



Tourism, Culture and Economy Congress

08 May 2024 Online Session 1, Hall 1 (Subject: Culture)

🕒 Wednesday, 08 May / 10:00 - 11:30

👉 Online Abstract Session

📍 Event Venue: Hall 1

👤 Moderator: Prof. Dr. Lobont Oana-Ramona

- Osh – Great Silk Road provider brand's influence
Ubaidilaeva Zhazgul (KG)
- Gender status of women in Kazakh tradition
Laura Toktarbekova (EN)
- Identification of documents in Arabic graphics related to Kazakh refugees
Nurdina Tursynbek (KZ)
- Activity of formation of reading comprehension skills in teaching works about nature protection
Zhumabaeva Dinara (KG)
- About the cult of trees among the Kyrgyz
Abdymitalip Murzakmetov (KG)
- Adapting to climate change: A macroeconomic and systemic security study of the EU27
Lobont Oana-Ramona (RO), Trip Andrei, Ran Tao, Costea Florin

<https://zoom.us/j/91770498097?pwd=VWRVNkxYTlpqRCtvQ2dXbjlrYjRjdz09>

Meeting ID: 917 7049 8097

Pass: 925346

Notice that, all time periods have been set by North Macedonia Local Time (GMT+2)

Online Session 1, Hall 2 (Subject: Tourism)

🕒 Wednesday, 08 May / 10:00 - 11:30

👉 Online Abstract Session

📍 Event Venue: Hall 2

👤 Moderator: Prof. Dr. Felicetta Iovino

- Incomes structure of tourist companies during ten years

Felicetta Iovino (CH)

- The mediating effect of social networking sites usage on Filipino generation Z's travel intention and behavior

Antonio Jr Etrata (PH), Jackie Lou Raborar

- Evaluation of probability of real estate ownership and analysis of the demographic and financial determinants: The case of Kosovo

Marigona Geci (KO)

- Eye Tracking Research in Hospitality and Tourism

Xianglan Chen (CN)

- The effect of digital technology on tourist's travel intention to Yunnan, China: The intervening effect of attitude towards the destination, social media disposition and media exposure

Qiyang Yin (CN), Ruth Sabina Francis

- Uzbekistan as a destination brand with post pandemic perspectives

Anil Kumar (UZ)

- Taverns in "Serra da Estrela" region (Portugal): an opportunity for gastronomy tourism or rural tourism?

Óscar Cabral (PT), Elsa Ramos, Raquel Moreira, Joel Correia

<https://zoom.us/j/97115464240?pwd=ZIVMZFNXVlo4YkZ4TWpJaW5yaUM2UT09>

Meeting ID: 971 1546 4240

Pass: 445260

Notice that, all time periods have been set by North Macedonia Local Time (GMT+2)

Break

🕒 Wednesday, 08 May / 11:30 - 13:00

👉 Coffee Break

Online Session 2, Hall 1 (Subject: Culture)

🕒 Wednesday, 08 May / 13:00 - 14:30 ➡ Online Abstract Session 📍 Event Venue: Hall 1 👤 Moderator: Dr. Paula Proença

- An evaluation on halal tourism policies and suggestions on halal tourism policies of Turkey
Zülkif Dağlı (TR)
- Cultural heritage tourism and local prosperity: The evidence from Europe
Özlem Küçük (TR)
- Collaborative networks in education, museology and cultural interpretation
Elsa Ramos, Paula Proença (PT)
- Culturel tourism as a function of the development of Kosova from a marketing aspect-case of Kosovo
Alberta Tahiri (KO), Merita Begolli Dauti, Anita Cucović, Anela Džogović
- Prospects for the touristic development of the city of Ohrid through the promotion of the Ottoman cultural heritage
Nedjad Mehmedovikj (MK), Fatima Salifoska
- Is there a connection between the level of financial development and greenhouse gas emissions in CEE countries?
Gabriela Badareu (RO), Marius Dalian Doran, Nicoleta Mihaela Doran

<https://zoom.us/j/93634153710?pwd=M2x5MVNLeWZHMFI3aC95OTdrWIN5QT09>

Meeting ID: 936 3415 3710

Pass: 627188

Notice that, all time periods have been set by North Macedonia Local Time (GMT+2)

Online Session 2. Hall 2 (Subject: Economy)

🕒 Wednesday, 08 May / 13:00 - 14:30 ➡ Online Abstract Session 📍 Event Venue: Hall 2 👤 Moderator: Prof. Dr. Laura Diaconu Maxim

- Religion, attitude and youth entrepreneurial intentions in Romania
Laura Diaconu Maxim (RO), Cristian C. Popescu
- Human capital formation and brain drain. Is Romania a winner or a loser?
Laura Diaconu Maxim (RO), Mihai-Bogdan Petrisor
- Economic security and migration within the European Union
Oana-Maria Cozma (RO), Ionut-Andrei Pricop
- Trade and diplomatic activities of Kozhabergen Batyr in Kazakh-Chinese relations
Aknur Amangeldiyevna Oralova (KZ)
- Collaborative economy, cyclicalitv and societal development
Mirela Aurora Vâlceanu (RO), Mihai Olimpiu Părean
- Usage and adoption intent of NFC payment methods: An investigation based on the UTAUT-3 model and perceived risk theory
Flokart Aliu (KO)

