attract a significant number of tourists from the country and abroad and provide the basis for the development of nature-based tourism, such as: walking tourism, cycling tourism, adventure tourism, fishing, bird and wildlife watching, ecotourism, SAVE tourism. The geomorphological, climatic, hydrogeographical, biogeographical potentials, as well as the natural landscapes of the area, were analyzed. Mountaineering and cycling trails, viewpoints, caves, waterfalls, water sources, streams, endemic plant and animal species, etc. are singled out. The research area is the primeval forest Perućica, which is located in the southeast of Bosnia and Herzegovina on the border with Montenegro. This protected nature reserve is located on the western slopes of Mount Maglić and is part of the Sutjeska National Park. The goal of the research is to comprehensively analyze and evaluate natural tourist resources in order to recognize and distinguish existing and potential tourist resources in the protected area of the Perućica primeval forest. Different research methods have been applied, from field research of the area, to the use of data obtained by remote sensing that are processed and analyzed in geographic information systems. A tourist map of the geographical distribution of natural resources of the Perućica primeval forest was made. The obtained research results will bring this unusual attractive area closer to nature lovers, which will have a positive effect on the additional strengthening and development of tourism in the primeval forest Perućica, as well as in Bosnia and Herzegovina.

Keywords: natural resources, nature-based tourism, primeval forest Perućica, Geographic information systems, Bosnia and Herzegovina.

¹University of Tuzla, Faculty of natural sciences and mathematics, Department of geography,
edin.hadzimustafic@untz.ba

²University of Tuzla, Faculty of natural sciences and mathematics, Department of geography,
dzevad.mesanovic@untz.ba

A GIS-BASED MULTI-CRITERIA ANALYSIS OF OPTIMAL SKI RESORT LOCATIONS IN SARAJEVO

Amina Sivac¹

Edin Hrelja²

Aida Korjenić³

Aida Avdić⁴

Boris Avdić⁵

Abstract: This study employs a GIS-based multi-criteria analysis (MCA) to identify optimal ski resort locations within Sarajevo, where the XIV Winter Olympic Games were held in 1984. Utilizing a multi-criteria analysis (MCA) within a geographic information system (GIS), four key geomorphological parameters were analyzed: elevation, slope, aspect, and terrain roughness. Elevation and slope were prioritized as primary criteria, while aspect and terrain roughness served as secondary criteria. Using a digital elevation model (DEM), these parameters were first standardized and then weighted according to their significance in ski resort suitability. The combined analysis facilitated the identification and visualization of the most suitable locations for ski resorts on mountains such as Bjelašnica, Treskavica, and Jahorina. The integration of multiple criteria within GIS provided a comprehensive and objective approach to spatial planning and tourism development. The robustness of the results was confirmed through rigorous analysis, demonstrating the method's reliability in supporting informed decision-making processes. This study underscores the importance of detailed geomorphological analysis in the sustainable development of tourism.

Keywords: GIS, multi-criteria analysis, ski resort location, sarajevo, spatial planning, tourism planning.

¹ University of Sarajevo, Faculty of Science, Department of Geography, amina.sivac@pmf.unsa.ba

² University of Sarajevo, Faculty of Science, Department of Geography, edinhrelja@pmf.unsa.ba

³ University of Sarajevo, Faculty of Science, Department of Geography, aida.k@pmf.unsa.ba

⁴ University of Sarajevo, Faculty of Science, Department of Geography, aidaavdic@pmf.unsa.ba

⁵ University of Sarajevo, Faculty of Science, Department of Geography, borisavdic@pmf.unsa.ba

**EVALUATION OF THE HOLIDAY CLIMATE INDEX (HCI): URBAN
AND ITS SIGNIFICANCE FOR DECISION MAKING AND
PLANNING IN THE TOURISM SECTOR - THE EXAMPLE OF
SARAJEVO**

