



Dunja Demirović Bajrami, PhD

Senior Research Associate, Geographical Institute “Jovan Cvijić”, Serbian Academy of Sciences and Arts, Belgrade, Serbia

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Profiles on scientific networks:

- Scopus: <https://www.scopus.com/authid/detail.uri?authorId=57193745282>
- Web of Science: <https://www.webofscience.com/wos/author/record/684271>
- Research Gate: <https://www.researchgate.net/profile/Dunja-Demirovic-Bajrami>
- Google Scholar: <https://scholar.google.com/citations?user=Vyw3FD0AAAJ&hl=sr>

Research areas:

- Rural development, rural tourism, sustainable tourism, impact of tourism development on local communities, travel behavior, competitiveness of tourist destination.

Working experience:

- October 2022 – current: Senior Research Associate at the Geographical Institute “Jovan Cvijić”, Serbian Academy of Sciences and Arts, Belgrade, Serbia.
- February 2018 – October 2022: Research Associate at the Geographical Institute “Jovan Cvijić”, Serbian Academy of Sciences and Arts, Belgrade, Serbia.
- October 2019 – December 2022: Senior Researcher at the South Ural State University, Institute of Sports, Tourism and Service, Department of Tourism and Socio-Cultural Service, Chelyabinsk, Russian Federation.
- October 2017 – February 2018: Research Associate at the University of Novi Sad, Faculty of Sciences, Department of Geography, Tourism and Hotel Management, Novi Sad, Serbia.
- December 2016 – June 2017: Assistant Professor at High school of Economics and Management studies, Kragujevac, Serbia.
- December 2011 – March 2020: Event organizer and member of Public relations team at the Cultural center of Novi Sad, Novi Sad, Serbia.

Education:

- *October 2012 – September 2016: PhD degree – geosciences (tourism)*
University of Novi Sad, Faculty of Sciences, Department of Geography, Tourism and Hotel Management, Novi Sad, Serbia
Title of the doctoral thesis: „Competitiveness of Vojvodina as a rural tourism destination“
- *October 2010 – February 2012: Master in Management (tourism)*

University of Novi Sad, Faculty of Sciences, Department of Geography, Tourism and Hotel Management, Novi Sad, Serbia

- *October 2005 – March 2010: Bachelor's Degree – Manager in tourism*
University of Novi Sad, Faculty of Sciences, Department of Geography, Tourism and Hotel Management, Novi Sad, Serbia

Professional specialization:

- 01 June – 01 December 2019 - Postdoctoral research at the Ryerson University, Ted Rogers School of Hospitality and Tourism Management, Toronto, Canada (Research connected with an assessment of the socio-cultural benefits that visitors can have from interacting with tour guides);
- 01 March – 31 March 2016 - Study visit at the Institute for the development of the landscape, recreation and conservation planning, University of Natural Sciences in Vienna (Austria) (Scholarship from the Scholarship Foundation Council of the Republic of Austria);
- 21 November – 22 December 2015 - Study visit at the Department of Social Geography and Regional Development, Charles University in Prague (Czech Republic);
- 01 October – 01 November 2014 - Study visit at the Institute of Geography and Spatial Management at the Jagiellonian University in Krakow (Poland).

Projects:

- „Assessment of prerequisites for tourist activities in sparsely populated rural areas: Comparative study between Macedonia and Serbia“. Project period: 2019-2020. Lead institutions: Serbian Academy of Sciences and Arts and Macedonian Academy of Sciences and Arts.
- “Geography of Serbia” funded by the Ministry of Education, Science and Technological Development of the Republic of Serbia. Project period: 2011-2020. Lead Institution: Geographical Institute “Jovan Cvijic”, Serbian Academy of Sciences and Arts, Belgrade.
- „The effects of tourism development in the rural areas of Vojvodina (Serbia)“ funded by the Provincial Secretariat for Higher Education and Scientific Research activity, Novi Sad. Project period: October 2017 – November 2018. Lead institution: Faculty of Sciences, University of Novi Sad.
- “Sustainable agriculture and rural development in the function of accomplishing strategic objectives of the Republic of Serbia in the Danube region”, funded by the Ministry of Education, Science and Technological Development of the Republic of Serbia, Belgrade. Project period: 2011-2016. Lead Institution: Faculty of agriculture, University of Novi Sad.
- "Research on the attitudes of farmers in Srem administrative district on the possibilities of placement domestic products on the domestic tourism market" funded by the Provincial Secretariat for Agriculture, Water and Forestry, Novi Sad. Project period: October 2014 - March 2015. Lead institution: Faculty of Sciences, University of Novi Sad.

