CONFERENCE PROGRAMME

International Conference Vallis Aurea: Economics and Tourism

Conference Venue: Faculty of Tourism and Rural Development in Pozega
Vukovarska 17, 34000 Pozega

Thursday, 17 September 2026

09:00 – 11:00	**Registration**
Opening ceremony - Hall 1, Dobriša Cesarić, ground floor	
11:00 – 11:50	**Welcoming Speeches**
11:50 – 12:00	**Short Break**
Keynote Lecturers - Hall 1, Dobriša Cesarić, ground floor	
12:00 – 12:30	**Keynote Speaker 1** **Hareesh N Ramanathan** Cochin University of Science and Technology, India *"Destination Stewardship: Emerging Paradigms for Sustainable Tourism"*
12:30 – 13:00	**Keynote Speaker 2** **Chamaru de Alwis** University of Kelaniya, Sri Lanka *"Regenerative Tourism and Destination Resilience: Creating Sustainable Value for Communities and Future Generation"*
13:00 – 13:30	**Coffee break**
Session 1 (On-site / English) - Hall 1, Dobriša Cesarić, ground floor **Session Chair: Emiliano Gallaga,** Universidad Autónoma de Chiapas, Mexico	
13:30 – 13:45	**Brigitte Ragusa**

	"Inclusive Education as a Foundation for Sustainable Tourism Training: Reflections from a Maltese Post-Secondary Institute"
13:45 – 14:00	**Sreejith S, Santosh Kumar P K** *"Uneven Development of Tourism Accounting Systems: A Global and Country - Level Analysis Using Correspondence Analysis"*
14:00 – 14:15	**Oleksandr Molnar, Anatoliy Kolodiychuk, Fedir Vazhynsky** *"Macroeconomic Monitoring of Risks of Informatization of the National Economy*
14:15 – 14:30	**Vladimir Ristanović** *"Green Skills and the Tourism Transition: A Threshold Perspective from Southern Mediterranean and Black Sea EU Economies"*
14:30 – 14:45	**Petra Jurković, Jasmina Mlađenović** *"Overtourism through the Eyes of Local Residents: Findings from Slavonia and Baranja"*
14:45 – 15:00	**Fred Higenyi** *"Tagging Human Resources Management concerns in fostering learner inclusivity in Primary Education in Uganda"*
Session 2 (On-site / English) – Hall 5, Miroslav Kraljević, second floor **Session Chair: Hareesh N Ramanathan,** Cochin University of Science and Technology, India	
13:30 – 13:45	**Maja Borlinič Gačnik, Tanja Lešnik Štuhec, Marjetka Rangus** *"A Multi-Stakeholder Analysis of Gastronomic Tourism under Climate Change"*
13:45 – 14:00	**Boris Jurič, Anica Hunjet, Dijana Vuković** *"Stakeholder Perceptions and Sustainable Island Development: A Structural Equation Modelling Approach in Adriatic Island Regions"*
14:00 – 14:15	**Tilia Lazarević, Dalibor Pelević, Mimo Drašković** *"Knowledge as a Key Factor in the Sustainable Logistics Development of Modern Seaports"*
14:15 – 14:30	**Kristian Đokić** *"Gender Stereotypes in AI-Generated Photographs: Statistical Analysis of Lucid Origin, Lucid Realism and Phoenix 1 Models"*
14:30 – 14:45	**Ivana Mikić, Marija Karadža** *"The role of sport tourism in the sustainable development of rural areas in continental Croatia"*
Session 3 (On-site / Croatian) – Hall 6, Napoleon Špun-Strižić, second floor **Session Chair: Verica Budimir,** Josip Juraj Strossmayer University of Osijek, Croatia	
13:30 – 13:45	**Drago Pupavac, Christian Stipanović** *"Human Resource Capacity in Tourism: Research on The Optimal HR Ratio"*
13:45 – 14:00	**Zrna Garača, Davor Huška, Anamarija Blažević** *"The Role of The Development Index in Regional and Local Development: The Case of Požega-Slavonia County"*

