



**RASPORED IZLAGANJA RADOVA/PRESENTATION SCHEDULE**  
**(četvrtak 07. svibnja 2026 i petak 08. svibnja 2026./**  
**Thursday, May 7, 2026 and Friday, May 8, 2026)**

<b>Sekcija 1: Znanstvena perspektiva – izlaganje</b>
<b>Datum i vrijeme: četvrtak 07.05.2026., od 15:15 do 17:30</b>
<b>Naziv rada (autori)</b>
THE ROLE OF TIKTOK IN THE PROMOTION OF RURAL TOURISM: CONTENT ANALYSIS AND USER PERCEPTIONS (Ivana Vidak, Martina Kovačević, Marija Štimac)
DIGITAL MARKETING AS AN INSTRUMENT FOR CONNECTING TOURISM SUPPLY AND DEMAND IN RURAL COMMUNITIES (Tihana Sudarić, Jadranka Deže, Nera Čanžar, Krunoslav Zmaić, Tihomir Florijančić)
ENGLISH FOR SPECIFIC PURPOSES (ESP) AND ETHICAL ARTIFICIAL INTELLIGENCE (AI): INSTRUMENTS OF RURAL-TOURISM PROMOTION? (Tihomir Živic)
INCREASING THE VISIBILITY OF A RURAL DESTINATION THROUGH MEDIA: THE CASE OF KLOŠTAR IVANIĆ (Jasenska Haleuš; Damir Tomljenović)
AN INTEGRATED ENTREPRENEURIAL MARKETING MIX FOR SMALL RURAL FOOD PRODUCERS (Ivana First Komen)
DEVELOPMENT AND POSITIONING OF A RURAL DESTINATION BRAND: THE CASE STUDY OF THE MUNICIPALITY OF BILJE (Ivan Kelić, Josipa Forjan, Davorin Turkalj)
NEW TRENDS IN RURAL TOURISM: THE ROLE OF CREATIVITY, AUTHENTICITY AND DIGITALIZATION (Monika Hordov, Aleksandra Krajnović, Mladen Rajko)
FROM TRADITION TO DIGITAL NARRATIVES: SOCIAL MEDIA ENGAGEMENT IN RURAL TOURISM PROMOTION (Nikolina Antolović, Magdalena Zrakić Sušac, Marija Cerjak)
DIGITAL TRANSITION OF SERVICES OF GENERAL INTEREST IN RURAL AREAS: CASE STUDY OF THE ZAGREB REGION (Ivan Šišak, Aleksandar Lukić)
EDUCATIONAL CONTRIBUTION TO THE DEVELOPMENT OF RURAL TOURISM BY DEVELOPING COMMUNICATION SKILLS OF STUDENTS OF THE ISTRIAN UNIVERSITY OF APPLIED SCIENCES (Mario Bogdanović; Marko Turk)



