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