14:00 – 14:15	**Krešimir Lacković, Dejan Pernjak** *"Media Coverage of Traditional Sports and Communication Channels in Attracting Audiences"*
14:15 – 14:30	**Ivana Jaković, Božidar Jaković** *"Linkedin – The Hidden Potential of Hotel Business Promotion: Research of 5-Star Hotels in the Republic of Croatia"*
14:30 – 14:45	**Bojan Radišić** *"Factors Shaping Attitudes Toward Artificial Intelligence in Tourism and Hospitality"*
14:45 – 15:00	**Francisko Didović** *"Vocational Education for Hospitality in the Republic of Croatia: Challenges and Perspectives"*
Session 4 (Online / English) **Session Chair: Barbara Pisker,** Josip Juraj Strossmayer University of Osijek, Croatia	
13:30 – 13:45	**Iván-Miguel García-López, Jessica Nájera-Ochoa** *"Integrating Open Large Language Models into Sustainable Tourism Education: Curriculum Innovation for Digital and Inclusive Economies"*
13:45 – 14:00	**Derya Semiz Çelik** *"Sustainable Travel Solutions in Destination Management: A Literature Review in the Context of Visitor Mobility"*
14:00 – 14:15	**K S Lekha, Simmy Kurian** *"The Role of Motivation, Training and Infrastructure in Teachers' Gamification Adoption"*
14:15 – 14:30	**Meltem Ince Yenilmez, Hiroshi Yoshida** "Inbound Tourism in Japan: An Economic Success Story or Sustainability Crisis"
14:30 – 14:45	**Orhan Uludag, Mojtaba Hamzehei, Erdogan Ekiz, Victor O. Olorunsola** *"Green HRM's Impact on Employee Behaviour and Innovation: Mediating Role of Engagement and Competencies"*
14:45 – 15:00	**Rezarta Brokaj, Elenica Pjero** *"Agritourism as a Driver of Rural Sustainability in Albania: A Case Study of Mrizi i Zanave"*
Session 5 (Online / English) **Session Chair: Maja Ergović Ravančić,** Josip Juraj Strossmayer University of Osijek, Croatia	
13:30 – 13:45	**Nihan Uğur** Wine tourism
13:45 – 14:00	**Jaseem Ali, Ekparna Das, Shibu AV** *"Understanding Nomadic Food Systems: A Qualitative Analysis of Gastronomy and Local Sourcing for Destination Development"*
14:00 – 14:15	**Youri Oh**

	"Cultural, Halal, and Eco-Tourism: Brunei Darussalam as a Case Study"
14:15 – 14:30	**Nona Khomasuridze, Medea Ormotsadze** *"Underwater Aging of Sparkling Wines as an Innovative Tool for Wine Tourism and Economic Value Creation"*
14:30 – 14:45	**Melih Aydin** *"From Gastronomy to Governance: Integrating Zero-Waste Strategies into Sustainable Tourism - The Case of Gaziantep"*
14:45 – 15:00	**Ajay Kumar Vardhanapu, Ashish Sreekumar, Kavya T A, Ginson Joseph** *"Career Intentions of Young Professionals in Seafood Value Addition"*
15:00 – 15:30	**Coffee break**
Invited Lecturers (On-site / English) Hall 1, Dobriša Cesarić, ground floor	
15:30 – 16:00	**Invited Lecture 1** **Midhat Jašić**, University of Tuzla, Bosnia and Hercegovina *"From Fresh to Ultra-Processed Foods: The Impact of the Degree of Processing on Health and the Environment"*
16:00 - 16:30	**Invited Lecture 2** **Miglė Eleonora Černikovaitė**, Mykolas Romeris University, Lithuania *"Generation Z Employees in Tourism Customer Service: Communication and Customer Experience"*

Friday, 18 September 2026

Invited Lecturers (On-site / English) Hall 1, Dobriša Cesarić, ground floor	
09:30 – 10:00	**Invited Lecture 5** **Ruth Azzopardi**, Institute of Tourism Studies, Malta *"Competitiveness and sustainability of rural tourism SMEs across the Mediterranean region"*
Session 6 (On-site / English) - Hall 1, Dobriša Cesarić, ground floor **Session Chair: Chamaru de Alwis,** University of Kelaniya, Sri Lanka	
10:00 – 10:15	**Ekparna Das, Hareesh N Ramanathan, A.V. Shibu** *"Mangrove Conservation and Restoration for Climate-Resilient Tourism: A Local Governance Perspective"*
10:15 – 10:30	**Emiliano Gallaga** *"The "Everyday Life" factor in the Cultural Tourism"*
10:30 – 10:45	**Miglė Eleonora Černikovaitė**

