

Cultural Tourism and ICT Research Group

Cultural tourism, information and communication technology, digital transformation, heritage management, experiences

Cultural tourism and cultural heritage is an important research area, since 40% of international tourists are motivated by cultural motives. This is why the main objective of our research group is to contribute to the theory in cultural tourism and generate some practical implications in this field through collaboration with various cultural tourism stakeholders. Our research group deals with different aspects of cultural tourism and cultural heritage from sustainable management, branding and marketing of cultural heritage sites, psychological and social aspects of cultural tourism such as motivation, behavior and experiences of cultural tourists, identification of the cultural tourist's profile, evaluation and conservation of cultural heritage as well as measuring the impacts of the European Cultural Capitals, past and present. The special focus of our research activities is also on rapidly growing Information and Communication Technology (ICT) solutions in cultural tourism which becomes of great importance in cultural industry. From small art galleries to internationally recognized museums, local craftsmen to global creative industry, rural and peripheral areas to world class destinations, the use of ICT has become paramount for the effective creation and delivery of experiences and management in cultural tourism. This research group equally treats both poles of the cultural tourism market - consumers and tourism providers. ICT has imposed a particularly large impact on the tourism demand side where consumers have become empowered with various ICT solutions closely integrated into all travel phases. Ultimately, ICT has revealed unique opportunities that reshaped the nature of cultural tourist experience and the new smart tourism agenda will lead further diffusion and globalization of cultural tourism, enabling digital transformation, that is, different alternations, enhancements and reinvention of the original postulates of cultural tourism.



CONTACT PERSON

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SELECTED PROJECTS

Title: *Strengthening Capacities for Tourism Changes in WB – Building Competences for Quality Management of Heritage and Cultural Tourism - CulturWB*

Type: Erasmus+ KA2 CBHE

Duration: 2016-2019

Contact person: Prof. Tatjana Pivac

Title: *Digitisation and Culture for new generations (DiCultYouth)*

Type: Erasmus+ KA2 Strategic Partnership for Youth

Duration: 2018-2020

Contact person: Prof. Miroslav Vujičić

Title: *„Strengthening of WB Identity by Exploiting Cultural Cross-roads to Brand New Tourist Destinations – SeeCulture“*

Type: Regional Cooperation Council grants

Duration: 2018-2019

Contact person: Prof. Miroslav Vujičić



COLLABORATIONS

- Sarajevo Meeting of Cultures (Sarajevo, B&H)
- Breda University of Applied Science (BUAS, The Netherlands)
- Department of Geography, Tourism and Territorial Planning, University of Oradea (Romania)

SELECTED EQUIPMENT

- SPSS Statistics is a software package
- ArcGIS Educational License