<b>Sekcija 2: Znanstvena perspektiva – izlaganje</b>
<b>Datum i vrijeme: četvrtak 07.05.2026., od 15:15 do 17:30</b>
<b>Naziv rada (autori)</b>
CLIMATE CHANGE IN RURAL TOURISM DEVELOPMENT (Elena Rudan; Zvonimira Šverko Grdić; Marinela Krstinić Nižić)
ECOLOGICAL NETWORK NATURA 2000 AND TOURISM: A BIBLIOMETRIC ANALYSIS (Ana Štambuk)
UNDERSTANDING RESIDENT PERCEPTIONS OF CULTURAL TOURISM EVENT IMPACTS: EVIDENCE FROM THE ŠPANCIRFEST FESTIVAL (Božidar Jaković; Andrea Pavić; Marija Galic)
BEYOND THE BEACH: WHAT EUROPEAN TOURISTS SEEK IN RURAL CROATIA (Ljudevit Pranić, Marija Vuković)
HUNTING TOURISM AS A FUNCTION OF RURAL TOURISM DEVELOPMENT IN CROATIA (Tihomir Florijančić, Tihana Sudarić, Ivica Bošković, Radomir Putnik, Krunoslav Zmaić)
POTENTIAL OF ECOTOURISM DEVELOPMENT IN BJELOVAR-BILOGORA COUNTY (Sandra Kantar, Kristina Svrznjak, Petra Nad)
HOW DO TOURISTS PERCEIVE QUALITY OF WELLNESS SERVICES IN SPAS OF CONTINENTAL CROATIA? EMPIRICAL FINDINGS (Vedran Milojica, Romina Alkier Tomić, Milena Podovac)
PLEIN AIR PAINTING AS A MODEL FOR THE DEVELOPMENT OF CULTURAL TOURISM IN RURAL AREA (Igor Đanić, Irena Bosnić)
AGRITOURISM THROUGH THE EYES OF FUTURE PROFESSIONALS: A QUALITATIVE CONTENT ANALYSIS OF STUDENT THESES IN CROATIA (Tihana Kovačiček, Magdalena Zrakić Sušac, Lari Hadelan, Mateja Jež Rogelj, Ramona Franić)
EFFECT OF A GERANIUM AND THYME ESSENTIAL OIL COMBINATION ON THE GROWTH INHIBITION OF COLLETOTRICHUM ACUTATUM (Melita Zec Vojinović, Lora Čipčić, Slavica Dudaš, Martina Peršić, Marin Tomičić)



<b>Sekcija 3: Znanstvena perspektiva – izlaganje</b>
<b>Datum i vrijeme: petak 08.05.2026., od 16:00 do 17:30</b>
<b>Naziv rada</b>
THE ROLE OF TOURISM IN THE TRANSFORMATION OF TRADITIONAL WOODEN ARCHITECTURE: A CASE STUDY OF GRANARIES AND CORN CRIBS IN CROATIA (Luka Valožić, Leona Matotek, Jasenka Kranjčević)
INTEGRATION OF CLIMATE RISKS AND NATURE-BASED SOLUTIONS IN RURAL TOURISM DESTINATION MANAGEMENT: THE CASE OF SVETI MARTIN NA Muri (Leona Matotek, Izidora Marković Vukadin, Damir Krešić)
STRUCTURAL AND MARKET PROFILES OF TOURISM BUSINESSES IN RURAL CROSS-BORDER AREAS (Romina Agbaba; Zrinka Zadel; Dora Smolčić Jurdana)
EQUESTRIAN TOURISM AS A FACTOR IN THE REVITALIZATION OF RURAL AREAS IN THE CONTEXT OF SUSTAINBLE DEVELOPMENT (Petra Prlić, Mirjana Baban, Krunoslav Zmaić, Pero Mijić, Tihana Ristić)
VISITOR SATISFACTION IN RURAL DESTINATIONS AS AN INDICATOR OF SUSTAINABILITY: EVIDENCE FROM ISTRIAN MUNICIPALITIES (Kristina Brščić, Adriana Glavić, Teuta Benčić)
WELL-BEING AS THE INDICATOR OF RURAL TOURISM SUSTAINABILITY: A LITERATURE REVIEW OF LATEST EU PERSPECTIVES (Sanela Grujo Vrkljan)
PRIVATE ACCOMMODATION AS A DRIVER OF TOURISM DEVELOPMENT IN RURAL DESTINATIONS: THE CASE OF THE IMOTSKI REGION (Iva Jukić; Antonio Vlahov; Danijela Ferjanić Hodak)
DEVELOPING A SUSTAINABILITY-ORIENTED DESTINATION MANAGEMENT FRAMEWORK FOR RURAL TOURISM: EVIDENCE FROM ZAGREB COUNTY (Ivana Alilović, Krešimir Ačkar)
APPLICATION OF STEADY-STATE ECONOMY PRINCIPLES IN SUSTAINABLE TOURISM DESTINATION MANAGEMENT (Damir Krešić)



