



First International Scientific Conference

CHALLENGES OF TOURISM AND BUSINESS LOGISTICS »ISCTBL 2017«

October 24-25, 2017

CONFERENCE ORGANIZER

“Goce Delčev” University - Štip, Macedonia

Faculty of Tourism and Business Logistics - Gevgelia



Co-organizers

Faculty of Tourism and Hospitality - Ohrid, “St.Clement Ohridski” University - Bitola, *Macedonia*

Faculty of Hotel Management and Tourism in Vrnjačka Banja, University of Kragujevac, *Serbia*

Institute of Geography, Faculty of Natural Sciences and Mathematics, “Sts. Cyril and Methodius” University - Skopje, *Macedonia*

Faculty of Nature science chair Geography - Konstantin Preslavsky University of Shumen, *Bulgaria*

Faculty of Tourism, Hospitality, Environment, University of Peja “Haxhi Zeka”, *Kosovo*

Faculty of Applied Ecology Futura, University Singidunum, *Serbia*

Aristotle University of Thessaloniki, *Greece*

Venue: “Goce Delčev” University - Štip, Faculty of Tourism and Business Logistics - Gevgelia, 7mi Noemvri bb, 2000 Gevgelia, Macedonia, Contact: +389 32 550 350; marija.magdinceva@ugd.edu.mk, <http://life.ugd.edu.mk/index.php/nauka-life/item/1435-ftbl-organizira-megjunarodna-nauchna-konferencija>

Official languages: English, Macedonian and other Balkan languages.

“**ISCTBL 2017**“ is focused on bringing together in one place relevant people from the academic community, with intention to enable sharing and presentation of scientific results in relevant fields addressing the actual and future development of tourism and business logistics. Specific goals are to articulate the interest of the academic community and the young researchers that have sharing points with tourism and economics.

SESSIONS AND TOPICS

SESSION I: TOURISM, HOSPITALITY & GASTRONOMY

Topics: Contemporary trends in Tourism, Hospitality and Gastronomy; Socio-economic aspects; Environmental aspects; GIS; Renewable energy; Marketing and Promotion; Tourism and Hospitality Management; Cartography and Spatial Planning; Cultural Heritage

SESSION II: BUSINESS LOGISTICS & BUSINESS ADMINISTRATION

Topics: Contemporary Trends in Logistics and Administration; Business; Management; Finance; Economics; Public Management and Administration; Corporate Finance

KEY-NOTE SPEAKERS

Joanna Hernik is a Professor at Marketing Department, Faculty of Economics, *West Pomeranian University of Technology in Szczecin (Poland)*. Her main field of research include marketing management in tourism, marketing of non-profit organizations and diversity management. She has published over 100 scientific papers. Prof. Hernik has recently conducted a research on CSR in tourism, as well as sustainable management from the point of view of women's rights.

Conference topic: Greenwashing in Tourism



Ramona Rupeika-Apoga is the Head of Finance and Accounting Department, a Professor at the Faculty of Business, Management and Economics at the *University of Latvia (Latvia)*. She has leaded and participated in several studies and research projects internationally and locally, has more than 15 years of pedagogic experience in Latvian and European higher education institutions. She is an expert in Economics and Management Sciences of Latvian Academy of Sciences and is the author of more than 50 articles in Access to Finance for SMEs, Financial Risk Assessment and Management, Financial Globalization and more, published in several international journals.

Conference topic: The paradox of access to finance in the circumstances of capital misallocation: Empirical evidence from Latvia



Nazmiye Erdoğan is a Professor and Director of the Vocational School of Social Science and Tourism & Hotel Management Program at the *Başkent University, Ankara (Turkey)*. Her research interests include: ecotourism, sustainable tourism, nature conservation, environmental education, as well as environmental performance of tourism facilities, hotels and travel agencies. She has published numerous articles in academic journals and has presented papers at national and international scholarly meetings, conventions and symposiums. She also serves as a Director of the Sustainable Environmental Research Center at the Başkent University.