<https://zoom.us/j/92368519660?pwd=bFR4Z0VKbzIwbTdiRGhDL0FYUWZCZz09>

Meeting ID: 923 6851 9660

Pass: 651134

Notice that, all time periods have been set by North Macedonia Local Time (GMT+2)

Break

🕒 Wednesday, 08 May / 14:30 - 15:00 ➡ Coffee Break

Online Session 3, Hall 1 (Subject: Tourism)

🕒 Wednesday, 08 May / 15:00 - 16:30 ➡ Online Abstract Session 📍 Event Venue: Hall 1 👤 Moderator: Prof. Dr. Alla Levitskaia

- Tourism management model: Evidence from Gagauzia Autonomous region
Alla Levitskaia (MD)
- Linguistic projection of Pakistan's official tourism websites: Implications for tourism sustainability
Sadia Choudhri (PK), Wasima Shehzad
- Traditional Romanian food concept and impact on consumers
Gabriela Iordachescu (RO)
- Socio-economic and environmental impact of tourism development in rural area of Abbottabad: A case study of Harnoi Lake
Iqra Sultan (PK)
- "Tastes like Portugal": airline diplomacy and the world's dissemination of Portuguese gastronomy aboard TAP Air Portugal planes.
Óscar Cabral (PT), Luís Lavrador, Pablo Orduna Portús, Raquel Moreira
- Tourism towards accessibility, digitization and communication
Alberta Tahiri (KO)
- Smart travel apps: Transforming travel experiences
Vimal Chandra Verma (IN)

<https://zoom.us/j/92540729884?pwd=TnJDZTR1NCs3NkUyR1JTSzJuL0dRdz09>

Meeting ID: 925 4072 9884

Pass: 163537

Notice that, all time periods have been set by North Macedonia Local Time (GMT+2)

Online Session 3, Hall 2 (Subject: Economy)

🕒 Wednesday, 08 May / 15:00 - 16:30 ➡ Online Abstract Session 📍 Event Venue: Hall 2 👤 Moderator: Dr. Jackie Lou Raborar

- Bibliometric Analysis of Health Tourism Studies Conducted in Turkey Between 1992 - 2022
Sadiye Nur Uzun (TR), Enis Baha Biçer
- Answering the question: Is there a hierarchical gap in the European Union based on digital performance?
Criste Cristina (RO), Bovary (Man) Ciel, Lobont Oana-Ramona
- eWOM in the digital age: A comprehensive review of social media impact
Najlae Benmiloud (MA), Khatori Youssef
- user experience (UX) components influencing the post-adoption behavior of mobile wallets among millennials in Metro Manila, Philippines
Arielle Alejandrino (PH), Antonio Jr Etrata, Alfieirie Baldivas, Chelsea Mercado, Naomi Hipolito
- Brands for a cause: The effect of cause-related marketing on the brand preference of Gen Z to clothing brands in Metro Manila
Kyla Marie Feliciano (PH)
- Brands for cause: The effect of cause-related marketing on the brand preference Gen Z to clothing brands
Antonio Jr Etrata, Leona Anne Miguel, Madeline Iryle David, Kyla Marie Feliciano, Elyssa Gutierrez, Jackie Lou Raborar (PH)

<https://zoom.us/j/93608426241?pwd=Q0UvckszM2xTZmJXenZzaThDc1pyZz09>

Meeting ID: 936 0842 6241

Pass: 038356

Notice that, all time periods have been set by North Macedonia Local Time (GMT+2)

Coffee Break

🕒 Wednesday, 08 May / 16:30 - 17:00 ➔ Coffee Break

Online Session 4, Hall 1 (Subject: Tourism)

🕒 Wednesday, 08 May / 17:00 - 18:30 ➔ Online Abstract Session 📍 Event Venue: Hall 1 👤 Moderator: Dr. S.h. Hengky

- **Antecedents and consequences of tourist delight in Moroccan guest houses**
Siham El Ouahabi (MA), Nouredine Belhsen
- **The role of the internet in the tourist offer in Kosovo**
Venet Shala (KO), Demir Lima, Halil Bajrami, Fadil Lekaj, Dren Abdullahu
- **Adapting to change: COVID-19's influence on cultural transformations in tourism education**
Fernando Florim De Lemos (PT), Salgado Manuel, Lemos Rodrigo
- **Entrepreneurship and social entrepreneurship tendencies of tourism students during and under the influence of the Covid19 pandemic: The case of Muğla**
Ata Eren Orunlu (TR), Işıl Arıkan Saltık
- **Climate change crossroads: Losing or preserving Nevsehir's local cuisine**
Gamze Coban Yildiz, Onur Sevket Yildiz (TR)
- **The influence of modern standards on the psycho-emotional state of a person**
Omorova Saltanat Toronbekovna (KG)
- **Exploration of hotel service quality as a tourism support**
S.h. Hengky (ID)

