

uniri



UNIVERSITY OF RIJEKA
FACULTY OF TOURISM AND
HOSPITALITY MANAGEMENT
OPATIJA, CROATIA



27th Biennial International Congress

**TOURISM AND HOSPITALITY INDUSTRY 2024
TRENDS AND CHALLENGES**

Congress Proceedings



June 6 – 7 2024
Opatija, Croatia



Publisher

University of Rijeka
Faculty of Tourism and Hospitality Management
Primorska 46, P.O.Box 97, 51410 Opatija, Croatia
Phone: ++ 385 51 294 718
Fax: ++ 385 51 291 965
e-mail: thi2024@fthm.hr
<https://thi.fthm.hr/>

For Publisher

Marko Perić, Dean

Editors-in-Chief

Marina Laškarin Ažić, Croatia
Marta Cerović, Croatia

Editorial Secretary

Natali Brmalj

e-ISSN

2623-7407

Editorial Board / Program Committee:

Laškarin Ažić Marina, Chair (Croatia), Baldigara Tea (Croatia), Beyer Karolina (Poland), Bogdan Siniša (Croatia), Butcher Kenneth John (Thailand), Cakrani Edmira (Albania), Cerović Marta (Croatia), Čorluka Goran (Croatia), Dadić Fruk Lorena (Croatia), Depken, II, Craig Belk (USA), Đurkin Badurina Jelena (Croatia), Folgieri Raffaella (Italy), Gačnik Aleš (Slovenia), Harc Martina (Croatia), Ivančić Ivana (Croatia), Ivaniš Marija (Croatia), Karasavoglou Anastasios (Greece), Koški Dražen (Croatia), Krstinić Nižić Marinela (Croatia), Mekinc Janez (Slovenia), Michopoulou Eleni (Elina) (UK), Milohnić Ines (Croatia), Minor Kasha (UK), Mujačević Elvis (Croatia), Nikšić Radić Maja (Croatia), Pawlicz Adam (Poland), Perić Marko (Croatia), Perišić Prodan Marina (Croatia), Pilepić Stifanich Ljubica (Croatia), Poldrugovac Katarina (Croatia), Polychronidou Persefoni (Greece), Rudan Elena (Croatia), Shahril Aslinda Mohd (Malaysia), Stipanović Christian (Croatia), Šverko Grdić Zvonimira (Croatia), Vitezić Vanja (Croatia), Vodeb Ksenija (Slovenia), Vrtodušić Hrgović Ana-Marija (Croatia), Wise Nicholas (USA)

Organizing Committee

Krešimir Mikinac, *Chair*
Natali Brmalj, *Congress Secretary*
Marina Laškarin Ažić
Hrvoje Grofelnik

Nadia Pavia
Vlado Galičić
Marta Cerović
Maša Trinajstić

Layout

Natali Brubnjak

**Authors submitted their papers in final form. Editorial Committee
disclaims responsibility for language and printing errors.**