Conference topic: Sustainability in Tourism: Eco-label, Certification and Accreditation Programs at Hotels



Aleksandra Terzic is a Research Associate at Geographical Institute "Jovan Cvijic", *Serbian Academy of Sciences and Arts in Belgrade (Serbia)*. Her main field of research include destination management, cultural studies and social geography. She has published over 60 scientific papers and a book, as well as participated in several scientific and tourism development projects. Her special interest is sustainable tourism development and the development of cultural routes.

Conference topic: Sustainable Tourism Issues – The Role of Local Community



PROGRAM COMMITTEE

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TYPES OF REGISTRATION FEE

- Paper with one author - 50 EUR
- Paper with two (max. three) authors - 75 EUR
- Poster presentation - 30 EUR

The registration fee covers participants' package (book of abstracts, certificate and promotional material), refreshments and a lunch.

Payment instructions

For Macedonian residents:

Fee: 30/50/75 EUR (in denars).
Type of sample: Sample PP-50
Recipient: University "Goce Delčev" - Štip, FTBL
Bank of the recipient: NBRM Makedonija
Transaction account: 10000000063095
User account: 1600160330-788-22
Revenue code: 723219
Program: 44
Purpose of the payment: Fee for ISCTBL 2017

For foreigners:

Fee: 30/50/75 EUR
Account Name: University "Goce Delčev" – Štip
Bul. Krste Misirkov bb, 2000 Štip, Macedonia
Bank: National Bank of the Republic of Macedonia
SWIFT BIC: NBRM MK 2X
1000 Skopje, Macedonia
Account No: 1007 0100 0083 202
IBAN: MK07 1007 0100 0083 202
Purpose of payment: Fee for ISCTBL 2017

IMPORTANT DATES:

25.09.2017: Abstract submission
01.10.2017: Abstract acceptance
02.10.2017: Deadline for fee payment
02.10.2017: Full paper/poster submission

SUBMISSIONS should be made electronically to dusko.josevski@ugd.edu.mk . Abstracts must be in English by following the template. Posters must be in English (dimensions: 800mm (width) x 1000mm (height) and to be mailed to: "Goce Delčev" University - Štip, Faculty of Tourism and Business Logistics - Gevgelia, 7mi Noemvri bb, 2000 Gevgelia, Macedonia.

PUBLICATION: All presented papers (oral or poster) will be published in a Book of Abstracts.

NOTES: Papers will not be taken into consideration if:

- Not being presented at the conference (oral or poster)
- Submitted after the deadline (October 06, 2017)
- Have less than 8 pages, or more than 12 pages and technically are unadjusted to the propositions
- Have more than 3 co-authors
- Two papers have same authors/co-authors.

Suggested ACCOMMODATION in Gevgelija (Dear authors, you can find all available information about the accommodation prices and available rooms on the following web-addresses):

- Hotel Apollonia (5*) <http://www.apollonia.com.gr>
- Hotel Negorski Banji (Spa Center) <http://www.negorskibanji.com.mk>
- Hotel NAR <http://www.hotelnar.com/>
- Hotel Ramada Plaza (5*) <http://www.rpgevgelija.com/>
- Hotel Flamingo <http://www.casino-f.com/>
- Hotel Ashikot <http://hotelasikot.com/>

ISCTBL

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TOURISM AND BUSINESS LOGISTICS - GEVGELIA



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Short conference program

24.10.2017, Tuesday

09:00-10:00 h

Arrival/registration

10:00-10:20 h

Opening/speech Rector/Dean/others

10:20-11:30 h

Plenary session

11:30-12:00 h

Coffee break

12:00-14:00 h

First session /presentations

14:00-15:00 h

Cocktail

15:00-17:00 h

Second session /presentations

25.10.2017, Wednesday

**09:00-11:00 h For guests staying in Gevgelia, there is an optional visit to
Dojran – Dojran Lake**

12:00 h

Departure of the guests from Gevgelia