Scholarships and awards:

- 2013 – 2016: Scholarship from the Serbian Ministry of Education, Science and Technological Development for the 200 best doctoral students;
- School year 2008/2009 and 2010/2011 - scholarship from the "Fund for Young Talents" of the Serbian Ministry of Youth and Sports;
- Award from the Faculty of Sciences for the success in the school year 2005/2006, 2006/2007, 2008/2009 and 2010/2011;
- Award from the University of Novi Sad for the success achieved in the school year 2009/2010.

Reviewer:

- For scientific journals: *Current Issues in Tourism*; *International Journal of Hospitality Management*; *Journal of Hospitality and Tourism Research*; *Asia Pacific Journal of Tourism Research*; *Journal of Mountain Sciences*; *Studies in Higher Education*; *Sustainability*; *Land*; *Tourism Planning and Development*; *Urban Forestry & Urban Greening*; *ISPRS International Journal of Geo-Information*; *Geographica Pannonica*; *GeoJournal of Tourism and Geosites*, and others.
- 2020. Project "Land monitoring and environmental assessment" for the Ministry of Education, Science and Technological Development of the Republic of Serbia. The project was reviewed for the competition that co-financed scientific and technological cooperation between the Republic of Serbia and the People's Republic of China for the period 2021-2022.

International cooperation:

- By the decision of the Management Board of the Agency for Higher Education of the Republic of Srpska, the candidate was included in the list of reviewers for the accreditation of higher education institutions of the Republic of Srpska, for the scientific field: natural sciences.

Member of Scientific boards (international conferences):

- "Innovative Aspects of the Development Service and Tourism", 22-24 April 2020, Stavropol, Russia;
- "Agrosym", International conference held since 2010 at Jahorina, Bosnia and Herzegovina, <http://agrosym.ues.rs.ba/about/committees>;
- "Contemporary Trends in Tourism and Hospitality", 17-19 November 2022, Novi Sad, Serbia, <https://ctth2022.pmf.uns.ac.rs/boards/>.

SELECTED PUBLISHED SCIENTIFIC PAPERS

Research papers published in scientific journals:

