

DUNJA DEMIROVIĆ BAJRAMI

PROJECTS

1. **Cost Action CA22155 - Network for forest by-products charcoal, resin, tar, potash (EU-PoTaRCh)**, leading institution: Poznan University of Life Sciences, Poland. I am active member of WP 1 (Heritage) and WP 5 (Future Perspectives) since 2025. <https://www.cost.eu/actions/CA22155/#tabs+Name:Working%20Groups%20and%20Membership>
2. **Assessment of prerequisites for tourist activities in sparsely populated rural areas: Comparative study between Macedonia and Serbia**, project period: 2019–2020, leading institution: Serbian Academy of Sciences and Arts and Macedonian Academy of Sciences and Arts. Role: participant
3. **Geography of Serbia**, project period: 2012–2020, leading institution: Geographical Institute “Jovan Cvijić” Serbian Academy of Sciences and Arts. Role: participant
4. **The effects of tourism development in the rural areas of Vojvodina (Serbia)**, project period: 2017–2018, leading institution: Provincial Secretariat for Higher Education and Scientific Research activity, Novi Sad, Serbia. Role: participant
5. **Research of the development model of the third mission of the University of Novi Sad**, project period: 2014–2015, leading institution: Provincial Secretariat for Science and Technological Development, Novi Sad, Serbia. Role: participant

SELECTED PUBLICATIONS (2020–2025)

1. **Demirović Bajrami, D.**, Đervida, R., Radosavac, A., Vuksanović, N., & Matović, S. (2025). What makes tourists go green? A multidimensional exploration of pro-environmental behavior predictors. *Journal of Hospitality and Tourism Insights*, 8(8), 3108–3127. <https://doi.org/10.1108/JHTI-09-2024-0972>
2. **Demirović Bajrami, D.**, Petrović, M. D., Turgel, I. D., Radovanović, M. M., & Bugrova, E. D. (2025). Reindustrializing the Hidden Gems: A Systematic Review of Creative Efforts in Second-Tier Cities. *Urban Science*, 9(12), Article 493. <https://doi.org/10.3390/urbansci9120493>
3. **Demirović Bajrami, D.**, Cimbaljević, M., Petrović, M. D., Radovanović, M. M., & Gajić, T. (2025). Internal marketing and employees' personality traits toward green innovative hospitality. *Tourism Review*, 80(3), 710–724. <https://doi.org/10.1108/TR-05-2023-0307>
4. **Demirović Bajrami, D.**, Borota, D., Martinov, D., Marković, B., Šuput, S., Milić, M., Radosavac, A., & Miljković, O. (2025). Managing digital workloads in hospitality: Insights from Serbia on employee retention and performance. *Journal of the Geographical Institute “Jovan Cvijić” SASA*, 76(1), 89–103. <https://doi.org/10.2298/IJGI250707022D>
5. **Demirović Bajrami, D.**, Petrović, M.D., Radovanović, M.M., Atasoy, E., & Pivac, T. (2025). Virtual paths to the past: Evaluating visitors experience at digital enhanced heritage sites.

Geojournal of Tourism and Geosites, 62(4), 2399–2408. <https://doi.org/10.30892/gtg.62435-1601>

