



Aleksandra Terzić

Aleksandra Terzić is a Principal Research Fellow at the Geographical Institute „Jovan Cvijić“ SASA, within Social Geography Department, where she is engaged in research in the field of cultural geography and tourismology.

Her expertise encompasses tourismology, cultural heritage, cultural studies, spatial planning, and sustainable development. Her research focuses on an interdisciplinary approach to the study of cultural heritage, tourism, and the spatial development of urban and rural areas, with particular emphasis on the development of cultural routes.

In her work, she applies both qualitative and quantitative methods, combining statistical and spatial analyses to gain a deeper understanding of contemporary tourism development processes.

Her most significant scientific contribution lies in the field of integral cultural heritage management and the development of sustainable tourism models, alongside the analysis of socio-cultural impacts on tourism destination development. Particularly notable are her studies on the tourism market under the influence of global crises (pandemics), cultural routes, contested heritage and identity, abandoned spaces, the valorization of Serbia's intangible heritage, as well as the creation of psychological profiles and tourism market segmentation.

Research Fields:

1. Tourism Geography
2. Cultural Heritage and Identity
3. Spatial Planning and Destination Management

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Other Sources:

E-science:

<https://enauka.gov.rs/cris/rp/rp11018/brief.html>

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ResearchGate:

https://www.researchgate.net/profile/Aleksandra-Terzic?ev=prf_overview

Selected Publications

1. Terzić, A., Petrevska, B., Andreeski, C. & Durlević, U. (2026). Empty Spaces and Cold Beds: Modeling the Construction-Demography Gap in Tourist Destinations. *Tourism Planning and Development*, 1-21. <https://doi.org/10.1080/21568316.2026.2725771>
2. Dogramadjieva, E., & Terzić, A. (2025). Perceptions of Contested Ottoman Heritage in Europe: An International Study among Students. *Heritage & Society*, 18(2), 186–209. <https://doi.org/10.1080/2159032X.2023.2299638>
3. Terzić, A. (2025). Pagan Alter Ego of St. George: Divus Galerius?. *Hiperboreea* 12 (1): 22–45. <https://doi.org/10.5325/hiperboreea.12.1.0022>
4. Terzić A, Petrevska, B., Demirović Bajrami, D. (2022). Personalities shaping travel behaviors: post-COVID scenario. *Journal of Tourism Futures*, <https://doi.org/10.1108/JTF-02-2022-0043>
5. 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 & Tourism Research*, 45(7), 1214-1236. <https://doi.org/10.1177/1096348020926546>
6. Терзић, А. (2014). *Перспективе развоја културне руте „Тврђаве на Дунаву“ у функцији обogaћивања туристичке понуде Србије*. Посебна издања, књига 88, Београд: ГИ „Јован Цвијић“ САНУ.
7. Петревска, Б., Терзић, А. (ур.) (2022). *Туризмот како перспектива за ретко населените рурални простори во Република Северна Македонија и во регионот на јужна и источна Србија*. Скопје: МАНУ. (pp. 266). ИСБН: 978-608-203-354-9 (SASA-MANU Inter-Academy Cooperation Project, 2018-2021, Principal Researcher).