1. **Demirović Bajrami, D.**, Terzić, A., Petrović, M.D., Radovanović, M., Tretiakova, T.N., Hadoud, A. (2021). Will we have the same employees in hospitality after all? The impact of COVID-19 on employees' work attitudes and turnover intentions. *International Journal of Hospitality Management*, 94, 102754. <https://doi.org/10.1016/j.ijhm.2020.102754>
2. Terzić, A., **Demirović, D.**, Petrevska B., Limbert, W. (2021). Active sport tourism in Europe: Applying market segmentation model based on human values. *Journal of Hospitality and Tourism Research*, 45(7), 1214-1236. <https://doi.org/10.1177/1096348020926546>
3. Blešić, I., Ivkov, M., Tepavčević, J., Popov Rajlić, J., Petrović, M.D., Gajić, T., Tretiakova, T.N., Syromiatnikova, J.A., **Demirović Bajrami, D.**, Aleksić, M., et al. (2022). Risky Travel? Subjective vs. Objective Perceived Risks in Travel Behaviour-Influence of Hydro-Meteorological Hazards in South-Eastern Europe on Serbian Tourists. *Atmosphere*, 13(10), 1671. <https://doi.org/10.3390/atmos13101671>.
4. Vujko, A., Vuković, D., **Demirović Bajrami, D.**, Zečević Stanojević, O., Zečević, L. (2022). The Nexus between Employee Engagement and Performance Management Processes—Fruška Gora National Park (Serbia) Case Study. *Sustainability*, 14(18), 11489. <https://doi.org/10.3390/su141811489>.
5. Jovanović, J.M., Stojanović, M., Janković, T., Drobnjak, S., Djordjević, D., Banković, R., Radovanović, M., Živković, Lj., Gajić, T., **Demirović Bajrami, D.**, Tretiakova, T.N., Syromiatnikova, Y.A. (2022). A Case Study on the Danube Limes in Serbia: Valorisation and Cartographic Analyses of Selected Tourism Products. *Sustainability*, 14(3), 1480. <https://doi.org/10.3390/su14031480>
6. **Demirović Bajrami, D.**, Radosavac, A., Cimaljević, M., Tretiakova, T.N., Syromiatnikova, Y.A. (2020). Determinants of residents' support for sustainable tourism development: Implications for rural communities. *Sustainability*, 12(22), 9438. <https://doi.org/10.3390/su12229438>
7. Radović, G., Petrović, M.D., **Demirović Bajrami, D.**, Radovanović, M., Vuković, N. (2020). Can proper funding enhance sustainable tourism in rural settings? Evidence from a developing country. *Sustainability*, 12(18), 7797. <https://doi.org/10.3390/su12187797>
8. **Demirović, D.**, Radovanović, M., Petrović, M.D., Cimaljević, M., Vuksanović, N., Vuković, D.B. (2018). Environmental and Community Stability of a Mountain Destination: An Analysis of Residents' Perception. *Sustainability*, 10, 70. <https://doi.org/10.3390/su10010070>
9. **Demirović Bajrami, D.**, Vuksanović, N., Petrović, M.D., Tretiakova, T.N. (2022). Competencies of a Museum Guide as Predictors of Visitors' Learning Outcomes: A Case from Canada. *Journal of Museum Education*, 47(2), 251-262. <https://doi.org/10.1080/10598650.2022.2062542>.
10. Vuksanović, N., **Demirović Bajrami, D.**, Petrović, M.D., Jotanović Raletić, S., Radivojević, G. (2022). Knowledge about Food Safety and Handling Practices – Lessons from the Serbian Public Universities. *Zdravstveno Varstvo – Slovenian Journal of Public Health*, 61(3), 145-154. <https://doi.org/10.2478/sjph-2022-0020>.
11. Terzić, A., Petrevska, B., **Demirović Bajrami, D.** (2022). Personalities shaping travel behaviors: post-COVID scenario. *Journal of Tourism Futures*, Online First. <https://doi.org/10.1108/JTF-02-2022-0043>.

