INSCOSES 2026

XVIII INTERNATIONAL SCIENTIFIC CONFERENCE ON SERVICE SECTOR

25 SEPTEMBER 2026 • OHRID

DETAILED CONFERENCE PROGRAMME

TIME	PROGRAMME
09:00–10:00	**REGISTRATION OF PARTICIPANTS**
10:00–10:30	**OPENING CEREMONY**
10:30–10:45	COFFEE BREAK
10:45–11:15	**PLENARY LECTURE**
11:15–11:30	COFFEE BREAK AND TRANSFER TO PARALLEL SESSION ROOMS
11:30–13:00	**PARALLEL BLOCK I** SESSION 1 — SUSTAINABLE TOURISM, HERITAGE AND DESTINATION DEVELOPMENT SESSION 3 — HOSPITALITY, TOURISM EXPERIENCE AND HUMAN CAPITAL SESSION 5 — CUSTOMS, INTERNATIONAL TRADE, LOGISTICS AND BUSINESS/DIGITAL TRANSFORMATION
13:00–14:00	**LUNCH BREAK**
14:00–15:30	**PARALLEL BLOCK II** SESSION 2 — TOURISM ECONOMY, MARKETS, INNOVATION AND GLOBAL TRENDS SESSION 4 — BANKING, INSURANCE, INVESTMENT, FINANCIAL REPORTING AND RISK Thematic session: Applying predictive analytics and artificial intelligence to improve tourism in North Macedonia
19:30	**GALA DINNER**

OPENING CEREMONY — WELCOME ADDRESSES

Prof. Dr. Snezhana Dicevska — Dean, Faculty of Tourism and Hospitality – Ohrid
Prof. Dr. Cvetko Andreeski — Vice-Rector, University “St. Kliment Ohridski” – Bitola
Representative of the Municipality of Ohrid — Municipality of Ohrid

PLENARY LECTURE

Prof. Ph.D. Jean Vasile Andrei
WHEN ENERGY MEETS TOURISM: A TWIN TRANSITION PERSPECTIVE ON SUSTAINABLE TRANSFORMATION

PARALLEL BLOCK I • 11:30–13:00

SESSION 1 — SUSTAINABLE TOURISM, HERITAGE AND DESTINATION DEVELOPMENT

MODERATORS: Snežana Miličević; Michael Risteski

TIME	#	PAPER	AUTHORS
11:30–11:40	1	BEYOND PEAK SEASON: TOURISM SEASONALITY AND DEVELOPMENT CHALLENGES - EMPIRICAL EVIDENCE FROM OHRID AS AN INTERNATIONAL TOURIST DESTINATION	Vera Karadjova; Snezana Dicevska; Branko Nikolovski
11:40–11:50	2	BRIDGING VISITOR PERCEPTIONS AND MANAGERIAL PERSPECTIVES IN SUSTAINABLE CULTURAL TOURISM: INSIGHTS FROM THE CASE OF OHRID-STRUGA REGION	Iva Nikoloska
11:50–12:00	3	LITERARY HERITAGE AS A DRIVER OF SUSTAINABLE DESTINATION DEVELOPMENT: EVIDENCE FROM OHRID, NORTH MACEDONIA	Ana Marija Papaz; Jasna Potočnik Topler
12:00–12:10	4	MULTI-METHOD SPATIAL ANALYSIS OF TOURISM ACCOMMODATION PATTERNS IN OHRID, NORTH MACEDONIA: EVIDENCE OF A GRADIENT STRUCTURE	Aleksandra Terzić; Biljana Petrevska; Cvetko Andreeski
12:10–12:20	5	URBAN ECOTOURISM AND SUSTAINABLE DEVELOPMENT IN NORTH MACEDONIA: A CASE STUDY OF SKOPJE CITY PARK	Ljupcho Janevski; Sashko Gramatnikovski; Kliment Naumov
12:20–12:30	6	CULTURAL HERITAGE OF THE REPUBLIC OF SRPSKA: BETWEEN GLOBAL VISIBILITY AND LOCAL SUSTAINABILITY	Irena Medar-Tanjga; Neda Živak
12:30–12:40	7	TOURISM MARKETING MANAGEMENT IN UNESCO WORLD HERITAGE DESTINATIONS: A COMPARATIVE ANALYSIS OF THE HISTORIC CENTRE OF SAINT PETERSBURG AND THE OHRID REGION	Smirnova Irina; Katerina Angelevska-Najdeska
12:40–12:50	8	FROM DEVASTATION TO DESTINATION: TOURISM AND THE SPATIAL DIMENSIONS OF REVITALIZATION IN THE DEVASTATED AREAS OF THE REPUBLIC OF SERBIA	Aleksandar Manasijević; Dejan Ž. Đorđević; Vladislav Marjanović
12:50–13:00	9	THE ROLE OF CULTURAL HERITAGE (TRADITIONAL CLOTHING, CUISINE, AND CUSTOMS) IN SUSTAINABLE TOURISM DEVELOPMENT: A CASE STUDY OF BJESHKËT E NEMUNA	Alberta Tahiri; Idriz Kovaçi
	10	DANUBE RIVER CRUISE TOURISM – TRENDS AND OPPORTUNITIES	Melinda Jászberényi

