

Conference programme
International scientific and professional conference
Co-creating Sustainable Tourism
University of Zadar, Zadar, June 18–19, 2026

Thursday, June 18, 2026 | University of Zadar

Location: University of Zadar, [Obala kralja Petra Krešimira IV. br. 2](#), 23000 Zadar, **Great Hall**

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| 09:30 - 10:00 h | Participant registration |
| 10:00 - 10:15 h | Conference opening and welcoming speeches |
| 10:15 - 11:00 h | Keynote speaker Daniela Angelina Jelinčić: Turning Sustainability into Action: Practice-Based Pathways for Cultural/Creative Tourism Development |
| 11:00 - 11:30 h | Coffee break |
| 11:30 - 12:30 h | Examples of good practice in creative tourism |
| Gabrijela Vidić & Tomislav Klarin | Presentation of SOCRAT Creative Living Labs |
| Josip Vrsaljko | Culinary and co-creative sustainable tourism |
| 12:30 - 13:00 h | Coffee break |
| 13:00 - 14:30 h | Presentation of scientific and professional papers (Session Chair: Tomislav Klarin) |
| Nikolaos Tsimas & Nikolaos Manos | Wine as experience: leveraging cultural heritage and EU funding for sustainable wine tourism in the cross-border area of Greece and North Macedonia |



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| Marija Vukadin Milojević, Kristina Košić, Tatjana Pivac & Anđelija Ivkov Džigurski | Sustainability, recommendation and revisit intentions at a traditional wine festival - experience from Serbia |
| Petra Marinko | Putting the value of health and care on the table: an overlooked dimension of sustainable tourism |
| Natalia Kuscheva | Co-creating smart tourism experiences: welcoming a new generation of travelling in Finland |
| William McCarthy | Sustainability and temporal orientation at Dubai expo 2020: An inductive content analysis of all 192 country pavilions |
| Smiljana Pivčević | From concept to practice: governance, capacity and stakeholder perspectives on regenerative tourism |
| 14:30 - 15:30 h | Lunch (Restaurant Barbakan, Citadela, Ulica Ruđera Boškovića 5 , 23000 Zadar) |
| 15:30 - 18:00 h | Free time |
| 18:00 - 19:30 h | Guided Tour: Zadar Historic City Centre (Peninsula) Meeting point: Rector's Office building, Ulica Mihovila Pavlinovića 1 , 23000 Zadar |
| 19:30 h | Gala dinner & music (Restaurant Barbakan, Citadela, Ulica Ruđera Boškovića 5 , 23000 Zadar) |



Friday, June 19, 2026 | University of Zadar**Location:** University of Zadar, Department of Economics, [Splitska 1](#), 23000 Zadar, **Room 5 & Room 8****9:00 - 10:30 h**Ariana Ergović,
Katarina Štavlić &
Katarina Potnik GalićLjudevit Pranić &
Marija VukovićMarta Borić Cvenić,
Marija Šain & Karla
Žulj

Anna Paterek

Jelena Đurkin
BadurinaIvona Mikulandra
Volić, Marija Opačak
Erer**10:30 - 11:00 h****11:00 - 12:30 h**Jasna Potočnik
ToplerKlara Klapan, Laura
Duić & Gabrijela VidićVanja Krajinović &
Gabriela Šepac**Presentation of scientific and professional papers
(Room 5 – Session Chair: Gabrijela Vidić)**

Assessing digital competitiveness of tourist boards: comparative evidence from Croatia, Slovenia, and Serbia

Near or far, does it matter? Destination familiarity and cross-market differences in rural tourism demand

The role and importance of cultural and creative tourism in sustainable destination development with particular emphasis on the opinions and attitudes of respondents

Beyond aid: sustainable tourism as a strategic field in German development policy

From co-design to co-creation in developing inclusive tourism experiences

Construction of perceived authenticity through experiential evaluation in travel vlogs: the case of Zadar as a non-iconic but mature destination

Coffee break**Presentation of scientific and professional papers
(Room 5 – Session Chair: Borna Buljan)**

Stakeholder inclusion and co-creation in sustainable destinations: Cases from Slovenia

Choose to reuse: transforming waste into a tourist experience on the Zadar Islands

Managing community-based tourism development – insights into challenges and opportunities



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| Nikola Kadoić | Human-centered tourism: integrating design thinking across digital, sustainable, and experiential domains |
| Rikard Bakan, Mirna Leko Šimić & Dejan Tubić | Understanding the identity-image relationship in emerging gastrotourism destinations |
| Eli Marušić, Katija Kovačić, Maja Račić & Gorana Jelić Mrčelić | Tourism market dynamics and SME performance: the role of strategic response in coastal areas |
| 12:30 - 13:00 h | Coffee break |
| 13:00 - 14:30 h | Parallel presentation of scientific and professional papers (Room 5 – Session Chair: Nikolina Jukić) |
| Otto Regalado-Pezúa & Sylvie Christofle | Reconnecting event tourism with community values: a regenerative and narrative-based approach to authenticity |
| Velizar Petrov | Developing an integrated territorial storytelling framework for sustainable tourism: evidence from the Plovdiv region, Bulgaria |
| Bendjedid Rachad Sanoussi, Omar Benjelloun Andaloussi & Mohamed Amine Marhraoui | Co-creating ai-enabled tourism experiences: cultural perspectives from visitors in Morocco |
| Matteo Legović, Nataša Urošević & Kristina Afrić Rakitovac | The Role of Local Community in Co-creating Sustainable Tourism - Experiences from the Istria County (Croatia) |
| Ivana Tonković Pražić & Marija Baburić Vranešić | Valorisation of authentic local resources for sustainable tourism development: Evidence from Smiljan |
| Marija Dušević | TOURAL Project: Co-creating Sustainable Tourism through Culture, Heritage and Stakeholder Engagement |



13:00 - 14:30 h

Nedjima Mouhoubi,
Zeyneb Aya
Khoualed & Manel
Ouaret Ladjouze

**Parallel presentation of scientific and professional papers
(Room 8 – Session Chair: Ana Grgica Knežević)**

Tourism 4.0 and Authenticity-Led Light Architecture: Community Co-Creation of Nocturnal Urbanity in Place Gueydon and the Historic Core of Bejaia, Algeria

Božena Krce Miočić

Creativity and creative atmosphere of a tourist destination: The case of the City of Zadar

Ljiljana Najev Čačija

Human capital development for sustainable tourism: A competence-based perspective on value co-creation

Tomislav Klarin

From growth to sustainability: Rethinking tourism development in Croatian islands

Ana Grgica Knežević
& Nikolina Jukić

Development opportunities for special interest tourism in diversifying the tourism offer of the Zadar Islands

14:30 - 14:45 h**Coffee break****14:45 - 15:00 h****Closing remarks****15:00 - 16:00 h****Lunch (Department of Economics)**