12. Vuksanović, N., **Demirović Bajrami, D.**, Petrović, M.D., Grigorieva, E.M. (2021). QR codes as a tool for receiving feedback about guests' satisfaction at destinations. *Journal of Place Management and Development*, 14(1), 19-31. <https://doi.org/10.1108/JPMD-03-2020-0025>
13. Cimbalević, M., Stankov, U., **Demirović, D.**, Pavluković, V. (2021). Nice and smart: creating a smarter festival – the study of EXIT (Novi Sad, Serbia). *Asia Pacific Journal of Tourism Research*, 26(4), 415-427. <https://doi.org/10.1080/10941665.2019.1596139>
14. Pejanović, R., **Demirović, D.**, Glavaš-Trbić, D., Maksimović, G., Tomaš-Simin, M. (2017). Clusters as a factor of competitiveness of rural tourism destinations in the Danube region of the Republic of Serbia. *Tourism Economics*, 23(2), 475-482. <https://doi.org/10.5367/te.2015.0509>
15. Tretiakova, T., Syromiatnikova, Y., **Demirović Bajrami, D.**, Gajić, T. (2021). Анализ Психоэмоционального Состояния Работников Гостиничной Индустрии В Контексте Стрессоустойчивости. *Human. Sport. Medicine*, 21(S2), 113-120. <https://doi.org/10.14529/hsm21s216>
16. Lukić, D., Petrović, M.D., Radovanović, M.M., Syromiatnikova, J.A., **Demirović Bajrami, D.** (2021). The Evaluation of Undiscovered Archeological Geoheritage Potential – The Case of Rudna Glava Site (Eastern Serbia). *GeoJournal of Tourism and Geosites*, 36(2spl), 654–662. <https://doi.org/10.30892/gtg.362spl13-695>
17. Gajić, T., Petrović, D.M., Radovanović, M., Syromiatnikova, J., **Demirović Bajrami, D.** (2021). Determining the Profile of Tourists as Users of Rural Tourism Product– Focus on a Developing Area (Vojvodina Province). *Deturope*, 13(1), 39-57. Retrieved from http://www.deturope.eu/img/upload/content_1301202103.pdf
18. **Demirović Bajrami, D.**, Tretiakova, T.N., Syromiatnikova, Y.A., Petrović, M.D., Radovanović, M.M. (2020). Tour guide's competencies as predictors of tourists' sustainable behavior – evidence from national parks. *GeoJournal of Tourism and Geosites*, 32(4), 1277–1282. <https://doi.org/10.30892/gtg.32413-569>
19. Cimbalević, M., Nedeljković Knežević, M., **Demirović Bajrami, D.**, Dunjić, M., El Bilali, H., Rančić Demir, M. (2020). How do job-related constructs determine employee turnover? Serbian hotels example. *Journal of the Geographical Institute "Jovan Cvijić" SASA*, 70(2), 129–143. <https://doi.org/10.2298/IJGI2002129C>
20. Yamashkin, A.A., Yamashkin, S.A., Aksyonova, M.Y., Cimbalević, M., **Demirović, D.**, Vuksanović, N., Milentijević, N. (2020). Cultural landscapes space-temporal systematization of information in geoportals for the purposes of region tourist and recreational development. *GeoJournal of Tourism and Geosites*, 29(2), 440-449. <https://doi.org/10.30892/gtg.29205-480>
21. Loginova N.N., Radovanović, M.M., Yamashkin, A.A., Vasin, G., Petrović, M.D., **Demirović Bajrami, D.** (2020). Analysis of the Population Dynamics in the “Slavic World” with a special focus on Russia. *Indonesian Journal of Geography*, 52(3), 317-326. <https://doi.org/10.22146/ijg.51202>
22. **Demirović, D.**, Berjan, S., Milentijević, N., Bilali, H.E., Syromiatnikova, Y.A. (2019). Exploration of tourist motivation and preferred activities in rural areas. *Journal of the Geographical Institute "Jovan Cvijić" SASA*, 69(1), 29–37. <https://doi.org/10.2298/IJGI1901029D>
23. Cimbalević, M., **Demirović, D.**, Vuksanović, N., Milentijević, N., Yamashkin, A.A. (2019). A GIS-based analysis of tourist distribution in Montenegro. *Journal of the Geographical Institute "Jovan Cvijić" SASA*, 69(2), 147–156. <https://doi.org/10.2298/IJGI1902147C>
24. Vuksanović, N., Tešanović, D., Demirović, D., Kalenjuk, B. (2019). Experiencing destination through local food and beverages – the case of Republic of Serbia. *Teme*, XLIII(2), 439-453. <https://doi.org/10.22190/TEME171219027V>
25. Milentijević, N., Dragojlović, J., Ristić, D., Cimbalević, M., **Demirović, D.**, Valjarević, A., (2018). The assessment of aridity in Leskovac basin, Serbia (1981–2010). *Journal of the*

Geographical Institute "Jovan Cvijic" SASA, 68(2), 249–264, <https://doi.org/10.2298/IJGI1802249M>

26. Radović, G., Košić, K., **Demirović, D.** (2018). Financing as a key factor of sustainable rural tourism development in the Republic of Serbia. *Ekonomika poljoprivrede*, 65(1), 413-426. <https://doi.org/10.5937/ekoPolj1801413R>

27. Otović, S., **Demirović, D.**, Košić, K., Vujko, A. (2017). Fostering entrepreneurship at high schools: A case of rural areas in Vojvodina (Serbia). *Ekonomika poljoprivrede*, 64(4), 1523–1535. <https://doi.org/10.5937/ekoPolj1704523O>

28. Ivkov, M., Blešić, I., Simat, K., **Demirović, D.**, Božić, S., Stefanović, V. (2016). Innovations in the restaurant industry—An exploratory study. *Ekonomika poljoprivrede*, 63(4), 1169–1186. <https://doi.org/10.5937/ekoPolj1604169I>

29. Pejanović, R., **Demirović, D.**, Đorđević, J., Radović, G. (2014). Potentials for development of rural tourism in Bački Petrovac municipality. *Economics of Agriculture (Ekonomika poljoprivrede)*, 61(2), 487-500. <https://doi.org/10.5937/ekoPolj1402487P>

30. Košić, K., **Demirović, D.**, Pejanović, R., Lazić, L., Stamenković, I. (2015). Key principles of rural tourism households development strategy – Case study of Vojvodina. *Economics of Agriculture (Ekonomika poljoprivrede)*, 62(4), 975-988. <https://doi.org/10.5937/ekoPolj1504975K>

