

Singidunum Tourism Conference

OCTOBER 17th
BELGRADE **2024**

Tourism Transformed:
Rethinking Strategies for Modern Tourism

[Online Conference Access](#)



Scientific Session
Conference Agenda





presents

INTERNATIONAL SCIENTIFIC CONFERENCE IN THE FIELD OF TOURISM AND HOSPITALITY

The 9th International Scientific Conference in the field of Tourism and Hospitality SITCON 2024 (Singidunum International Tourism Conference) will be held at Singidunum University in Belgrade on October 17, 2024.

The main topic of this year's conference is:

Tourism Transformed: **Rethinking Strategies for Modern Tourism**

SITCON 2024 conference will be held for the eighth time with the aim of providing a continuous contribution to the development of scientific aspirations in tourism, especially in Serbia, relying on the experience and scientific contribution to the realization of the previous eight conferences.

SITCON builds on the legacy of eight successful conferences, with a strong emphasis on enhancing scientific research and practical application in the tourism and hotel industry sectors. This year, the conference will consist of two segments: professional and scientific.

The official language of the conference is English.

All accepted manuscripts will be published in the Conference Proceedings. The most innovative papers presented at SITCON 2024 conference will be recommended for publication in the European Journal of Applied Economics.



sitcon.singidunum.ac.rs



Online Conference Access

Singidunum Tourism Conference

OCTOBER 17th
BELGRADE 2024

15:00-16:30

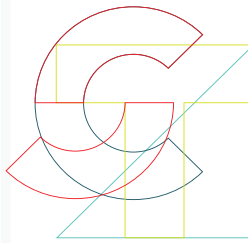
Scientific Session Conference Agenda

Moderator – Prof. Aleksandra Vujko, Ph.D. / Singidunum University

- 15:00 – 15:10 **OPENING SPEECH**
Prof. Aleksandra Vujko, Ph.D.
Associate professor at the Faculty of Tourism and Hospitality
Management, Singidunum University, Republic of Serbia
- 15:10 – 15:30 **KEYNOTE SPEAKER**
Prof. Marko Koščak, Ph.D.
Associate professor at the Faculty of Tourism,
University of Maribor, Slovenia
- 15:30 – 16:30 **PRESENTATION OF SCIENTIFIC PAPERS**
- 16:30 **CONFERENCE CLOSING**



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Moderator – Prof. Aleksandra Vujko, Ph.D. / Singidunum University

Title of the paper	Author/s
Sustainable Tourism - The Role of Green Finance in Enhancing Energy Efficiency in the Hospitality Industry	Danka Milojković Milena Nikolić Ana Milenković Anđelković Marja Marković Blagojević
Analysis of Labor Productivity in the Hotel Industry of Serbia	Vesna Filipović Saša Mašić Nikica Radović
The influence of employees' perception on service quality and sustainable business practices in tourism and hospitality	Milena Turčinović Aleksandra Vujko Dušan Mandić
The impact of environmental indicators of sustainability on the development of (spa) tourism in Sokobanja	Martina Arsić Aleksandra Vujko Aleksa Panić
City branding and incentive travel: Evolving research trends	Milica Filipović
Glamping – creative accommodation trend as factor of rural destination development	Katarina Bjelić Aleksandra Vujko Dušan Borovčanin
Safety in Mountain Tourism: Case of Slovenia	Tomí Špindler Dušan Mandić Janez Mekinc
Transit tourism in Serbia - predisposition and development	Branko Vranešević Miroslav Knežević



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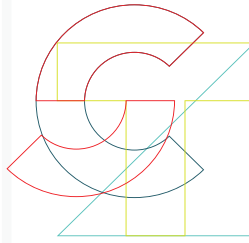
15:30-16:30



Moderator – Prof. Aleksandra Vujko, Ph.D. / Singidunum University

Title of the paper	Author/s
Enhancing Tourist Experience and Engagement through AI-Driven Real-Time Object Detection and Interactive Mobile Application	Marko Mihajlović Angelina Njeguš
The Power of Social Media Influence on Consumers in Tourism	Nevena Čurčić Ana Rac Bojana Savić
The Digital Era in Hospitality: Integration of Advanced Information Technologies in Human Resource Management	Durđina Novaković
The tourist guide profession in the technology era: Potential benefits and challenges	Jovana Mijšković Željko Anđelković Tatjana Pivac Marija Bratić
Promotion of the tourist product using presentation on the internet and social networks in the function of improving the offer of the city of Kotor	Milena Bogdanović Nikica Radović
Measuring Satisfaction of Tourists with Dental Services in Kvarner Region	Romina Alkier Jasmina Okičić Vedran Milojica
Does Uncertainty Change Tourist Choices? The Impact of Fear on Guest Decision-Making	Dušan Mandić Ilija Savić Mirjana Delić Jović Biljana Rađenović Kozić Andrea Horvath
Consumer Perceptions of AI-Generated Content versus Human Creativity in Tourism Marketing	Milica Milovanović Angelina Njeguš

15:30-16:30



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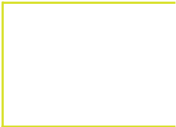
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Title of the paper	Author/s
Innovations in Tourism: The Role and Challenges of Immersive Spaces	Kristina Nikolić
Investigation of perceived risks in holiday purchases from web-based travel intermediaries according to demographic characteristics	Ozan Aksöz Furkan Hafif
How the Severity of Service Failures impact Passenger Loyalty in Airlines? Presentation Of Empirical Findings	Giuseppe Catenazzo Seda Ceken Vedran Milojica



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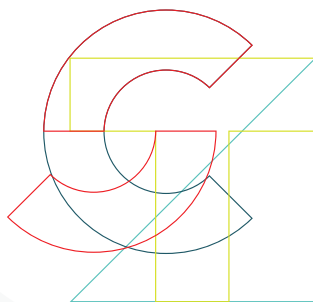
Република Србија
МИНИСТАРСТВО ПРОСВЕТЕ



Tourism Transformed: Rethinking Strategies for Modern Tourism.



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