



COST **LEAD ME**, Winter School, November 26th, 2020

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Tourism

- Accounts for 10% of global GDP
- 1.5 billion arrivals in 2019
- USD 1.7 trillion in exports (7% in global exports)
- 80% of tourism industry are SMEs
- Intangible nature of product & service/Reliance on information

Tourism Trends

- Travel 'to change'
- Travel 'to show'
- Pursuit of a healthy life
- Rise of the 'access' economy.
- Solo travel & multigenerational travel
- Rising awareness on sustainability
- Digital technologies are shaping traveller's experience

Research

PhD dissertation "Social Network Analytics as a Factor of Promotion of Hotels in Serbia"

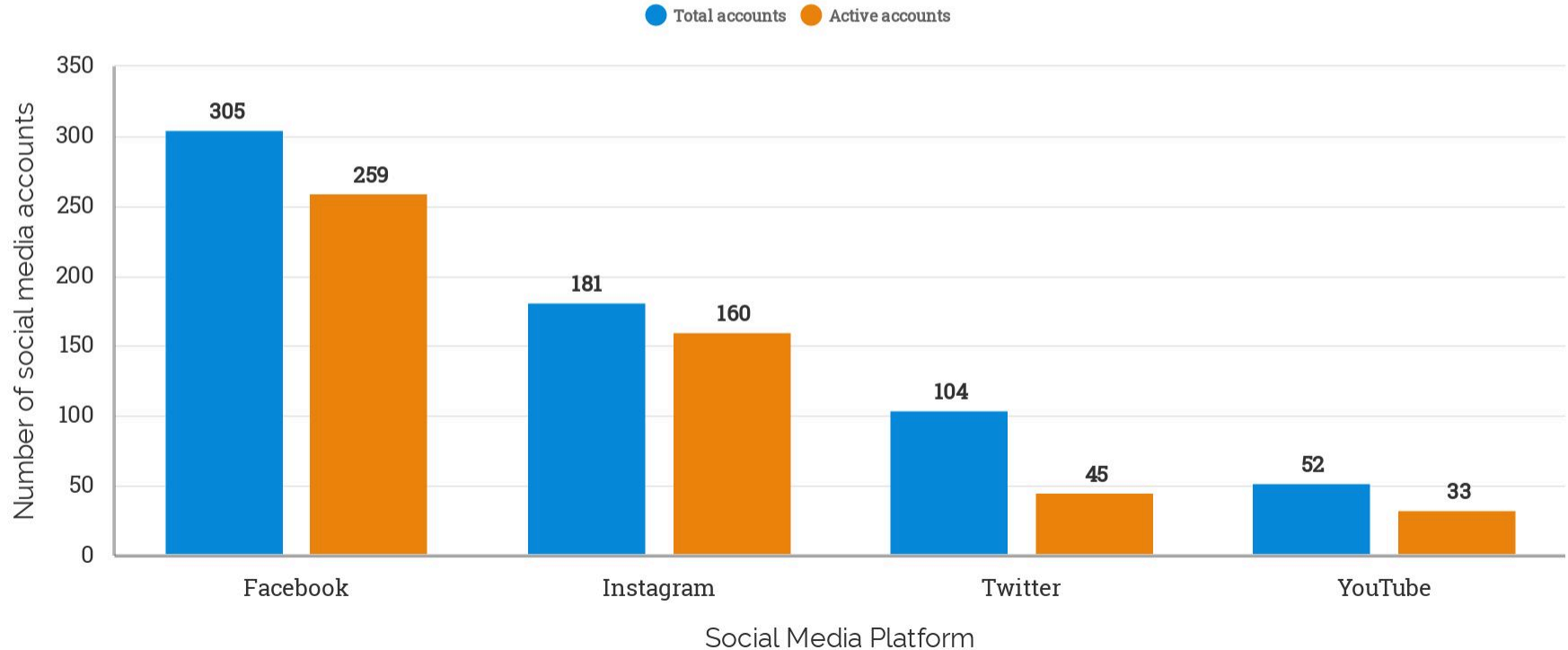
Main research goals:

- To determine the current structure and activities on the most important social media platforms of hotels in Serbia
- To analyze post metadata in order to determine which media formats influence user engagement

Research

- Social media accounts of all 336 hotels in Serbia (2018)
- Number of page fans, their country of origin, Facebook's post classification, date and time of posting, number of reactions, comments, shares
- 24,000 posts published in a one year period were acquired through Facebook API
- Quantitative methods (Linear Regression)

Research



Research

Factors that positively influence user engagement:

- Number of page fans*
- Photo
- Video

Research

Implications:

- Hotels are present on social media platforms with more users
- Media format does influence user engagement
- Country of origin/language

Current Research

- Drone videos in tourism
- Artificial Intelligence applications in tourism and hospitality

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- Expanding knowledge on media accessibility in tourism and general tourism accessibility
- Networking and connecting with researchers and experts in the field
- Learning new methodology to conduct research

Future research - Eye Tracking

- Travel videos (User Generated, Official)
- Videos accessibility
- e.g. different age, geographical and cultural groups, abilities



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