6. Vuksanović, N., **Demirović Bajrami, D.**, Perić, G., Perović, N., & Bojić, M. (2025). Culinary Knowledge and Sustainability: Chef-Led Food Waste Management in Serbia's Hospitality Sector. *Sustainability*, 17(18), Article 8497. <https://doi.org/10.3390/su17188497>
7. Jojić Glavonjić, T., **Demirović Bajrami, D.**, Milijašević Joksimović, D., & Milivojević, M. (2025). Recreation of Urban Residents in Nearby Protected Areas in South Banat, Serbia. *Annals of the Austrian Geographical Society*, 166, 239–262. <https://doi.org/10.1553/moegg166-089>
8. **Demirović Bajrami, D.**, Vuksanović, N., & Radosavac, A. (2025). Preserving culinary heritage through sustainable tourism: Voices of local communities. *BizInfo Blace*, 16(2), 1–12. <https://doi.org/10.71159/bizinfo250019D>
9. Petrović, M. D., **Demirović Bajrami, D.**, & Radosavac, A. (2024). Tourist Entrepreneurship as the Driver for the Transformation of Rural Women's Role. In A. Galati, D. Vrontis, A. Thrassou & M. Fiore (Eds.), *Agribusiness Innovation and Contextual Evolution, Volume II, Technological, Societal and Channel Advancements* (pp. 179–208). Springer. https://doi.org/10.1007/978-3-031-45742-5_8
10. Vuksanović, N., **Demirović Bajrami, D.**, Petrović, M. D., Radovanović, M. M., Malinović-Milićević, S., Radosavac, A., Obradović, V., & Ergović Ravančić, M. (2024). The Role of Culinary Tourism in Local Marketplace Business—New Outlook in the Selected Developing Area. *Agriculture*, 14, Article 130. <https://doi.org/10.3390/agriculture14010130>
11. Gajić, T., Petrović, M. D., Blešić, I., Radovanović, M. M., Spasojević, A., Sekulić, D., Penić, M., **Demirović Bajrami, D.**, & Dubover, D.A. (2024). The Contribution of the Farm to Table Concept to the Sustainable Development of Agritourism Homesteads. *Agriculture*, 14, Article 1314. <https://doi.org/10.3390/agriculture14081314>
12. Cimbaljević, M., **Demirović Bajrami, D.**, Kovačić, S., Pavluković, V., Stankov, U., & Vujičić, M. (2024). Employees' technology adoption in the context of smart tourism development: the role of technological acceptance and technological readiness. *European Journal of Innovation Management*, 27(8), 2457–2482. <https://doi.org/10.1108/EJIM-09-2022-0516>.
13. Matović, S., **Demirović Bajrami, D.**, Gajić, T., Lakić, M., Martinov, D., Šuput, S., Radosavac, A., & Đervida, R. (2024). Beyond Numbers: Challenges in Measuring SDG4 Targets—Serbia's Perspective. *Sustainability*, 16, Article 10006. <https://doi.org/10.3390/su162210006>
14. Cimbaljević, M., **Demirović Bajrami, D.**, Lakić, M., Popović, D., & Jovović, J. (2024). Service Orientation as a Driver of Engagement and Job Satisfaction: Insights from Serbian Hotel Employees. *SCIENCE International Journal*, 3(4), 141–147. <https://doi.org/10.35120/sciencej0304141c>
15. **Demirović Bajrami, D.**, Cimbaljević, M., Syromiatnikova, J.A., Petrović, M.D., & Gajić, T. (2023). Feeling ready to volunteer after COVID-19? The role of psychological capital and mental health in predicting intention to continue doing volunteer tourism activities. *Journal of Hospitality and Tourism Management*, 54, 500–512. <https://doi.org/10.1016/j.jhtm.2023.02.009>.
16. Gajić, T., Blešić, I., Petrović, M.D., Radovanović, M.M., Đoković, F., **Demirović Bajrami, D.**, Kovačić, S., Jošanov Vrgović, I., Tretyakova, T.N., & Syromiatnikova, J.A. (2023).

Stereotypes and prejudices as (non) attractors for willingness to revisit tourist-spatial hotspots in Serbia. *Sustainability*, 15(6), 5130. <https://doi.org/10.3390/su15065130>.