<https://zoom.us/j/96813351085?pwd=ajFNeFJmcUZ3OURCdk9pNIM2QzdLUT09>

Meeting ID: 968 1335 1085

Pass: 920612

Notice that, all time periods have been set by North Macedonia Local Time (GMT+2)

Online Session 4, Hall 2 (Subject: Economy)

🕒 Wednesday, 08 May / 17:00 - 18:30

🔄 Online Abstract Session

📍 Event Venue: Hall 2

👤 Moderator: Dr. Muhammad Faisal Malik

- Traditional foodways in Serra da Estrela region (Portugal): daily food practices, specific shepherd's diet, local products, and restaurants
Elsa Ramos (PT), Óscar Cabral, Raúl Ramos
- Environmental governance in the context of climate change in Europe
Andreea Craciun (RO)
- Understanding the economic drivers of climate change
Lavinia Daniela Mihit (RO)
- The impact of digitalization on strategic decision-making processes in Macedonian business context
Ceneta Telak Durmishi (MK)
- Exploring the literature on public sector and digital transformation: trends in global research
Raluca Ioana Răcățăian (RO), Alexandra-Mădălina Țăran, Bovary (Man) Ciel
- Impact of infotainment on purchase intention, word of mouth and irritations; Moderated by quality of advertisement & mediated by customer experience
Dr. Muhammad Faisal Malik (PK)

<https://zoom.us/j/94602658751?pwd=UFNhZUIQaG5zZHBpeHhVZE9hb25JZz09>

Meeting ID: 946 0265 8751

Pass: 554281

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09 MAY 2024 Face to Face Session 1, Hall 1 (Subject: Tourism)

🕒 Thursday, 09 May / 09:00 - 10:30

🔄 Oral Abstract Session

📍 Event Venue: Hall 1 (International Balkan University)

👤 Moderator: Assoc. Prof. Dr.

Şenay Güngör

- Digital and technological transformation of Cappadocia valleys: Kızılçukur, Meskendir, Güllüdere 1, Güllüdere 2
Şenay Güngör (TR), Emre Elbaşı, Beyda Sadıkoğlu, Utku Eren Bağcı, Ömer Uzunel
- Conceptual perspective on environmentally friendly approaches in sustainable tourism types of Sivas
Serap Inceöz (TR), Afitap Bulut
- The best tourism villages initiative: A review on the current situation in Türkiye
Gizem Özgürel (TR), Özge Gülü Demirbulat
- Giresun, a city on the black sea coast; where is it in global warming?
Fatma Emiroğlu Aydın (TR)
- The effect of gastronomy routes on the sustainability of tourism
Alparslan Mustafa Tuncer (TR), Mustafa Sarkım
- The road to gastrodevelopment: A research on Balıkesir, a candidate to become a city of creative gastronomy.
Gizem Özgürel (TR)

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Face to Face Session 1, Hall 2 (Subject: Economy)

🕒 Thursday, 09 May / 09:00 - 10:30

🔄 Oral Abstract Session

📍 Event Venue: Hall 2 (International Balkan University)

👤 Moderator: Assoc. Prof. Dr.

Uğur Uğur

- The relationship between tourism revenues and real effective exchange rate and inflation in Turkey
İlkay Noyan Yalman, Şerife Merve Koşaroğlu (TR)
- Energy outlook of Balkan countries and evaluation of policies on energy transformation
Halil İbrahim Kaya (TR)
- A content analysis of scientific studies published in national indexes related to quiet quitting
Sevtap Sarioğlu Uğur (TR)
- Analysis of economic crisis and crisis models in Turkey
Levent Aksu (TR)
- The relationship between accounting errors and tricks and ethics
Emin Ergun Selçuk (TR)
- The Relationship Between Knowledge, Trust and Behavior Towards Environmentally Friendly Products
Uğur Uğur (TR)

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Face to Face Session 1, Hall 3 (Subject: Culture)

🕒 Thursday, 09 May / 09:00 - 10:30

🔄 Oral Abstract Session

📍 Event Venue: Hall 3 (International Balkan University)

👤 Moderator: Assoc. Prof.

Ebru Bilget Fataha

- The place of tangible cultural heritage in secondary school social studies curricula since 1968
Arzu Cantürk (TR), Selman Ablak
- Tangible cultural heritage in the secondary school history of revolution of the Republic of Türkiye and Atatürkism coursebook
Arzu Cantürk (TR), Selman Ablak
- The contributions of Rumelian Poets in the transmission of cultural heritage in the light of Tazkirah
Ünal Kılıç (TR), Hakan Yekbaş, Vehbi Ünal, Yusuf Yıldırım
- The importance of culture in teaching Turkish to foreigners (The case of Albanian students in North Macedonia)
Melek Seyfulai (MK), Murat Yusuf Önem
- Changing face of Sivas: Museums
Ebru Bilget Fataha (TR)
- The interconnectedness of culture, identity and language
Ana Kechan (MK)
- Love of nature and homeland in Şükrü Ramo's poems for children
Süleyman Gina (MK)

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Face to Face Session 1, Hall 4 (Subject: Tourism)

🕒 Thursday, 09 May / 09:00 - 10:30

🔄 Oral Abstract Session

📍 Event Venue: Hall 4 (International Balkan University)