PARALLEL BLOCK I • 11:30–13:00

SESSION 3 — HOSPITALITY, TOURISM EXPERIENCE AND HUMAN CAPITAL

MODERATORS: Vedran Milojica; Stevcho Mecheski

TIME	#	PAPER	AUTHORS
11:30–11:40	1	ANALYSIS OF TOURIST´S ATTITUDES TOWARDS TOURIST OFFER OF THE COUNTY OF SPLIT-DALMATIA	Vedran Milojica; Aleksandar Trajkov; Goran Perić
11:40–11:50	2	RISK MANAGEMENT IN HOTELS	Faton Sherifi; Faton Haziraj; Përparim Qahili
11:50–12:00	3	DEVELOPMENT AND CHARACTERIZATION OF VALUE-ADDED FUNCTIONAL FRESH CHEESE ENRICHED WITH MENTHA PIPERITA L.	Borche Makarijoski; Elena Joshevska; Gordana Dimitrovska; Blagojche Najdovski; Milena Magerovska
12:00–12:10	4	THE ROLE OF FOREIGN LANGUAGES IN THE TOURISM AND HOSPITALITY INDUSTRY IN THE REPUBLIC OF NORTH MACEDONIA	Irina Petrovska
12:10–12:20	5	WOMEN'S EDUCATION, ENTREPRENEURIAL INTENTIONS AND BARRIERS IN TOURISM: EVIDENCE FROM SERBIA	Mirjana Radović-Marković; Dušan Marković; Zorica Medić; Jovan Živadinović
12:20–12:30	6	TOURISTS' ATTITUDES TOWARD THE DEVELOPMENT OF SUSTAINABLE TOURISM IN THE SARAJEVO–ROMANIJA REGION	Bojan Ćorluka; Dragan Vojinović; Marko Đogo; Mladen Rebić
12:30–12:40	7	THE INTERCONNECTEDNESS OF COMMUNICATION AND SUSTAINABLE TOURISM IN OHRID	Lidija Simonceska; Nina Kepeska
12:40–12:50	8	PARENTAL SUPPORT FOR STUDENTS' CAREER CHOICE IN THE HOSPITALITY AND TOURISM INDUSTRY	Jelena Tepavčević; Ivana Blešić; Nikolina Pavičić Rešetar
12:50–13:00	9	HOTEL PRODUCTIVITY, EMPLOYEE TRAINING, MOTIVATION, AND TECHNOLOGICAL SUPPORT: EVIDENCE FROM CROATIA	Sanela Grujo Vrkljan; Zrinka Marušić