17. Petrović, M.D., Lukić, D., Radovanović, M.M., Blešić, I., Gajić, T., **Demirović Bajrami, D.**, Syromiatnikova, J.A., Miljković, Đ., Kovačić, S., & Kostić, M. (2023). How can tufa deposits contribute to the geotourism offer? The outcomes from the first UNESCO global geopark in Serbia. *Land*, 12(2), 285. <https://doi.org/10.3390/land12020285>.
18. Kovačić, S., Cimbaljević, M., Tretyakova, T.N., Syromiatnikova, Y.A., García Henche, B., Petrović, M.D., Blešić, I., Pivac, T., **Demirović Bajrami, D.**, & Gajić, T. (2023). How has COVID-19 changed the way we travel? Exploring tourist personality, reactions to the perceived risk and change in travel behavior. *Sustainability*, 15(3), 1951. <https://doi.org/10.3390/su15031951>.
19. Cimbaljević, M., **Demirović Bajrami, D.**, Kovačić, S., Blešić, I., & Pivac, T. (2023). Education effects on job-related constructs among front line employees in the hotel industry. *Enlightening Tourism. A Pathmaking Journal*, 13(2), 1-34. <https://doi.org/10.33776/et.v13i2.7121>.
20. **Demirović Bajrami, D.**, Petrović, M.D., Sekulić, D., Radovanović, M.M., Blešić, I., Vuksanović, N., Cimbaljević, M., & Tretyakova, T.N. (2022). Significance of the work environment and personal resources for employees' well-being at work in the hospitality sector. *International Journal of Environmental Research and Public Health*, 19(23), 16165. <https://doi.org/10.3390/ijerph192316165>.
21. Blešić, I., Ivkov, M., Tepavčević, J., Popov Raljić, J., Petrović, M.D., Gajić, T., Tretyakova, T.N., Syromiatnikova, J.A., **Demirović Bajrami, D.**, Aleksić, M., et al. (2022). Risky Travel? Subjective vs. Objective Perceived Risks in Travel Behaviour-Influence of Hydro-Meteorological Hazards in South-Eastern Europe on Serbian Tourists. *Atmosphere*, 13(10), 1671. <https://doi.org/10.3390/atmos13101671>.
22. Vujko, A., Vuković, D., **Demirović Bajrami, D.**, Zečević Stanojević, O., Zečević, L. (2022). The Nexus between Employee Engagement and Performance Management Processes—Fruška Gora National Park (Serbia) Case Study. *Sustainability*, 14(18), 11489. <https://doi.org/10.3390/su141811489>.
23. Jovanović, J.M., Stojanović, M., Janković, T., Drobnjak, S., Djordjević, D., Banković, R., Radovanović, M., Živković, Lj., Gajić, T., **Demirović Bajrami, D.**, Tretyakova, T.N., Syromiatnikova, Y.A. (2022). A Case Study on the Danube Limes in Serbia: Valorisation and Cartographic Analyses of Selected Tourism Products. *Sustainability*, 14(3), 1480. <https://doi.org/10.3390/su14031480>.
24. **Demirović Bajrami, D.**, Vuksanović, N., Petrović, M.D., Tretyakova, T.N. (2022). Competencies of a Museum Guide as Predictors of Visitors' Learning Outcomes: A Case from Canada. *Journal of Museum Education*, 47(2), 251-262. <https://doi.org/10.1080/10598650.2022.2062542>.
25. Vuksanović, N., **Demirović Bajrami, D.**, Petrović, M.D., Jotanović Raletić, S., Radivojević, G. (2022). Knowledge about Food Safety and Handling Practices – Lessons from the Serbian Public Universities. *Zdravstveno Varstvo – Slovenian Journal of Public Health*, 61(3), 145-154. <https://doi.org/10.2478/sjph-2022-0020>.
26. Terzić, A., Petrevska, B., **Demirović Bajrami, D.** (2022). Personalities shaping travel behaviors: post-COVID scenario. *Journal of Tourism Futures*, Online First. <https://doi.org/10.1108/JTF-02-2022-0043>.