👤 Moderator: Assoc. Dr. Filiz

Aslan

- A review on the cultural and tourism relations between Turkey and North Macedonia
Mustafa Işkın (TR), Muammer Mesci
- A local food product with geographical indication: Sivas pastırma
Gülsüm Akpınar (TR), Hakan Koç
- Culinary culture of Çaykara district and its change in the historical process
Rabia Bölükbaş (TR), Gizem Sultan Kaman, Irfan Yazıcıoğlu
- Determining the attitudes of employees working as baristas (Coffee bar attendants) towards the profession: Antalya example
Filiz Arslan (TR)
- Gaziantep example of determining the level of knowledge of the people of the region about products with geographical indications
Ünalcan Kutal (TR), Harun Reşit Gündoğan, Yılmaz Seçim

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Face to Face Session 1, Hall 5 (Subject: Culture)

🕒 Thursday, 09 May / 09:00 - 10:30

🔄 Oral Abstract Session

📍 Event Venue: Hall 5 (International Balkan University)

👤 Moderator: Assoc. Prof. Dr.

Züleyhan Baran

- Activities towards spreading the Ottoman language in the Balkans during the last period of the Ottoman Empire
Ülkü Yancı (TR), Ayla Yıldız
- Bibliometric analysis of studies on Ahıska Turks in Turkey
Muhammed Özden (TR), Erdem Yavuz
- A look at Türkiye's recognition process of North Macedonia
Gürkan Fırat Saylan (TR)
- Josip Broz Tito's visit to Türkiye in 1976
Ayşe Canan Saylan (TR)
- The root of symbolism as a metaphor for pleasure, pain, and politics: Salvador Dalí's surrealist food paintings
Nida Anıl Kazanç (TR)
- Redefining touristic experience: sustainable tourism through innovative accommodation approaches with bio-3D technology
Züleyhan Baran (TR)

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Coffee Break

🕒 Thursday, 09 May / 10:30 - 11:00

🔄 Coffee Break

Opening Ceremony

🕒 Thursday, 09 May / 11:00 - 12:00 ➔ Morning Symposium 📍 Event Venue: Main Hall

National Anthems

Assoc. Prof. Dr. Liza Alili SÜLEYMANI Co-Chair of ITEC'24, International Balkan University

Prof. Dr. Hakan KOÇ, Co-Chair of ITEC'24, Sivas Cumhuriyet University

Mehmet BAYRAK, The Coordinator of TİKA, Macedonia

Prof. Dr. Orhan KURTOĞLU Skopje Education Counselor

Prof. Dr. Mustafa Doğan KARACOŞKUN, Rectorate, Kilis 7 Aralık University

Prof. Dr. Lütfi SUNAR, Rectorate, International Balkan University

Prof. Dr. Alim YILDIZ, Rectorate, Sivas Cumhuriyet University

Gala Dinner

🕒 Thursday, 09 May / 12:00 - 13:30 ➔ Lunch Break 📍 Event Venue: Bushi Hotel

Keynote Speakers

🕒 Thursday, 09 May / 13:30 - 15:00 ➔ Keynote 📍 Event Venue: Main Hall 👤 Moderator: Assoc. Prof. Dr. Serdar Serdaroğlu

'Future of Tourism'

Prof. Dr. Muharrem TUNA, Chair of Tourism Academics Association, Turkey

'The Importance of Foreign Language and Culture in Tourism'

Prof. Dr. Onur KÖKSAL, Dean of Tourism Faculty, Selçuk University, Turkey

'Community-Based Tourism and Local Engagement'

Prof. Dr. Ricardo Jorge da Costa Guerra, Institute of Polytechnic of Guarda, Portugal

'Investing in Tourism Education: A National Priority Cooperation Government, Academia and Industry'

Prof. Dr. Boyer Heinz, IMC Krems University of Applied Sciences, Krems-Donau, Austria

"Publication in Social SCI Journals"

Prof. Dr. Cihan ÇOBANOĞLU, Dean of School of Hospitality and Tourism Management, University of South Florida, USA

Coffee Break

🕒 Thursday, 09 May / 15:00 - 15:30 ➔ Coffee Break

09 MAY 2024 Face to Face Session 2, Hall 1 (Subject: Tourism)

🕒 Thursday, 09 May / 15:30 - 17:00

👉 Oral Abstract Session

📍 Event Venue: Hall 1 (International Balkan University)

👤 Moderator: Assoc. Prof. Dr.

Ahmed Menevşeođlu

- Exploring the relationship between snow and winter tourism: A bibliometric insight

Furkan Atasoy Karacabey, Hakan Koç, Tunahan Pekdemir (TR)

- Applications of artificial meats in gastronomy.

Güven Karakaya (TR), Ahmed Menevşeođlu

- An examination of different approaches to food rescue operations among countries

Emre Hastaođlu, Şefahat Taşçı (TR)

- Ramadan meals in Turk culture in Skopje

Esra Özkan Önem, Serap Ibrahim (MK)

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Face to Face Session 2, Hall 2 (Subject: Culture)

🕒 Thursday, 09 May / 15:30 - 17:00

👉 Oral Abstract Session

📍 Event Venue: Hall 2 (International Balkan University)

👤 Moderator: Assoc. Prof. Dr.