Book chapters:

1. Terzić, A., **Demirović Bajrami, D.** (2021). Environmental Sensibility and Human Values as Factors for Forming European Ecotourist Market Segments. In *Handbook of Sustainable Development and Leisure Services* (A. Lubowiecki-Vikuk et al. Eds., pp. 241-256), World Sustainability Series. Cham, Switzerland: Springer. https://doi.org/10.1007/978-3-030-59820-4_16

2. **Demirović, D.**, Petrović, M. D. (2020). Global partnership in the service industries for sustainable development. In: W. Leal Filho, A. Azul, L. Brandli, P. Özuyar, & T. Wall (Eds.) *Partnerships for the Goals. Encyclopedia of the UN Sustainable Development Goals*. Cham, Switzerland: Springer. https://doi.org/10.1007/978-3-319-71067-9_63-1

3. Vuksanović, N., **Demirović Bajrami, D.** (2020). Image of local cuisine as part of a rural tourism offer. In: A. Peštek, M. Kukanja, and S. Renko (Eds.) *Gastronomy for Tourism Development* (pp. 91-108). Bingley, UK: Emerald Publishing Limited. <https://doi.org/10.1108/978-1-78973-755-420201006>

Book (monograph):

1. **Demirović, D.**, Košić, K. (2020). *Efekti razvoja turizma u ruralnim područjima Vojvodine (Effects of tourism development on rural areas in Vojvodina province)*, monograph. Novi Sad: University of Novi Sad, Faculty of Sciences. ISBN 978-86-7031-517-4

Conference papers:

1. Petrović, M.D., Marcouiller, D.W., **Demirović Bajrami, D.** (2021). Modeling demand for rural tourism – an overview on popular techniques. IX International scientific-practical conference “Innovative Aspects of the Development Service and Tourism”, 22 April 2021, Stavropol, Russia, Book of Proceedings, Part II, pp. 55–61. ISBN 978-5-907110-75-5.

2. **Demirović Bajrami, D.**, Petrović, M.D., Vuksanović, N. (2020). Impact of social media usage on attracting tourists and performances of restaurants. VIII International scientific-practical

conference “Innovative Aspects of the Development Service and Tourism”, 18 May 2020, Stavropol, Russia, Book of Proceedings, pp. 3–9. ISBN 978-5-907110-30-4.

3. Drakul, M., Berjan, S., Zheliaskov, A., **Demirović, D.**, Radosavac, A. (2019). Opportunities for rural tourism development in Semberija region (Republic of Srpska, Bosnia and Herzegovina). Proceedings of the conference „Agrotechnologies of the XXI century”, Perm (Russia), 26-28 February 2019, pp. 5-11. ISBN 978-5-94279-437-8. Retrieved from https://pgsha.ru/export/sites/default/science/science_files/chast_-3.pdf

4. Ivanović, J., Berjan, S., **Demirović, D.**, Galeev, M., Fotina, O., Radosavac, A. (2019). Diversification of rural economy in Pale municipality (Entity of Republic of Srpska, Bosnia and Herzegovina). Proceedings of the conference „Agrotechnologies of the XXI century”, Perm (Russia), 26-28 February 2019, pp. 18-24. ISBN 978-5-94279-437-8. Retrieved from https://pgsha.ru/export/sites/default/science/science_files/chast_-3.pdf

5. **Demirović, D.**, Njegovan, N., Radosavac, A., Tomaš Simin, M. (2018). Impact of key resources and attractions on competitiveness of rural destinations in Serbia and Hungary. IX International Scientific Agricultural Symposium “Agrosym 2018”, 04-07 October 2018, **Jahorina, Bosnia and Herzegovina, Book of Proceedings**, pp. 1956-1961. ISBN: 978-99976-718-8-2. Retrieved from http://agrosym.ues.rs.ba/article/showpdf/BOOK_OF_PROCEEDINGS_2018_FINAL.pdf

6. Košić, K., **Demirović, D.**, Dragin, A. (2017). Living in a rural tourism destination – The local community's perspective. 4th International Scientific Conference “ToSEE - Tourism in Southern and Eastern Europe -Tourism and Creative Industries: Trends and Challenges”, 4 – 6 May 2017 Opatija, Croatia, Conference Proceedings, Vol. 4, pp. 267-278. <https://doi.org/10.20867/tosee.04.34>