Aida Korjenic¹

Amina Sivac²

Aida Avdić³

Boris Avdić⁴

Abstract: Understanding the impacts of climate on tourism has evolved since the end of the last century, from one-sided and partial approaches to more comprehensive and versatile ones. In order to more precisely assess the climatic suitability of destinations for recreational tourism, the Holiday Climate Index (HCI) was recently developed. The variable rating scale and the weighting system of components within the HCI are based on understanding tourists' climatic preferences. Given that different types of destinations have different climate requirements, the Holiday Climate Index has been developed with design specifications for two main tourism segments—Urban and Beach. The Holiday Climate Index (HCI): Urban focuses on urban tourism, where the city and its attractions are the main destination and point of interest. This paper analyzes the Holiday Climate Index (HCI): Urban for Sarajevo as the most significant tourist destination in Bosnia and Herzegovina. Monthly probability (%) is calculated by determining the frequency of daily index results in ideal and unacceptable categories. Ideal climatic conditions for urban tourism are defined as days with ratings between 90 and 100, while unacceptable climatic conditions refer to days with ratings below 40. Of the total number of tourists who visited Bosnia and Herzegovina during 2023, 41% visited Canton of Sarajevo. Understanding local climate conditions is of great importance for creating tourism development strategies, as well as in tourism planning and the organization of tourist events.

Keywords: holiday Climate Index (HCI), Sarajevo, urban tourism, tourism planning.

¹ University of Sarajevo, Faculty of Science, Department of Geography, aida.k@pmf.unsa.ba

² University of Sarajevo, Faculty of Science, Department of Geography, amina.sivac@pmf.unsa.ba

³ University of Sarajevo, Faculty of Science, Department of Geography, aidaavdic@pmf.unsa.ba

⁴ University of Sarajevo, Faculty of Science, Department of Geography, borisavdic@pmf.unsa.ba

**LIGHT POLLUTION AND SUSTAINABLE TOURISM: A CASE
STUDY OF THE LOCAL COMMUNITY TRG OSLOBOĐENJA –
CENTAR - CITY OF SARAJEVO**

**Edin Hrelja¹
Aida Avdić²
Ali Pecar³
Džejlan Hrelja⁴
Lejla Redžić⁵**

Abstract: The analysis of light pollution levels is essential for understanding its impacts on the environment, human health, and urban development, as well as for developing strategies and technologies to mitigate its negative effects. The International Dark-Sky Association (IDA) defines light pollution as any harmful phenomenon caused by artificial lighting, including skyglow, glare, light trespass and over-illumination. Light pollution disrupts ecosystems, influences animal behavior and threatens human health. In urban areas, it can also reduce the attractiveness of tourist destinations, diminishing the clarity of the night sky. This research focuses on the geovisualization and measurement of light pollution at a selected micro-location – Trg oslobođenja - Centar, a local community in Sarajevo—and explores the relationship between light pollution and sustainable tourism development. Building on previous research that utilizes advanced remote sensing techniques and GIS analysis to assess light pollution in urban environments, the objectives of this study are twofold: first, to measure and geovisualize the levels of light pollution; and second, to compare the obtained results with tourism activities and propose sustainable tourism development measures. The proposed measures emphasize balancing tourism growth with the need to preserve the environment and the aesthetic value of the space. Research findings offer valuable insights into a critical aspect of tourism planning and provide a solid foundation for future comparative studies, both within Sarajevo and in broader contexts.

Keywords: light pollution, sustainability, geovisualisation, Sarajevo.