	"Emotional Design of Tourism Destination Image: Effects on Tourist Engagement and Behavioral Intentions"
10:45 – 11:00	**Antun Marinac, Boris Smojver, Ivica Čulo** *"Tourism- Driven Local Value Chains and Rural Resilience in Slavonia"*
11:00 – 11:15	**Sreejith T R, Sreejith S, Santhosh Kumar, Sajeeb Das** *"Post-Pandemic Recovery of Inbound Tourism to India: A Data-Driven Analysis of 54 International Source Markets"*
Session 7 (Online / English) **Session Chair: Mirjana Jeleč Raguž,** Josip Juraj Strossmayer University of Osijek, Croatia	
10:00 – 10:15	**N P Kavya, M C Minimol** *"Circular Economy Practices and Community Development: A Case-Based Analysis of Farmstay Tourism in Kerala"*
10:15 – 10:30	**Pityulych Mykhaylo, Krystyna Kudak, Vitaliy Herzanych** Conceptual Foundations of Developing a Strategy for Social Capital Formation in Mountainous Territorial Communities of a Multi-Ethnic Region
10:30 – 10:45	**Irina Di Ruocco** *"Reducing the Cost of Fragmentation in Smart Tourism Mobility: A Digital Twin Framework for Sustainable Destinations"*
10:45 – 11:00	**Biljana Đuričić, Slobodanka Stankov, Marijana Milanović, Branko Radeljić** *"Liquidity analysis of travel agencies in Zlatibor County"*
11:00 – 11:15	**Aneena Kora, Ramakrishna Bandaru** *"Beyond Sustainability: The Mediating Role of Community Participation in the Relationship Between Regenerative Farm Tourism and Spice Farmers' Community Development"*
11:15 – 11:30	**Ljiljana Tanasić, Jelena Poljašević** *"Sustainability Accounting and EGS Reporting in the Green Transition of Tourism and Rural SMEs"*
Session 8 (Online / English) **Session Chair: Miroslav Popović,** Josip Juraj Strossmayer University of Osijek, Croatia	
10:00 – 10:15	**Nelyufar Umarovna Dadabayeva** *"Digital Twin-Based Decision Support for Cost Optimization and Risk Management in Infrastructure Systems"*
10:15 – 10:30	**Derya Toksöz, Ali Dalgıç** *"Tour Guides perspectives on the Competence of AI-Generated Tour Programs: A Case Study of Antalya"*
10:30 – 10:45	**Cemile Ece, Orhan Can Yılmazdoğan** *"Reconfiguring Consumer Behavior Through Digital Transformation: A Regenerative Tourism Framework"*
10:45 – 11:00	**Süleyman Türkoğlu, Derya Semiz Çelik**

	"Artificial Intelligence Trends in Travel and Tourism: A Content Analysis Through International Reports and Academic Publications"
11:00 – 11:15	**Hülya Semiz Türkoğlu** *"The Transformative Role of Social Media in the Tourism Sector: Applications, Impacts, and Strategic Importance"*
Session 9 (Online / English) **Session Chair: Kristian Đokić,** Josip Juraj Strossmayer University of Osijek, Croatia	
10:00 – 10:15	**Najrulla Siddique, Sweta Khanduri** *"Thematic Analysis of Artificial Intelligence Driven Intelligent Models for Sustainable Mass Tourism Management"*
10:15 – 10:30	**Imene Azazga** *"Innovative Entrepreneurship: A Catalyst to Reduce Coastal & Maritime Tourism's Environmental Footprint during the COVID-19 Years"*
10:30 – 10:45	**Andrijana Mirković Svitlica, Nevena Ćurčić** *"Strategic Implementation of Rural Tourism Promotion on Social Networks - Case Study of Traditional Farms in Vojvodina"*
10:45 – 11:00	**Ayush S D, Akshay Suresh, Dean Collins T, Sherin Sam Mathew, Joe Johny, Joel v Martin, Thannippilly Kelvin Biju, John G Monoo** *"From Concrete to Community: Reframing Coastal Climate Resilience through Design Thinking — Evidence from Kerala's Ernakulam Coast"*
11:00 – 11:15	**Sanu Pappachan Saji, Madhan Prakash, Simmy Kurian** *"Assessing Commuter Satisfaction and Service Quality of Kochi Metro: A Study on Convenience, Affordability, and Reliability"*
11:15 – 11:30	**Barbara Funarić** *"Tourist Potential of Continental and Rural Areas of Croatia"*
11:15 – 11:45	**Coffee break**
11:45 – 12:15	**Closing Ceremony** Best Presentation Award Best Paper Awards (Top 5 Papers)

Thursday, 17 September 2026 / Friday, 18 September 2026

Poster session (On-site / English) - Entrance Hall - ground floor
Alessandra Tostes, Giovana Goretti Feijó Almeida *"Administrative Transparency and Schengen Border Governance: Legal Impacts on Tourism Competitiveness in the European Union"*
Giovana Goretti Feijó Almeida, Adriyan Dinev, José Marques Pereira

