

SESSION 2

13.30 – 15.00 – Multimedia Hall I 16 (I Floor, Rector's building)

Chair persons: Tamara Jovanović & Nevena Ćurčić

Marketing, e-tourism and tourism policy

1. Daniela Arsenović, Vanja Pavluković: IMPLEMENTATION OF ACTIVE AGEING POLICY IN TOURISM AND HOSPITALITY INDUSTRY IN SERBIA
2. Ivana Šagovnović, Sanja Kovačić: RELATIONSHIP BETWEEN TOURISTS' PERCEPTION OF DESTINATION PERSONALITY AND THEIR EMOTIONAL EXPERIENCE: THE CASE OF NOVI SAD, SERBIA
3. Miroslav Pimić, Rade B. Božović: Marketing, Branding, and Competitiveness of Valjevo, Vrnjačka Banja and Novi Sad to the iGeneration and Foreseeable Future Generations
4. Srđan Timotijević, Milena Sekulić, Maja Mijatov: VISITORS' ATTITUDES REGARDING THE POSSIBILITIES FOR FURTHER DEVELOPMENT OF THE 'SREM FOLK FEST'.
5. Branislav Mašić, Dajana Vukojević: ENHANCING DESTINATION COMPETITIVENESS: THE ROLE OF DIGITAL TRANSFORMATION.
6. Fatih Pektas, Tanja Armenski: THE EFFECT OF SHARING ACCOMMODATION ON OVERTOURISM
7. Nevena Ćurčić, Marija Josipović, Tatjana Bodvaji: MOTIVES AND EXPERIENCES OF TOURISTS COMING TO SERBIA VIA COUCHSURFING SITE?

Motivation, behaviour and human resources in tourism

1. Nikola Todorović, Marija Belij: CONSTRAINTS FOR DOMESTIC TOURISM DEMAND IN SERBIA
2. Ivana Šagovnović, Sanja Kovačić: HOW TOURISTS' INDIVIDUAL CHARACTERISTICS AFFECT THEIR TRAVEL MOTIVATION? THE ROLE OF PERSONALITY AND PERSONAL VALUES
3. Bettina Tóth, Gábor Hegedűs, Bertalan Pusztai: RURAL FOOD FESTIVALS IN THE PERCEPTION OF LOCAL RESIDENTS AND VISITORS IN THE SOUTHERN GREAT HUNGARIAN PLAIN REGION.
4. Vujičić Milica: TAILOR-MADE CORPORATE TEAM BUILDING PROGRAMS IN SERBIA – TOURISM STAKEHOLDER ANALYSIS.
5. Maja Mijatov, Aleksandra Dragin, Tamara Jovanović, Milena Nedeljković Knežević, Lukrecija Đeri: SOCIO-DEMOGRAPHIC CHARACTERISTICS OF THE EMPLOYEES AND THEIR INFLUENCE ON PERCEPTION OF CORPORATE SOCIAL RESPONSIBILITY.
6. Nataša Dragović, Zorica Pejić, Đorđije Vasiljević, Miroslav Vujičić: Visitors' Perception on values of natural resources using the AHP method—case study of the Vršac Mountains
7. Tatjana Vanić, Igor Stamenković, Aleksandra Vujko, Tamara Gajić: THE IMPACT OF DEMOGRAPHIC CHARACTERISTICS ON JOB SATISFACTION OF EMPLOYEES IN HOSPITALITY INDUSTRY CITY OF NOVI SAD