¹ University of Sarajevo, Faculty of Science, Department of Geography, edinhrelja@pmf.unsa.ba

² University of Sarajevo, Faculty of Science, Department of Geography, aidaavdic@pmf.unsa.ba

³ University of Sarajevo, Faculty of Science, Department of Geography, ali.pecar@student.pmf.unsa.ba

⁴ University of Sarajevo, Faculty of Science, Department of Geography, dzejlan.hrelja@student.pmf.unsa.ba

⁵ University of Sarajevo, Faculty of Science, Department of Geography, lejla.redzic@pmf.unsa.ba

**FINANCING TANGIBLE CULTURAL HERITAGE PRESERVATION:
AN ANALYSIS OF PUBLIC EXPENDITURES AND
ADMINISTRATIVE MODELS OF RESOURCE ALLOCATION WITH
SPECIFIC VIEW OF THE EXPENDITURES FOR TANGIBLE
CULTURAL AND HISTORICAL HERITAGE PRESERVATION IN
KANTON SARAJEVO 2020-2024**

Edina Sudžuka¹
Haris Hadžijusufović²

Abstract: Due to the complex state organization in Bosnia and Herzegovina, a competence in the field of culture in the Federation of Bosnia and Herzegovina is decentralized to ten cantonal authorities, in the Republika Srpska it is regulated at the entity level, and at the district level for Brčko District in Bosnia and Herzegovina. The requirements and principles of local self-government additionally affect the complexity and make it more difficult to analyze public expenditures for the protection of cultural and historical heritage.

Keywords: cultural and historical heritage, budget expenditure, culture and tourism, development.

¹ University of Sarajevo, Faculty of Law, e.sudzuka@pfsa.unsa.ba

² University of Sarajevo, Faculty of Law, h.hadzijusufovic@pfsa.unsa.ba

**ANALYSIS OF MANISA TOURISM PROJECTS SUPPORTED BY
ZAFER DEVELOPMENT AGENCY USING CONTENT ANALYSIS
METHOD**

Ceren İŖçi¹
Mustafa Tepeci²

Abstract: When planned and structured correctly, tourism destination projects can positively affect brand image, destination competitiveness, and tourism product development. Development agencies play a pivotal role in the production and development of tourism projects in Turkey. Tourism is among the policy areas of development agencies located in 26 regions of Turkey. The agencies perform various activities within the scope of providing support to stakeholders, supporting tourism infrastructure projects, and promoting tourism. These activities are of significant importance in determining the tourism vision of the destination. With its rich historical, cultural, and natural attractions, Manisa province is a tourist destination with great potential for cultural, rural, gastronomic, thermal, and religious tourism. As the city is an important industrial center, there is also a high level of business tourism. In the action plan of the Turkish Tourism Strategy 2023, Manisa was one of the 15 brand cities, and the importance of revitalizing cultural, health, and thermal tourism in the province was emphasized. Tourism projects supported by various organizations are being implemented in the city, which has a variety of tourist attractions such as culture, nature, and gastronomy, and offers different types of tourism to its visitors. These plans and projects need to be evaluated with a holistic approach and coordination. In this research, the provincial tourism projects supported by Zafer Development Agency will be examined; the current status of Manisa tourism, its goals, and tourism forecasts will be determined and suggestions will be provided for the steps to be taken accordingly. The content analysis method will be used in the research. The data obtained from the projects will be coded and themes and categories will be created. The results of the study will be useful in revealing the possible strengths and weaknesses of Manisa tourism and its development areas.

Keywords: Manisa, tourism projects, development agency, content analysis.

¹ Manisa Celal Bayar University, Faculty of Business, Department of Business Administration,
ceren.isci@hotmail.com

² Manisa Celal Bayar University, Faculty of Business, Department of Business Administration,
mtepeci@yahoo.com

DARK LEADERSHIP: DESTRUCTIVE LEADERSHIP STYLES AND ITS EFFECTS ON THE HOSPITALITY INDUSTRY**Irene Contreras-Gordo¹**
Irene Huertas-Valdivia²