Yudum Görmüş

- TRADITIONS, CUSTOMS AND BELIEFS RELATED TO BIRTH IN THE VILLAGE OF PLASNITSA

Yıldız Şare (MK)

- A comparison of the first Turkish grammar book published in North Macedonia with today's understanding of grammar

Yudum Görmüş (MK)

- A protected word in the Turkish dialects of North Macedonia: ügürtle-

Sinan Kazancı (MK)

- Recep Murat Bugarcı's views on language

Şükriye Duygu Çağma (MK)

- Analysis of cultural values in 4th and 5th grade Turkish textbooks in North Macedonia

Ozlem Kurt (MK)

- A thematic study on Nusret Dışo Ülkü's works published in the Bahçe children's magazine

Refide Şahin (MK)

- The role of the "BİR" indicator in the syntax of North Macedonian Turkic dialects

Berna Beyoglu, Banu Ismaili (MK)

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Face to Face Session 2, Hall 3 (Subject: Tourism)

🕒 Thursday, 09 May / 15:30 - 17:00

🔄 Oral Abstract Session

📍 Event Venue: Hall 3 (International Balkan University)

👤 Moderator: Assoc. Prof. Dr.

Aysun Demirez

- Traditional Turkish taverns as intangible cultural heritage: The case of Çanakkale
Mutlu Can, Lokman Güzel, Bahattin Hamarat, Erol Duran, Fulya Gümüşdal (TR)
- Adaptation of traditional tavern culture to new generation taverns, loyalty, and the impact of social benefit: The case of Çanakkale
Bahattin Hamarat, Mutlu Can (TR), Erol Duran, Nur Undey, Lokman Güzel
- Cultural elements in Nusret Diso Ülkü's poetry book "Kabıma Sığmıyorum"
Aysun Demirez (MK)
- The evaluation of the bone comb of Sivas within the scope of creative tourism.
Şerife Üsküdar (TR), Dönüş Çiçek
- The role of the Turkish tv series in the travel motivations of tourists traveling from Indonesia to Türkiye
Uğur Zeren (TR), Şenol Çavuş
- Şemseddin Sami's Besa (pledge of honour or loyalty to an oath) play in terms of cultural and educational values
Elma Iseni (MK), Murat Yusuf Önem

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Face to Face Session 2, Hall 4 (Subject: Culture)

🕒 Thursday, 09 May / 15:30 - 17:00

🔄 Oral Abstract Session

📍 Event Venue: Hall 4 (International Balkan University)

👤 Moderator: Prof. Dr. Onur

Köksal

- The identity issue in the novel the snow in Casablanca Bu Kica Kolbe
Marijana Klemenich (MK), Marija Stevkovska
- University education as facilitator in developing students' intercultural competences
Katerina Mitevska Petrusheva (MK), Fatime Ziberi
- Cultural tourism as factor for development of the buildings at the cultural route in Skopje
Assoc. Prof. Dr. Viktorija Mangaroska (MK)
- Teaching English for specific purposes: Tourism industry
Onur Köksal (TR), Zührem Yaman, Beyza Nur Zorlu
- Stylistics as a means of developing students' language and cultural awareness: Analyzing Pruffrock's melody of love
Igballe Miftari-Fetishi (MK)
- Exploring new horizons: EFL learner's experiences with mobile-assisted DDL
Emin Idrizi (MK)
- Purposeful tourism: Literature as a travel guide
Sezen Ismail (MK)

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Face to Face Session 2, Hall 5 (Subject: Culture)

🕒 Thursday, 09 May / 15:30 - 17:00

👉 Oral Abstract Session

📍 Event Venue: Hall 5 (International Balkan University)

👤 Moderator: Prof. Dr. Raşit Koç

Koç

- Turkish children's games in Skopje (period of the socialist federal Republic of Yugoslavia 1945-1992)
Sennur Kadri (MK), Murat Yusuf Önem
- A study on folk beliefs related to Nevruz and Hidirellez in North Macedonian Turkish folk culture
Ekrem Destanov (MK)
- An evaluation of Abdel Fattah Rauf's poetry book 'Ey Yurdum'
Raşit Koç (MK)
- A reading on social issues in Bilal Civelek's work "My heart remains with you, Rumeli"
Gülasfi Melan (MK)
- Print media culture in the history of Macedonian Turkish literature
Mumin Aliov (MK)
- Repair of the Kabe and construction of Mîz-Âb-i Rahmet at Mecmûâ-i Sultan Ahmed
Melek Nuredini (MK)
- Themes in the folk tales of Yoruks in stip
Rabie Ruşid (MK)

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Face to Face Session 2, Hall 6 (Subject: Culture)

🕒 Thursday, 09 May / 15:30 - 17:00

👉 Oral Abstract Session

📍 Event Venue: Hall 6 (International Balkan University)

