



28th International Congress

TOURISM AND HOSPITALITY INDUSTRY 2026

TRENDS AND CHALLENGES

27-29 May 2026

Faculty of Tourism and
Hospitality Management

Opatija, Croatia

Keynote Speakers:



Sara Dolnicar

Institute for Business and
Economics, University of
Queensland, Brisbane, Australia



Nancy McGehee

Pamplin College of Business,
Virginia Tech, Blacksburg, United
States



Alan Fyall

Rosen College of Hospitality
Management, University of Central
Florida, Orlando, United States

Special sessions by **Craig Depken**

Workshops by **Levent Altinay & Sanaz Vatankhah**



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