Abstract: Leadership is a critical factor that can determine whether an organization succeeds or fails. Consequently, leadership research has become an expanding field that seeks to understand how leaders influence positive organizational outcomes. However, not all leadership practices yield beneficial results. Different studies have highlighted the prevalence of the so-called "destructive leadership" in certain sectors, such as in the hotel industry, where such leadership styles can produce significant negative consequences for both organizations and their employees. The hotel sector, in particular, has been facing high levels of absenteeism and employee turnover rates, making it increasingly difficult for hotel companies to attract and retain talent. Our research aims to explore how different leadership styles contribute to these challenges by examining their impact on hotel employees. Our study focuses on two specific forms of destructive leadership — abusive supervision (AS) and despotic leadership (DL) — and their effects on employees' motivation to continue working (MCW) in the hotel industry. To conduct this research primary data were collected from a sample of employees working in hotels that have received the Q-mark quality certification from the Spanish Institute of Tourism Quality. The findings reveal that both abusive supervision and despotic leadership have a significantly negative impact on employee motivation to continue working, indicating their turnover intention. This research emphasizes the importance of tackling harmful leadership styles and mitigating their influence to prevent their detrimental outcomes, which significantly impact employees' wellbeing and the overall organizational performance, by implementing adequate human capital management policies aimed at promoting the positive effects of effective leadership styles.

Keywords: leadership, abusive management, despotic leadership, intention to quit, hotels.

¹ University Rey Juan Carlos, Tourism management, i.contreras.2016@alumnos.urjc.es

² University Rey Jua, Applied Economics II and Fundamentals of Economic Analysis, irene.huertas@urjc.es

**THE GASTRONOMIC OFFER OF THE SARAJEVO TOURIST-
GEOGRAPHICAL REGION****Aida Bidžan-Gekić¹****Seada Gavranović²****Haris Gekić³**

Abstract: The Sarajevo tourist-geographical region stands out as an increasingly popular destination for gastronomic tourism due to its rich cultural heritage, diverse gastronomic offer, and authentic ambience that attracts tourists from different parts of the world. This area is characterised by collection of traditional Bosnian dishes, the influences of Turkish and Austro-Hungarian cuisine, as well as modern interpretations of local specialties, and this is what makes it unique. This region is known for its hospitality and warm welcome to tourists, which further enriches their gastronomic experience. It is important to mention that the Sarajevo tourist-geographical region has positioned itself as an increasingly attractive destination for all those who want to explore the wealth of Bosnian cuisine and get to know its cultural heritage. This region offers a deeper understanding of local culture and identity through its gastronomic offer. The degree of valorization of gastronomic tourism in this region is at a very modest level, so the possibility of its improvement and intensive development for tourist purposes should be pointed out. The aim of the research is to provide an insight into the specifics of Sarajevo's gastronomic offer, identify the key attractiveness factors for tourists, and examine the effects of the gastronomic industry on the local economy and cultural heritage.

Keywords: gastronomic tourism, Sarajevo tourist-geographical region, tradition, culture, customs.

¹ University of Sarajevo, Faculty of Science, Department of Geography, abidzan@pmf.unsa.ba

² University of Sarajevo, Faculty of Science, Department of Geography, gavranovic1508@gmail.com

³ University of Sarajevo, Faculty of Science, Department of Geography, hgekic@pmf.unsa.ba

**SARAJEVO THROUGH THE LENS OF THE AUSTRIAN-
HUNGARIAN PERIOD: THE SIGNIFICANCE OF POSTCARDS IN
TOURISM PROMOTION**

Amra Banda¹
Muniba Osmanović²
Belma Durmišević³
Amra Čaušević⁴
Tena Božović⁵

Abstract: The Austro-Hungarian occupation of Bosnia and Herzegovina was one of the key events of that period, having a profound impact on the overall development of Sarajevo. During this time, European media regularly reported on and wrote about Sarajevo, promoting it as a new and relatively unknown destination. However, postcards began to be used as a promotional tool somewhat later than in the rest of Europe. The postcards that emerged after 1890 depicted diverse architecture, significant cultural sites, as well as the everyday life and customs of the local population. This form of visual presentation allowed foreign visitors to learn about the city, thereby attracting potential tourists. Photographs of the most significant buildings, cultural and historical monuments, and everyday life, taken by prominent photographers of the time, became motives on Sarajevo postcards, creating a visual connection between Sarajevo and European tourism. Postcards are particularly significant in shaping the urban identity and perspectives of the city, as they contributed to the perception of Sarajevo as a modern and attractive destination for visitors. This research focuses on analyzing the motives of postcards from the Austro-Hungarian period and their role in the early stages of tourism development, as well as the popularization of Sarajevo as a tourist destination. The research findings contribute to existing tourist-geographical analyses of the beginnings of tourism development in Sarajevo and its spatial evolution.