7. Petrović, M. D., Vujko, A., **Demirović, D.**, Gagić, S., Denda, S. (2017). Model of Tourism Development in the Region – The Example from Serbian Rural Society. International Scientific Conference "Theory and Practice of Harmonization of Interaction of Natural, Social and Production Systems of the Region", Saransk (Russia). 40-49. ISBN: 978-5-7103-3424-9. Retrieved from http://www.ecoross.ru/files/books2017/Saransk_2017_1.pdf

8. Đukić, S., Tomaš-Simin, M., **Demirović, D.** (2017). Importance of the non-agricultural sector for rural development of the area of Fruška gora (Vojvodina province, Serbia). VIII International Scientific Agricultural Symposium „Agrosym 2017“, 05-08th October 2017, Jahorina, Bosnia and Hercegovina, University of East Sarajevo, Faculty of Agriculture, Republic of Srpska, Bosnia, Book of proceedings, pp. 2459-2465. ISBN 978-99976-718-1-3. Retrieved from http://agrosym.ues.rs.ba/article/showpdf/BOOK_OF_PROCEEDINGS_2017_FINAL.pdf

9. Petrović, M., Bjeljac, Ž., **Demirović, D.** (2015). Tourism impact attitude scale (TIAS) as a tool of contemporary analysis in agritourism. *III International Scientific-Practical Conference «Sustainable Development of Tourism Market: International Practices and Russian Experience»*, 16th April 2015, Stavropol, Russia, Faculty of Social and Cultural Service and Tourism, Book of proceedings, pp. 119-128. ISBN 978-5-9596-1146-0

10. Radović, G., Pejanović, R., **Demirović, D.**, Njegovan, Z. (2015). Forms of rural tourism in the Republic of Serbia. VI International Scientific Agricultural Symposium „Agrosym 2015“, 15-18th October 2015, Jahorina, Bosnia and Hercegovina, University of East Sarajevo, Faculty of Agriculture, Republic of Srpska, Bosnia, Book of proceedings, pp. 1943-1948. ISBN 978-99976-632-2-1

11. **Demirović, D.**, Njegovan, N. (2015). Motivation of eco and ethno tourists as a factor of sustainable development of rural areas. International Scientific Conference: Sustainable agriculture and rural development in terms of the Republic of Serbia strategic goals realization within the Danube region – regional specificities, 10-11th December 2015, Belgrade Chamber of Commerce, Serbia, Institute of Agricultural economics, Belgrade, Serbia, Thematic Proceedings, pp. 551-568. ISBN 978-86-6269-046-3

12. Pejanović, R., Radović, G., **Demirović, D.**, Njegovan, Z. (2014). *Farmstead tourism in a rural development function of AP Vojvodina (Serbia)*. Conference: „The Role of Agricultural Economic Sciences in Agriculture and Rural Development in the Balkan Countries“, 9th International Conference, 24-25. April 2014, Association of Agricultural Economists of Republic of Macedonia, Ohrid, Macedonia, Proceedings of papers, pp. 246-258. ISBN 978-9989-2358-5-6.

13. **Demirović, D.**, Njegovan, Z. (2014). *Tourist satisfaction with perceived values on traditional farms in AP Vojvodina*. International Conference: „Sustainable agriculture and rural development in terms of the Republic of Serbia strategic goals realization within the danube region“, 5-6th June 2014, Institute of Agricultural economics, Belgrade, Serbia, Book of proceedings, pp. 648-664. ISBN: 978-86-6269-036-4.

14. Pejanović, R., Đukić, S., **Demirović, D.**, Radosavac, A. (2014). *Wine tourism as a factor of rural development of Fruška gora (Vojvodina Province)*. Fifth International Scientific Agricultural Symposium “Agrosym 2014”, Jahorina, October 23-26, Bosnia and Hercegovina, Book of Proceedings, pp. 1068-1073. Retrieved from http://www2.agrosym.rs.ba/agrosym/agrosym_2014/documents/6rd/rd25.pdf

15. **Demirović, D.**, Buđanovčanin, J. (2013). *Rural tourism experience for sustainable development: Golubinci Village*. International Conference on Rural Tourism: “Re-inventing rural tourism and the rural tourism experience”, 4th-7th September 2013, University of Aveiro, Portugal, Collection of papers, pp. 718-730. ISBN 978-989-20-4016-5.