



University of Primorska, Faculty of Tourism Studies - Turistica

5th Encuentros: Dialoguing Tourism

Portorož, Slovenia, 26–28 September 2014

Conference programme

Friday - 26th, September 2014

9.00 Registration

Ground Floor - UP Faculty of Tourism Studies - Turistica

9.30 Opening addresses

UP Faculty of Tourism Studies - Turistica (2nd floor)

10.00 – 11.30

Workshop 1

UP Faculty of Tourism Studies - Turistica (2nd floor)

Chairs: Emilio Cocco, Gorazd Sedmak

Miriam Bait, Raffaella Folgieri: Constructing Italy's 'Real Virtuality': The case of www.italia.it

Primož Žižek: Photography-based digital competitiveness of destinations

Igor Stamenković, Jasmina Đorđević, Ivana Blešić, Tatjana Pivac, Miha Lesjak: Multi-stakeholder approach of the effectiveness of the event's organization as a factor of successfulness of destination's tourism product

Jasna Fakin Bajec: Intangible sacral cultural heritage as a source for development of sustainable tourism

Workshop 2

UP Faculty of Tourism Studies - Turistica (2nd floor)

Chairs: Raoul V. Bianchi, Simon Kerma

Miha Kozorog: Negotiating mountain biking trails in Slovenia

Zdravko Šergo, Anita Silvana Ilak Peršurić, Ivan Matošević: The influence of tourism on deforestation and biodiversity

Boštjan Kravanja: Tourism, cultural heritage and nature conservation beyond institutions: On economic agenda and its incomprehension in Kobarid, Slovenia

11.30 – 12.00 Coffee/Tea Break

12.00 – 13.30

Workshop 3

UP Faculty of Tourism Studies - Turistica (2nd floor)

Chairs: Eva Podovšovnik Axelsson, Metod Šuligoj

Tamara Rátz: Dialogues in the innovation process in niche tourism development in Hungary

Marija Rok: Students' communication with employers: The competitiveness and employability perspective

Maja Uran Maravić, Gordana Ivankovič, Mateja Jerman, Tanja Planinc: Effective guest satisfaction measurement system: The case of BWP Slon

Workshop 4

UP Faculty of Tourism Studies - Turistica (2nd floor)

Chairs: Šarolta Godnič Vičič, Milka Sinkovič

Polona Frajzman: The importance of foreign language skills in the business of Slovenian travel agencies

Sabrina Francesconi: Multimodal creativity in tourism texts: Syntagmatic and paradigmatic configurations

Igor Novel: Tour guiding tailored to different target groups

13.30 – 15.30 Lunch Break

15.30 – 17.00

Keynote & Discussion

UP Faculty of Tourism Studies - Turistica (2nd floor)

Irena Weber, *UP Faculty for Tourism studies - Turistica*

Flâneuring in Berlin. The art of walking, street art and the urban tourism dialogue

17.00 – 17.30 Coffee / Tea Break

17.30 – 19.00

Keynote & Discussion

UP Faculty of Tourism Studies - Turistica (2nd floor)

Emilio Cocco, *University of Teramo*

Touring the frontier. Tourism, nationalism and cosmopolitanism in the Adriatic Region

19.10 A guided walk: Piran, wine & snack in a local canteen

Saturday - 27th, September 2014

9.00 Registration

Ground Floor - UP Faculty of Tourism Studies - Turistica

10.00 – 11.30

Keynote & Discussion

UP Faculty of Tourism Studies - Turistica (2nd floor)

Alison Phipps, *University of Glasgow*

Researching Multilingually: Dialogues between tourism and language learning

11.30 – 12.00 Coffee / Tea Break

12.00 - 13.30

Keynote & Discussion

UP Faculty of Tourism Studies - Turistica (2nd floor)

Raoul V. Bianchi, *University of East London, School of Business and Law*

Licensed to Travel: Towards a critical understanding of rights, freedoms and responsibilities in global tourism

13.30 – 15.30 Lunch Break

15.30 – 17.00

Workshop 5

UP Faculty of Tourism Studies - Turistica (2nd floor)

Chairs: Aleš Gačnik, Zorana Medarić

Brigitta Pécssek: City cemeteries as cultural attractions: Towards an understanding of foreign visitors' attitude at the National Graveyard in Budapest

Saša Poljak Istenič: Rural tourism around Ljubljana. Nature, heritage and local festivals

Mirjana Kovačić, Miha Markelj: Cultural and historical resources as a factor for sustainable tourism development: A case study of lighthouses in the Northern Adriatic

Eva Podovšovnik Axelsson, Miha Lesjak: Local residents' attitude toward recognition and sport tourism reputation of the major sporting event Eurobasket 2013

Workshop 6

UP Faculty of Tourism Studies - Turistica (2nd floor)

Chairs: Tanja Planinc, Marija Rok

Boštjan Korošec: Piernas Negras: Hippie Tourism in San Pedro la Laguna at Lake Atitlán in Guatemala

Janja Gabruč: Social tourism participation: Products and funding

Miha Koderman: Second home challenges in the municipality of Piran

17.00 - 17.30 Coffee / Tea Break

17.30 - 19.00

Workshop 7

UP Faculty of Tourism Studies - Turistica (2nd floor)

Chairs: Miha Lesjak, Irena Weber

Nina Jurinčič: From words to the real world: Literary tourism based on the novel Dracula

Gorazd Sedmak: Cross-cultural analysis of museums visitors information search behaviour

Anita Silvana Ilak Peršurić, Ana Težak Damijanić: Tourists' attitudes toward ecologically produced food

Aleš Gačnik, Igor Jurinčič, Simon Kerma: The Malvasia Festival as a medium of crossborder integration of Istria

19.30 Conference reception

Sunday - 28th, September 2014

8.30 Registration

Ground Floor - UP Faculty of Tourism Studies - Turistica

11.00 - 12.00

Dialoguing Encuentros and Stone & Story. Cross conference discussion.

Andrew Loudon, Sanja Lončar, Aleksander Ostan, Alison Phipps, Simon Kerma, Irena Weber

15.00 - 17.00

Excursion to the Sečovlje Salina Nature Park: The natural and cultural heritage of the salt pans (a guided walk)