PARALLEL BLOCK I • 11:30–13:00

SESSION 5 — CUSTOMS, INTERNATIONAL TRADE, LOGISTICS AND BUSINESS/DIGITAL TRANSFORMATION

MODERATORS: Danijela Miloshoska; Anton Vorina

TIME	#	PAPER	AUTHORS
11:30–11:40	1	AI IN LOGISTICS SYSTEMS: PRACTICAL APPLICATIONS	Anton Vorina; Darko Pirtovšek; Samo Kramer
11:40–11:50	2	THE CONCEPT OF GLOBAL PRODUCTION AND GLOBAL VALUE CHAINS: ELEMENTS AND EFFECTS	Aneta Risteska Jankuloska; Tatjana Spaseska; Emilija Gjorgjioska; Violeta Gligorovski
11:50–12:00	3	WAREHOUSE MANAGEMENT SYSTEMS (WMS) AND THEIR APPLICATION IN MODERN LOGISTICS: EVIDENCE FROM COMPANIES IN NORTH MACEDONIA	Neda Petroska-Angelovska; Milena Boshkoska Klisaroski; Shiret Elezi
12:00–12:10	4	CUSTOMS MODERNISATION IN THE WESTERN BALKANS: FROM REFORM MILESTONES TO REGIONAL INTEROPERABILITY	Urim Iseni; Aleksandar Trajkov; Neritan Turkeshi
12:10–12:20	5	MODERNIZING BANK ENGAGEMENT: WHAT TRADITIONAL MACEDONIAN BANKS CAN LEARN FROM NEOBANK DIGITAL MARKETING	Ilijana Petrovska; Evica Delova Jolevska; Stefani Velkovska; Goran Vasilev
12:20–12:30	6	AN ADAPTIVE BUSINESS MODEL IN TRADITIONAL BANKING: TRANSFORMATION OF THE REVENUE STRUCTURE AND SUSTAINABLE PROFITABILITY	Stevcho Dimeski; Marina Blazhekovikj Toshevski; Dragica Odzaklieska
12:30–12:40	7	THE POSITION OF TOURISM IN THE SERVICE-BASED INTERNATIONAL ECONOMY: THE CASE OF THE REPUBLIC OF SERBIA	Gorica Bošković; Marija Petrović-Ranđelović
12:40–12:50	8	APPLYING OPTIMIZATION MODELS IN OPERATIONAL PLANNING OF THE LOGISTIC CENTER RESOURCES	Ratko Stanković; Kristijan Rogić; Mario Šafran
12:50–13:00	9	DIGITAL PAYMENTS AND DISTRIBUTION OF VOUCHERS IN THE DEVELOPMENT OF NATIONAL TOURISM, ADVANTAGES AND RECOMMENDATIONS (ONE OF THE VIEWS)	Bojan Kocić; Marija Marčetić; Oliver Popović

PARALLEL BLOCK II • 14:00–15:30

SESSION 2 — TOURISM ECONOMY, MARKETS, INNOVATION AND GLOBAL TRENDS

MODERATORS: Goran Perić; Larisa Vasileska

TIME	#	PAPER	AUTHORS
14:00–14:10	1	TOURISM AND CIRCULAR ECONOMY INDICATORS IN THE WESTERN BALKANS: CROSS-COUNTRY EVIDENCE	Danijela Pantović; Isidora Milošević; Sanja Peković
14:10–14:20	2	EUROPEAN TOURISM AND HOSPITALITY INDUSTRY UNDER GEOPOLITICAL STRESS – STOCK MARKET REACTIONS TO THE IRAN WAR	Bojan Srbinoski; Aleksandar Trajkov; Kliment Naumov; Michael Risteski
14:20–14:30	3	UNTAPPED POTENTIAL OF CAMPING TOURISM: A COMPARATIVE ANALYSIS BETWEEN NORTH MACEDONIA AND SERBIA	Ivanka Nestoroska; Snežana Miličević
14:30–14:40	4	UNLOCKING UZBEKISTAN'S RURAL TOURISM POTENTIAL: A PESTEL AND SWOT-BASED SITUATION ANALYSIS	Erdogan Ekiz; Vedran Milojica; Orhan Uludag
14:40–14:50	5	APPLICATION OF THE UTAUT2 MODEL IN THE ANALYSIS OF THE USE OF TIKTOK IN THE PROCESS OF CHOOSING A TOURIST DESTINATION AMONG GENERATION Y	Goran Perić; Sandra Dramićanin; Mihajlo Đurović
14:50–15:00	6	IRELAND’S WOW EFFECT: AUTHENTICITY, TOURISM, AND ARTIFICIAL INTELLIGENCE	Sabina Šiljak; Ana Starc Žagar; Anton Vorina
15:00–15:10	7	CEFTA 2006 AND TRADE IN TOURISM AND TRAVEL SERVICES	Blerim Dermaku
15:10–15:20	8	FOREIGN INVESTMENTS IN TOURISM AS A DEVELOPMENT FACTOR OF THE WESTERN BALKAN COUNTRIES	Nevruz Oruqi
15:20–15:30	9	THE FISCAL IMPACT OF TOURISM ON LOCAL PUBLIC HOUSING EXPENDITURES IN ADRIATIC CROATIA	Eva Mijatović; Sabina Hodžić; Antun Gašpar Bendeviš