👤 Moderator: Prof. Dr. Lokman Turan

Turan

- Cultural heritage in North Macedonia: Multiculturalism
Ümme Muratı (MK)
- Istanbul of Avni Bey from Yenişehir
Lokman Turan (MK)
- The influence of Sufism in the literature of Necip Fazıl Kısakürek and İlhami Emin
Osman Emin (MK)
- A review of studies on boycott in Turkish academic literature
Muhammet Ruhat Yaşar (TR), Muhammed Mücahid Dalkılıç
- Folk Cuisine of Skopje Turks
Feyhan Ruşid (MK)
- Martifal-Mantufar practice under the name of Hidirellez tradition in Valandova-Çalıkılı village
Burcu Aliyi (MK)

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Face to Face Session 2, Hall 7 (Subject: Economy)

🕒 Thursday, 09 May / 15:30 - 17:00

➡ Oral Abstract Session

📍 Event Venue: Hall 2 (International Balkan University)

👤 Moderator: Assoc. Prof. Dr.

Liza Alili Sulejmani

- The effects of the tax revenues in the economic growth: Case of the Western Balkans
Liza Alili Sulejmani (MK)
- Impact of property rights on foreign direct investment in the Western Balkans: A constitutional perspective and economic implications
Abil Baush (MK), Emir Kurtishi
- Evaluating the impact of public debt on the standard of living (case of United States, European Union, Japan, and North Macedonia)
Diellza Bilalli (MK)
- Investing in North Macedonia - business climate and role of the TIDZ on the FDI inflow
Tirana Ameti (MK)
- The effect of out-of-pocket health expenditures on avoiding and delaying health services on young people: An evidence from Çanakkale Onsekiz Mart University students
Burcu Özdemir (TR), Ekrem Tufan, Serdar Taşdemir
- Financial performance analysis of tourism quoted companies at Macedonian stock exchange
Andrijana Bojadzievska Danevska (MK)

Coffee Break

🕒 Thursday, 09 May / 17:00 - 17:30

➡ Coffee Break

09 MAY 2024 Face to Face Session 3, Hall 1 (Subject: Tourism)

🕒 Thursday, 09 May / 17:30 - 19:00

➡ Oral Abstract Session

📍 Event Venue: Hall 1 (International Balkan University)

👤 Moderator: Assoc. Prof. Dr.

Irma Dedić

- Strategic insights into internationalization: VINO KAMEN's market entry strategy in Baden-Württemberg
Irma Dedić (BA), Veldin Ovcina, Ivona Planinić
- Tourism, economic factors, and income distribution in the Balkan Countries: A regression analysis
Kristina Velichkovska (MK)
- Tourism development and its impact in economic growth, evidence of North Macedonia
Arta Tachi (MK), Selvije Thaci
- The effects of tourism sector on the economic growth and employment in the Republic of North Macedonia
Luljeta Sadiku (MK)

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Face to Face Session 3, Hall 3 (Subject: Tourism)

🕒 Thursday, 09 May / 17:30 - 19:00

👉 Oral Abstract Session

📍 Event Venue: Hall 3 (International Balkan University)

👤 Moderator: Andrijana

Bojadzievska Danevska

- **The tourist potential and opportunities for the development of cultural tourism in Kosovo**
Idriz Kovaçi (KO), Alberta Tahiri, Diellza Misini
- **Education projects in museums and they impact in tourism**
Fatmir Hoxha (KO)
- **Nutritional habits and long-term life: Comparison of U.S. and Japan**
Elif Öglü (TR), Fatma Halil, Ekrem Tufan, Büşra Taşgın
- **How service quality of online travel agencies affects visit intention?**
Emel Yarimoglu, Sebahattin Yiğit Bozkurt (KK)
- **Analysis of motivational factors of public sector servants in the Republic of North Macedonia**
Andrijana Bojadzievska Danevska (MK), Savica Dimitrieska, Elena Parnardzieva Stanoevska

Face to Face Session 3, Hall 4 (Subject: Tourism)

🕒 Thursday, 09 May / 17:30 - 19:00

👉 Oral Abstract Session

📍 Event Venue: Hall 4 (International Balkan University)

👤 Moderator: Prof. Dr. Ekrem

Tufan

- **The role of emotional intelligence as a means for emotional solidarity in tourism**
Shavneet Sharma, Kyle M. Woosnam, Dimitrios Stylidis, Gurmeet Singh, Chadley Hollas (US)
- **Does the nudge theory affect social behavior? An experimental study on cigarette butts**
Ekrem Tufan (TR), Furkan Çelik, Simge Nur Özkaya
- **Potential risks of pest control in hospitality industry**
Nene Meltem Keklik (TR)
- **Modification and valorization of cultural heritage in the function of tourism development**
Emilija Todorovic (MK), Dejan Metodijeski, Oliver Filiposki
- **Budaklar village Mânis (North Macedonia/Bitola)**
Özlem Alimovska (MK), Murat Yusuf Önem
- **Turkish cuisine culture from the perspective of gastronomy tourism: A metaphor study**
Zuhrem Yaman, Onur Koksal (TR)

Face to Face Session 3, Hall 5 (Subject: Economy)

🕒 Thursday, 09 May / 17:30 - 19:00

👉 Oral Abstract Session

📍 Event Venue: Hall 5 (International Balkan University)

👤 Moderator: Assoc. Prof. Dr.