"AI Application for Hyper-Personalized Marketing Campaigns for Tourism Destinations: Portugal and Bulgaria Cases"

Neenu Kuriakose, Lincy Lonappan, Vineetha Sankar
"Big Dana and Artificial Intelligence for Smart Tourism Policy and Sustainable Destination Planning"

Karen Miranda Fernandez, Noraihan Binti Mohamad
"The Power of User-Generated Content in Developing Traveller's Responsible Environment Behaviour"

Verica Budimir, Natalia Frantal, Robert Idlbek
"Quality of ESG Information in Sustainability Reporting in Tourism: A Case Study of the Valamar Group"

Eva Mijatović, Lana Tuković
"Fiscal Effects of Tourism Development on Economic Affairs Expenditure of Local Government Units in Adriatic Croatia"

Juble George, Hareesh N Ramanathan, Mario Hak
"Does Public Investment Drive Tourism Growth? Evidence from Elasticity, DEA, and Log-Log Analysis: a case from India"

Hrvoje Budić
"The role of education in the development of Human Capital for Sustainable Tourism: Overview and Perspectives"

Santhosh Kumar, Akbar Haseena
"Asymmetric Effects of Multidimensional Infrastructure on Tourism Demand in India: Evidence from an ARDL and Non-linear ARDL (NARDL) Approach"

Maja Ergović Ravančić, Anita Živković, Valentina Obradović, Svjetlana Škrabal
"Nutritional and Energetic Value of Traditional Croatian Desserts in the Function of Developing Gastronomic Tourism"

Vladyslav Peresoliak, Volodymyr Andryshyn
"Multidimensional Impact of Green Tourism on the Sustainable Development of Rural Areas in the Carpathian Region"

Marta Borić Cvenić, Igor Mavrin, Dora Klešić
"The State and Prospects of Inclusive Tourism: Public Awareness and Perceptions of Accessibility in Croatia"

Jomon Chacko, Hareesh N Ramanathan
"Adoption of Autonomuous Martime Tourism in Emerging Markets: a Discriminant Analysis of Behavioural Intention Among Indian Tourists"

Anton Devčić
"The Application of the "Do No Significant Harm" (DNSH) Principle in EU Sustainable Finance: A Critical Analysis of Theory, Implementation and Practice"

Valentina Obradović, Marija Mijić, Maja Ergović Ravančić, Helena Marčetić, Svjetlana Škrabal, Veronika Barišić
"Vegetarian and Vegan Diets as a Challenge and an Opportunity for the Development of Gastronomic Tourism in Slavonia and Baranja"

Raffaela Folgieri, Tea Baldigara, Christian Stipanović

"Artificial Intelligence, Operational Intelligence and Competitiveness in Croatian Hospitality: A Structured Thematic Review"
Svjetlana Škrabal, Barbara Kovačić, Valentina Obradović, Maja Ergović Ravančić *"Gastronomy as a Resource for Destination Development on the Example of the Traditional Cuisine of the Orahovac Country and Sensory Analysis of Selected Dishes"*
Nataliia Belei, Oksana Misiailo, Roman Zavadyak "Human Capital as a Key Factor in the Development of Rural Tourism"
Josip Mesić, Adam Uremović, Helena Marčetić, Anita Pichler, Ivana Ivić. Brankica Svitlica *"An Analysis of Wine Offerings in Restaurants in the Požega Valley Region"*
Melike Dogan, Mirjana Radman- Funarić, Barbara Pisker *"Screen Use During Meals and its Impact on Hospitality Experience"*
Antonija Marinclin, Josipa Zetović *"Tourism and Cultural Identity: Role of the Library in Požega-Slavonia County"*
Gregor Jagodič, David Jagodič *"Digitalisation of Business Operations in Tourism Companies"*
Dinko Štetić *"Transforming the Workforce in the Age of Ecological Modernisation: A Conceptual Framework for Linking Education, Skills and Sustainable Economies"*
Pavlo Baloha *"Synergistic Effects of Combining Energy-Efficient and Innovation-Investment Processes for Enterprises in the Carpathian Region"*
Svjetlana Letinić *"Flat-Rate Taxation of Tourist Accommodation in Croatia"*
Anamika Sabu, Barbara Pisker *"Traditional Gastronomy as a Driver of Sustainable Rural Tourism: Insights from a Bibliometric Analysis"*
Elena Rudan, Zrinka Zadel, Dora Smolčić Jurdana "Creative Tourism Without Borders: Cross- Border Potentials of Rural Areas"

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