Keywords: Sarajevo, postcards, tourism development, Austro-Hungarian period.

¹ University of Sarajevo - Faculty of Science, Department of Geography, amra.banda@pmf.unsa.ba

² University of Sarajevo - Faculty of Science, Department of Geography, muniba.osmanovic@pmf.unsa.ba

³ University of Sarajevo - Faculty of Science, Department of Geography, belma.durmisevic@pmf.unsa.ba

⁴ University of Sarajevo - Faculty of Science, Department of Geography, amra.causevic@pmf.unsa.ba

⁵ University of Sarajevo - Faculty of Science, Department of Geography, tena.bozovic@pmf.unsa.ba

VIRTUAL REALITY: ENHANCING INCLUSIVE TOURISM EXPERIENCES

Almir Peštek¹
Amra Banda²
Belma Durmišević³
Amila Pilav-Velić⁴
Selma Rizvić⁵
Nadija Hadžijamaković⁶

Abstract: Virtual reality (VR) represents an innovative tool increasingly utilized in tourism, allowing users to explore and experience tourist destinations in a completely different way. While the application of VR in tourism is still in its early stages, it holds significant potential for creating a more immersive and inclusive tourist experience. The aim of this research is to identify and analyze the practical aspects of applying VR in tourism sector and to emphasize the critical role of VR technology in promoting inclusive tourism by broadening access for diverse audiences, including individuals with disabilities and those who may face barriers to travel. The methodological approach involved qualitative research based on focus groups with representatives from the private, public, and civil sectors, aiming to explore perceptions and potential applications of VR in tourism promotion, with a special focus on enhancing accessibility and providing equal tourist experiences for all. The results revealed strong awareness of VR technologies in tourism among participants, alongside an interest in leveraging these tools to promote tourism and foster inclusivity. It was found that VR can be used as a mean to overcome physical barriers, enabling individuals with disabilities and older adults to access tourist experiences that would otherwise be unavailable to them. This study can serve as a basis for future research of the role of VR technology and modalities of its use for inclusive tourism.

Key words: virtual reality, tourism development, tourism experience, inclusive tourism.

¹ University of Sarajevo, School of Economics and Business, almir.pestek@efsa.unsa.ba

² University of Sarajevo, Faculty of Science, Department of Geography, amra.banda@pmf.unsa.ba

³ University of Sarajevo, Faculty of Science, Department of Geography, belma.durmisevic@pmf.unsa.ba

⁴ University of Sarajevo, School of Economics and Business, amila.pilav-velic@efsa.unsa.ba

⁵ University of Sarajevo, Faculty of Electrical Engineering, srizvic@etf.unsa.ba

⁶ University of Sarajevo, School of Economics and Business, nadija.hadzijamakovic@efsa.unsa.ba