İlkay Noyan Yalman

- Investigating security in online shopping in North Macedonia
Edita Mustafa (MK)
- The effect of social media use on student performance: A research on Cumhuriyet social sciences vocational school students
Yalçın Yalman (TR), Merve Şeker
- The mediating role of job autonomy and psychological safety in the effect of humble leadership on innovative work behavior: An empirical research in the public institution
Ayşen Akbaş Tuna (TR), Almina Tok, Gökçen Karaca
- Adapting to tomorrow: The evolving role of artificial intelligence in marketing
Şeniz Şain (MK)
- Relationship between health services exports and economic growth in Turkey
İlkay Noyan Yalman (TR), Nevzat Balıkçioğlu

Closing Ceremony

🕒 Thursday, 09 May / 19:00 - 19:30

👉 Morning Symposium

10 MAY 2024 Online Session 5, Hall 1 (Subject: Tourism)

🕒 Friday, 10 May / 10:00 - 11:30

👉 Online Abstract Session

📍 Event Venue: Hall 1

👤 Moderator: Prof. Dr. Özlem Sertkaya Doğan

- How are hotel businesses managing negative online reviews?
Kenan Sakallı (TR), Bahattin Hamarat, Ozan Çatır
- Factors determining the impact of medical tourism on sustainable development goals
Haşim Çapar (TR)
- Tourism as an economic activity and employment in Türkiye
Özlem Sertkaya Doğan (TR)
- Classification of the Mediterranean countries in terms of tourism statistics
Şebnem Zorlutuna (TR)
- Investigation from an economic perspective of the tourism sector in Türkiye
Düriye Toprak (TR)
- Unveiling the Interplay of Professional Self-Efficacy, Career Awareness, and Vocational Commitment among Gastronomy and Culinary Arts Students
Beybala Timur (TR), Ela Nazlı Köz
- Analysis of boutique hotel advertisements in Cappadocia region using semiotic analysis method
Burcu Gülsevil Belber, Selcen Balkı (TR)

<https://zoom.us/j/98477837343?pwd=OEFsazFwNm4vRG5GY0srNVBUWEIzUT09>

Meeting ID: 984 7783 7343

Pass: 299334

Notice that, all time periods have been set by North Macedonia Local Time (GMT+2)

Online Session 5, Hall 2 (Subject: Tourism)

🕒 Friday, 10 May / 10:00 - 11:30

🔄 Online Abstract Session

📍 Event Venue: Hall 2

👤 Moderator: Assoc. Prof. Dr. Ilkay Yılmaz

- Determination of the factors that cause employees of food and beverage business to be exposed to psychological mobbing
Sine Erdođan Mercan, Gamze Turunç (TR)
- New instrumental techniques in sensory evaluation
Ilkay Yılmaz (IT)
- Production and optimization of ice cream with Sivas endemic fruits and Kangal sheep milk
Bayram Altıntaş (TR)
- An overview of Italy culinary culture
Soner Beşcanlar (TR)
- Digitalisation and technology acceptance modelin gastronomy
Soner Beşcanlar (TR)
- A study on accommodation establishments with bicycle friendly accommodation certificate
Hasan Hüseyin Okur (TR), Makbule Civelek

<https://zoom.us/j/93988195176?pwd=WktVQIMxdTd2UEYvK0FtWTdYRGo4QT09>

Meeting ID: 939 8819 5176

Pass: 596388

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Online Session 5, Hall 3 (Subject: Tourism)

🕒 Friday, 10 May / 10:00 - 11:30

🔄 Online Abstract Session

📍 Event Venue: Hall 3

👤 Moderator: Assoc. Prof. Dr. Özlem Demren

- Tourism, cultural tourism, sustainability and children
Emine Dimez (TR), Ferda Yıldırım
- Using demographics to examine memorable tourism experience: A research on tourists visiting the UNESCO world heritage site of Troy*
Nefise Ordukaya (TR), Tarık Yalçınkaya
- Examining visitor comments in the context of UNESCO living values education program: The example of Taraklı
Selçuk Yücesoy, Ebru Dusmezkalender, Yunus Özhasar (TR)
- The Seğmen tradition as Turkish cultural heritage and "The association of Ankara club" in the context of sustainable cultural tourism
Özlem Demren (TR)
- Italian consulate in Skopje and its actions
Okan Güven (TR)
- French Consulate of Skopje
Okan Güven (TR)
- What does Rabguzi's Qisas Al-Anbiya make us think?
Reyhan Gökben Saluk (KZ)