<b>Session 4: Scientific and professional perspective: Paper presentations</b>
<b>Date and time: Friday, May 8, 2026, from 4:00 PM to 5:30 PM</b>
<b>Title of the paper (author)</b>
GEOGRAPHICAL INDICATIONS AND PRODUCER COOPERATION IN SLOVENIA: CHALLENGES AND OPPORTUNITIES (Erik Logar)
A REVIEW ON SUSTAINABILITY AND WASTE VALORIZATION IN GASTRONOMY (Umut Karaduman, Melike Sakin-Yilmazer, Pinar Balkır)
INTERPRETATION OF LOCAL DISHES WITH MOLECULAR GASTRONOMY TECHNIQUES: AYDIN PROVINCE SÖKE-KUŞADASI EXAMPLE (Yaşar Bülent Karaoglu, Nurten BEYTER)
The Cultural Ecosystem of Wine Tourism: Integrating Local Creative Practices and Material Heritage (Sule Nur Kaya)
NOT VOLUME BUT VALUE: SELECTIVE COMMUNITY-BASED TOURISM AS A MECHANISM FOR RESOURCE MOBILIZATION AND RURAL DEVELOPMENT IN A PROTECTED AREA (Valerie Seitz)
INNOVATIVE GASTRONOMIC PRODUCT DEVELOPMENT IN RURAL TOURISM: ARTISAN FILLED CHOCOLATE WITH LOCAL PRODUCTS FROM MALATYA (Fatma Başak Ulusoy, ilkay yilmaz)
DEVELOPMENT CHALLENGES OF TOURISM ON ORGANIC FARMS IN SLOVENIAN ISTRIA: A COMPARATIVE CASE STUDY (Simon Kerma, Daša Okrožnik, Igor Jurinčič)
CASTLE HERITAGE AS CATALYSTS FOR RURAL AND REMOTE TOURISM DEVELOPMENT: THE CASE OF A CROCUS LIVING LAB IN SLOVENIA (Maja Turnšek; Tina Šegota; Anja Mlakar)



<b>Session 5: Scientific and professional perspective: Paper presentations</b>
<b>Date and time: Friday, May 8, 2026, ONLINE</b>
<b>Title of the paper (author)</b>
FROM SUSTAINABLE TO REGENERATIVE TOURISM IN MEĐIMURJE COUNTY (Marta Takahashi, Rudi Grola, Josip Poljak)
A NEW PERSPECTIVE ON ANATOLIAN VITICULTURAL MEMORY THROUGH ITER VITIS TÜRKİYE ROUTE (Yalcin Gucer, Burak İscimen)
LOCAL PRODUCTION POTENTIAL OF EDİRNE FROM THE PERSPECTIVE OF WOMEN'S COOPERATIVES (Burak İscimen, Yalcin Gucer)
FROM DIGITAL GAP TO GUEST DELIGHT: A THREE-STAGE AI PERSONALISATION FRAMEWORK FOR CROATIAN RURAL AND AGRITOURISM PROVIDERS (Matina Gjurasic)
NUDGING RESPONSIBLE TOURIST BEHAVIOR IN RURAL TOURISM: A CONCEPTUAL FRAMEWORK FOR FAMILY FARMS (Ema Roginić)
GASTRONOMIC SOUVENIRS AS CARRIERS OF RURAL DESTINATION IDENTITY: CHARACTERISTICS, RECOGNIZABILITY, AND PURCHASE DETERMINANTS (Danijel Drpić, Sanja Raspor Janković)
THE DRUZE OLIVE ROUTE (Veronique Louria)
THE ECOHARMONY – FOSTERING SUSTAINABLE TOURISM EDUCATION ERASMUS+ PROJECT (Marija Cerjak, Lari Hadelan, Magdalena Zrakić Sušac)