27. **Demirović Bajrami, D.**, Terzić, A., Petrović, M.D., Radovanović, M., Tretiakova, T.N., Hadoud, A. (2021). Will we have the same employees in hospitality after all? The impact of COVID-19 on employees' work attitudes and turnover intentions. *International Journal of Hospitality Management*, 94, 102754. DOI: 10.1016/j.ijhm.2020.102754
28. Terzić, A., **Demirović Bajrami, D.** (2021) Environmental Sensibility and Human Values as Factors for Forming European Ecotourist Market Segments. In *Handbook of Sustainable Development and Leisure Services* (A. Lubowiecki-Vikuk et al. Eds.), World Sustainability Series, Springer Nature, Switzerland, https://doi.org/10.1007/978-3-030-59820-4_16, ISBN: 978-3-030-59819-8
29. 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 and Tourism Research*, 45(7), 1214–1236. DOI: 10.1177/1096348020926546.
30. Lukić, D., Petrović, M.D., Radovanović, M.M., Syromiatnikova, J.A., **Demirović Bajrami, D.** (2021). The Evaluation of Undiscovered Archeological Geoheritage Potential – The Case of Rudna Glava Site (Eastern Serbia). *GeoJournal of Tourism and Geosites*, 36(2spl), 654–662. <https://doi.org/10.30892/gtg.362spl13-695>
31. Gajić, T., Petrović, D.M., Radovanović, M., Syromiatnikova, J., **Demirović Bajrami, D.** (2021). Determining the Profile of Tourists as Users of Rural Tourism Product– Focus on a Developing Area (Vojvodina Province). *Deturope*, 13(1), 39-57.
32. Loginova N.N., Radovanović, M.M., Yamashkin, A.A., Vasin, G., Petrović, M.D., **Demirović Bajrami, D.** (2020). Analysis of the Population Dynamics in the “Slavic World” with a special focus on Russia. *Indonesian Journal of Geography*, 52(3), 317-326. Doi: 10.22146/ijg.51202
33. **Demirović, D.**, Petrović, M. D. (2020). Global partnership in the service industries for sustainable development. In: W. Leal Filho, A. Azul, L. Brandli, P. Özuyar, & T. Wall (Eds.) *Partnerships for the Goals. Encyclopedia of the UN Sustainable Development Goals*. Cham, Switzerland: Springer. DOI: 10.1007/978-3-319-71067-9_63-1.
34. Vuksanović, N., **Demirović Bajrami, D.** (2020). Image of local cuisine as part of a rural tourism offer. In: A. Peštek, M. Kukanja, and S. Renko (Eds.) *Gastronomy for Tourism Development* (pp. 91-108). Bingley, UK: Emerald Publishing Limited. DOI: 10.1108/978-1-78973-755-420201006.
35. **Demirović Bajrami, D.**, Radosavac, A., Cimbalević, M., Tretiakova, T.N., Syromiatnikova, Y.A. (2020). Determinants of residents' support for sustainable tourism development: Implications for rural communities. *Sustainability*, 12(22), 9438. DOI: <https://doi.org/10.3390/su12229438>
36. Radović, G., Petrović, M.D., **Demirović Bajrami, D.**, Radovanović, M., Vuković, N. (2020). Can proper funding enhance sustainable tourism in rural settings? Evidence from a developing country. *Sustainability*, 12(18), 7797. DOI: 10.3390/su12187797.
37. Vuksanović, N., **Demirović Bajrami, D.**, Petrović, M.D., Grigorieva, E.M. (2020). QR codes as a tool for receiving feedback about guests' satisfaction at destinations. *Journal of Place Management and Development*, published online. DOI: 10.1108/JPMD-03-2020-0025.
38. **Demirović Bajrami, D.**, Tretiakova, T.N., Syromiatnikova, Y.A., Petrović, M.D., Radovanović, M.M. (2020). Tour guide's competencies as predictors of tourists' sustainable behavior – evidence from national parks. *GeoJournal of Tourism and Geosites*, 32(4), 1277–1282. DOI: 10.30892/gtg.32413-569.
39. Cimbalević, M., Nedeljković Knežević, M., **Demirović Bajrami, D.**, Dunjić, M., El Bilali, H., Rančić Demir, M. (2020). How do job-related constructs determine employee turnover?

Serbian hotels example. *Journal of the Geographical Institute "Jovan Cvijić" SASA*, 70(2), 129–143. DOI: 10.2298/IJGI2002129C.

40. Yamachkin, A.A., Yamashkin, S.A., Aksyonova, M.Y., Cimbaljević, M., **Demirović, D.**, Vuksanović, N., Milentijević, N. (2020). Cultural landscapes space-temporal systematization of information in geoportals for the purposes of region tourist and recreational development. *GeoJournal of Tourism and Geosites*, 29(2), 440-449. DOI: 10.30892/gtg.29205-480.