<https://zoom.us/meeting/register/tJAqc-jpqTkpG9WOX5srS3elz43mJHFyZ4wY>

Meeting ID: 947 4117 2311

Pass: 444079

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Break

🕒 Friday, 10 May / 11:30 - 13:00

☞ Coffee Break

10 MAY 2024 Online Session 6, Hall 1 (Subject: Culture)

🕒 Friday, 10 May / 13:00 - 14:30

☞ Online Abstract Session

📍 Event Venue: Hall 1

👤 Moderator: Assoc. Prof. Dr. Sibel Akgün

- Social sustainability of sharing economy based travel applications: BlaBlaCar example
Gül Nur Demiral, Taner Akkoç (TR)
- Certificates for sustainable tourism in the Kyrgyzstan tourism sector and challenges
Ainura Kulnazarova (KG)
- Local people's perceptions of integrated rural tourism components: Case of Fethiye
Makbule Beler (TR), Nur Çelik Ilal, Işıl Arıkan Saltık
- Touristic elements of Japan
Kübra Ceylan (TR), Mustafa Işkın
- The place of Yozgat foods in the food memory of individuals
Emine Arslan (TR), Mehmet Kabacık
- Effects of Turkish mother tongue on the identity of Macedonian Turks
Sibel Akgün (TR)
- Evaluations on the days considered auspicious and inauspicious based on a mecmua
Ahmet Uğur (DZ)

<https://zoom.us/j/94505204609?pwd=RnRhdGpENnYyRUcvK3ZFSIRBdWNEUT09>

Meeting ID: 945 0520 4609

Pass: 294390

Notice that, all time periods have been set by North Macedonia Local Time (GMT+2)

Online Session 6, Hall 2 (Subject: Economy)

🕒 Friday, 10 May / 13:00 - 14:30 ➡ Online Abstract Session 📍 Event Venue: Hall 2 👤 Moderator: Dr. Hilal Erturhan Işkın

- An evaluation on the importance of employees' organisational commitment and motivation levels for businesses
Hilal Erturhan Işkın, Melike Koç
- An evaluation on labour capital in North Macedonia
Hilal Erturhan Işkın (TR)
- A bibliometric review of studies on green organizational behaviour
Zeynep Ekmekçi (TR), Gökhan İlhan
- Demand forecasting application with the ARIMA model: The case of an enterprise producing duct tape
Mustafa Alper Açikkapı (TR), Fevzi Diker
- Forecasting the number of customers and customer length of stay in thermal tourism sector: Monte Carlo simulation application in Hamamözü thermal tourism enterprise
Fevzi Diker, Mustafa Alper Açikkapı (TR)
- Where are the trends in marketing expenditure going?
Şahika Durdu (TR), Derya Fatma Biçer

<https://zoom.us/j/96892276153?pwd=b0JkbHR1bGJqLlhnMzBidk9SQUUlQT09>

Meeting ID: 968 9227 6153

Pass: 709647

Notice that, all time periods have been set by North Macedonia Local Time (GMT+2)

Online Session 6, Hall 3 (Subject: Culture)

🕒 Friday, 10 May / 13:00 - 14:30 ➡ Online Abstract Session 📍 Event Venue: Hall 3 👤 Moderator: Assoc. Prof. Dr. Gül Banu Duman

- Errors observed in the writing skills of Kazakh students learning Turkish: Example of Oskemen
Gül Banu Duman (KZ)
- The role of Turkish tv series in making Kazakhs interested and involved in learning Turkish
Aray Mukazhanova (KZ)
- Study of archival documents of the central state archive of film, photo and sound records of the Republic of Kazakhstan
Symbat M. Ilgidaeva (KZ)
- A new genre in Turkish literature: The Yassawi poet Shams-ı Aşı and his iftar-name
Hüseyin Kaba (UZ)
- Perspectives of students learning Turkish as a foreign language in Georgia on Turkey, Turks and Turkish: The example of Ahıska
Yusuf Kummuz (GE)
- The humanistic aspects in the novel "The Death of the Monk" by Dragi Mihajlovski
Ivana Koteva (MK)

<https://zoom.us/j/97049685089?pwd=UmJuVWlHcm5yTnBicUlyQnNrRVB2UT09>

Meeting ID: 970 4968 5089

Pass: 490530

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Online Session 6, Hall 4 (Tourism)

🕒 Friday, 10 May / 13:00 - 14:30

👉 Online Abstract Session

📍 Event Venue: Hall 4

👤 Moderator: Prof. Dr. Kenan Güllü

- **A literature review on the concept and applications of digital gastronomy**
Samuray Hakan Bulut (TR)

- **Reflections of robot technologies on the tourism sector**
Didem Bildircingil (TR), Kenan Güllü

- **Determining the attitude towards phygital marketing technologies by using the technology acceptance model in terms of tourism businesses**
Kenan Güllü (TR), Didem Aşar, Hatice Tüfek

- **Zeyrek, an illustrious (un)known from Sivas: Production and properties**
Tuğba Dedebaş (TR), Meryem Göksel Saraç, Özlem Pelin Can

- **A sensory defect in meat products: Warmed-over flavor**
Meryem Göksel Saraç, Tuğba Dedebaş (TR), Özlem Pelin Can

- **A study on the working conditions of Syrian migrants in the tourism sector in Türkiye**
Erkan Akgöz, Yusuf Dünder (TR), Muhammed Radwan Abouchala

<https://zoom.us/j/95477428850?pwd=eWt6OUtjV2R4MzR4b2FKZ2Z5M3daZz09>

Meeting ID: 954 7742 8850

Pass: 968553

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