

CONFERENCE TOPICS

Creative economy and tourism
Innovative solutions in the sustainable development of destinations
Innovative practices for safe travel and stay in the destination (procedures, initiatives and local policies)
Marketing and advertising industry in tourism development
The influence of film industry on tourism
Cultural events as tourism brands
Creative solutions in valorization of cultural heritage
Traditional crafts as a driving force in the development of local communities
Creativity and innovation in souvenir production

Myths, legends and fairy tales as cultural resources in tourism
Digital innovation in tourism and hospitality
Application of Artificial Intelligence in tourism and hospitality
Application of green technologies in hospitality
Innovative hotel architecture
Importance of design and fashion for destination image
The role of design in the creation of tourist experience
Creative industries and luxury tourism
Creativity and loyalty programs in tourism
Creative industries and gastronomy
Creative hubs as new urban attractions

Creative skills in education in tourism and hospitality
Expo Belgrade 2027 and the role of creative industries
Valorization of creative skills on the labour market
Personalized services of health centres and the development of tourism
Telemedicine and well-being
The application of the language for specific purposes in tourism destinations development
Communication and translation in the creative sector of food and hospitality



***CASB25: creative industries in the sector of tourism and hospitality -
Challenges and perspectives
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