PARALLEL BLOCK II • 14:00–15:30

SESSION 4 — BANKING, INSURANCE, INVESTMENT, FINANCIAL REPORTING AND RISK

MODERATORS: Risto Rechkoski; Ljube Jolevski

TIME	#	PAPER	AUTHORS
14:00–14:10	1	CHALLENGES AND OPPORTUNITIES IN THE INSURANCE MARKET IN ALBANIA: A COMPARATIVE AND REGULATORY PERSPECTIVE	Elena Simonofski; Risto Rechkoski; Ustijana Rechkoska Shikoska
14:10–14:20	2	IMPACT OF EARNINGS PER SHARE AND PRICE EARNINGS RATIO ON STOCK PRICES: EVIDENCE FROM LISTED BANKS ON THE MACEDONIAN STOCK EXCHANGE	Vera Karadjova; Tatjana Spaseska
14:20–14:30	3	LONGEVITY AND THE DEMAND FOR LIFE INSURANCE IN CENTRAL AND EASTERN EUROPEAN COUNTRIES	Klime Poposki; Jordan Kosevski
14:30–14:40	4	THE OPPORTUNITIES OF INVESTMENTS BY INSTITUTIONAL INVESTORS IN THE MACEDONIAN BANKING SECTOR	Tihomir Petreski; Evica Delova Jolevska; Fance Kostenceva Pandilovska
14:40–14:50	5	THE RISK PROFILES ON THE BANK'S BUSINESS MODEL	Ljube Jolevski; Snezana Dicevska; Vera Karadjova
14:50–15:00	6	DOES MARKET CONCENTRATION SHAPE THE SIZE–PROFITABILITY RELATIONSHIP? EVIDENCE FROM SELECTED COUNTRIES IN CENTRAL, EASTERN AND SOUTHEASTERN EUROPE (CESEE)	Bojan Srbinoski; Stevcho Mecheski; Irina Joldeska; Danijela Miloshoska
15:00–15:10	7	LEGAL AND INSTITUTIONAL FRAMEWORK OF FINANCIAL REPORTING IN CIVIL SOCIETY ORGANISATIONS: A COMPARATIVE ANALYSIS OF THE REPUBLIC OF NORTH MACEDONIA AND THE REPUBLIC OF SERBIA	Marija Magdincheva-Shopova; Aneta Stojanovska-Stefanova; Aleksandra Mitrović
15:10–15:20	8	FINANCIAL INCLUSION AND HOUSEHOLD SAVINGS IN BOSNIA AND HERZEGOVINA: DETERMINANTS AND TRENDS	Sanel Jakupović; Nina Uremović; Marijana Aleksić
15:20–15:30	9	MODERN RISKS IN INSURANCE IN BOSNIA AND HERZEGOVINA: A RESEARCH OVERVIEW OF REGULATORY, MARKET AND OPERATIONAL CHALLENGES	Mirjana Milovanović; Vesna Novaković; Sanel Jakupović

Presentation time: 10 minutes per paper. Session moderators will manage the schedule and transitions between presentations.