**INVENTORY AND RANKING OF SPORTS AND RECREATIONAL
EVENTS IN THE AREAS OF SARAJEVO AND EAST SARAJEVO**

Šemsa Ćišija¹
Muniba Osmanović²
Emina Ajanović³
Ranko Mirić⁴

Abstract: Sports and recreational events across various sports and disciplines represent the most developed and common form of events in Bosnia and Herzegovina, particularly in the cities of Sarajevo and East Sarajevo. Through effective organization of these events, Bosnia and Herzegovina lays the groundwork for hosting similar events in the future, as well as for the development of sports and recreational tourism. The aim of this study is to inventory and map all sports and recreational tourism motives, as well as to rank the events by types of sports and disciplines. The analysis includes 115 different sports events from 25 sports disciplines. Due to the variety of indicators and sub-indicators, the "H. du Cros" method was used for the tourist valuation of these events. The results of the valuation indicate that none of the events fall into the category of low market attractiveness. The most valued are the sports events that include world and European championships, as well as the Youth Olympic Games, which significantly contribute to the promotion and branding of the destination, attract a large number of tourists, and impact the development of tourist infrastructure and the increase of employment in the tourism sector. Detailed ranking of these events reveals different levels of importance, highlighting key characteristics, advantages, and disadvantages, which allows for a better understanding of their impact on the development of sports and recreational tourism. This analysis not only identifies the most suitable events for tourism development but also provides valuable insights for future initiatives and investments in tourism.

Key words: sports and recreational events, sports and recreational tourism, tourism evaluation, Sarajevo, East Sarajevo.

¹ University of Sarajevo, Faculty of Science, Department of Geography, semsacisija@gmail.com

² University of Sarajevo, Faculty of Science, Department of Geography, muniba.osmanovic@pmf.unsa.ba

³ University of Sarajevo, Faculty of Science, Department of Geography, emina.ajanovic@pmf.unsa.ba

⁴ University of Sarajevo-Faculty of Science, Department of Geography, rmiric@gmail.com

**PROVINCE OF RUGOVA
TOURIST-GEOGRAPHIC ASSESSMENT OF TOURIST RESOURCES**

Qerim Kastrati¹

Abstract: The object of research in this scientific paper is the evaluation of the natural tourist resources of Rugova Province and their spatial distribution. The identification, classification, evaluation and ranking of the natural tourist resources of Rugova Province have been carried out. In the realization of the defined scientific goal of the research, the following tasks were carried out: analysis of available written and cartographic data and theoretical identification and classification of natural tourist resources, field observation and collection of supplementary and follow-up data. Several methods were used during the work, such as: analysis and synthesis, comparative, descriptive, statistical methods, etc. In the territory of Rugova Province, 44 natural tourist resources have been identified, some resources have a high tourist value, such as: Rugova Gorge, 4.52 points, Burimi and Drini Bardhë Waterfall 4.51 points (ranked among resources of international tourist importance), while the value of the general tourism and natural resources of the Rugova Province is 3.66 points, and they are listed as resources of national tourist importance. Based on the results of the assessment forms, we conclude that the parameters with the highest tourist value are: attractiveness, uniqueness, environment and the possibility of using resources for tourist purposes, etc. Therefore, we estimate that this region offers very good conditions for the development of several forms of tourism, such as: mass winter and summer tourism, ecotourism, excursion and recreational tourism, mountaineering, hunting tourism, health tourism, etc. The results of this work are aimed at improving the conditions for the development of natural and cultural tourism in this area and creating a rich tourist offer.

Keywords: identification, classification, assessment, Rugova Province, Rusolia.

¹ AAB University College, Pristina, qerimkastrati@yahoo.com

**MEDIEVAL HERITAGE OF SARAJEVO CANTON: A FOUNDATION
FOR TOURISM DEVELOPMENT**

Amina Sivac¹
Nusret Drešković²
Edin Hrelja³

Abstract: Sarajevo Canton possesses a rich medieval cultural heritage that holds significant potential for the development of cultural tourism. This paper explores the possibilities for the tourist valorization of the cultural-historical heritage from the medieval period, with a particular emphasis on the historical and architectural monuments that continue to shape the identity of the Canton. Through a combination of field research, remote sensing, and spatial analysis based on GIS, 17 recognizable medieval sites have been identified, including fortresses, religious structures, and necropolises with stećci, which represent a unique part of the historical heritage of Bosnia and Herzegovina. The integration of these methods has enabled a comprehensive assessment of the distribution, condition, and accessibility of these monuments. The identified cultural heritage sites, along with the natural beauty of the surrounding landscapes, reveal promising opportunities for sustainable tourism development and the establishment of specific tourist products. By adequately valorizing this medieval heritage, Sarajevo Canton can enhance its attractiveness for both domestic and international tourists, thereby promoting economic growth and fostering the preservation of cultural heritage. The research emphasizes the importance of strategic planning, investment in tourism infrastructure, and the use of modern geoinformation technologies to fully exploit the potential of these medieval monuments.

Key words: medieval heritage, cultural tourism, Sarajevo Canton, GIS, sustainable development.

¹ University of Sarajevo, Faculty of Science, Department of Geography, amina.sivac@pmf.unsa.ba

² University of Sarajevo, Faculty of Science, Department of Geography, nusret.dreskovic@pmf.unsa.ba

³ University of Sarajevo, Faculty of Science, Department of Geography, edinhrelja@pmf.unsa.ba

POSTER PRESENTATIONS

INFRASTRUCTURE OF TOURIST CAMPS IN THE VALLEYS OF THE RIVERS UNA, SANA AND VRBAS**Ahmed Džaferagić¹**

Abstract: Camping tourism is one of the selective forms of tourism. It can be understood as the totality of relationships and phenomena related to tourist travel and camping, i.e. staying in a camp located outside the place of residence. Camps are arranged places with the necessary installations and hygienic conditions for the stay of a large number of people in tents or campers. Recently, they are gaining popularity and are being used more and more by young people, due to their affordable price or lifestyle.

In many parts of Bosnia and Herzegovina, the tourist infrastructure is not sufficiently developed. Limiting factors for the construction of larger hotels and tourist complexes are often pronounced seasonality of tourist visits, the need for large financial resources, insufficient institutional support, as well as the possibility of damaging the natural environment. That is why a large part of the accommodation capacity refers to accommodation in houses, apartments and rural households. In the valleys of the Una, Sana and Vrbas rivers, there has been a noticeable increase in the number of tourist camps over the last few years. The camps have different levels of equipment and services. The aim of this paper is to present the current state of camping infrastructure and consider the possibilities and needs for improving existing and building new camps. The work is based on data collected by surveying and interviewing camp owners, as well as field work and research of Internet sources. The research results indicate that a significant number of campsites do not even have basic services and that there are a large number of "wild" campsites that greatly disrupt the operation of registered campsites and thus affect the image of tourist destinations. It is concluded that greater institutional care is needed for tourist infrastructure and the image of tourist destinations.

Keywords: camping, tourism, tourist camp, Una, Sana, Vrbas, Bosnia and Herzegovina.

¹ University of Sarajevo, Faculty of Science, Department of Geography, ahmed.dzaferagic@pmf.unsa.ba

**PANNONIAN SALT LAKES IN THE CITY OF TUZLA AS AN
EXAMPLE OF A CREATIVE AND SUSTAINABLE DESTINATION IN
THE 21ST CENTURY TOURISM**

**Senada Nezirović¹
Denis Krdžalić²**

Abstract: At the beginning of this century, Tuzla became recognizable for the construction of salt lakes in the city center. The Pannonian lakes are the only salt lakes in Europe. They belong to the group of tourist values with emphasized recreational features. Of particular importance for the development of tourism are their aesthetic and healing properties, and they are frequent destinations for a large number of visitors to stay there. They stand out as the centers of the city's outdoor swimming pool, representing the basis for the development of cultural and event tourism. The Pannonian lakes have become a real attraction for all those who are unable to go to the sea and the basis for the future development of tourism in Tuzla. The paper presents theoretical-practical research of contemporary processes of tourism development in Tuzla. The goal of this research is the valorization of tourist destinations of the Pannonian Lakes as a creative and sustainable tourist destination in the function of tourism development in Tuzla.

Keywords: Pannonian salt lakes, City of Tuzla, creative and sustainable destination, tourism.

¹ University of Sarajevo, Faculty of Science, Department of Geography, senada.nezirovic@pmf.unsa.ba

² University of Tuzla, deniskrdzali@gmail.com

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