



Prof. dr Tamara Gajić

Senior Research Associate

Geographical Institute “Jovan Cvijić” of the Serbian Academy of Sciences and Arts (SASA)

Department of Social Geography

Đure Jakšića 9, 11000 Belgrade, Serbia

Phone: +381 11 2636 395

Fax: +381 11 26 37 597

Email: t.gajic@gi.sanu.ac.rs

Excellence in Science – Top 10% of Researchers - recognition (2018-2022; 2022-2024).

<https://nitra.gov.rs/lat/nauka/izvrsnost-u-nauci>

Broad Research Interests. Her broader research interests encompass geography, tourism, and hospitality, with a particular focus on rural development, gastronomy, and management. Special attention is devoted to sustainable tourism development, the circular economy, resource management, and the application of contemporary technologies, including artificial intelligence and digitalization within the tourism sector.

Specific Research Expertise. Her specialized research expertise focuses on rural development and the impact of tourism on local economies, agritourism and special-interest forms of tourism, as well as management within the tourism sector. Her research also includes the analysis of tourism and hospitality service quality, the role of human resources, and the importance of gastronomy in the tourism development of destinations and regions.

Academic and Research Employment History

February 2026 – present

L.N. Gumilyov Eurasian National University, Faculty of Economics, Department of Tourism, Astana, Kazakhstan

April 2024 – present

Full Professor, Faculty of Organizational Studies EDUKA, Belgrade, University Business Academy in Novi Sad, Serbia

September 2024 – present

Associate Professor, Swiss School of Business and Management, Geneva, Switzerland

Doctoral Mentorship Program, DBA Studies

April 2024 – December 2025

Senior Researcher, Institute of Environmental Engineering, Peoples’ Friendship University of Russia (RUDN University), Moscow, Russia

October 2022 – present

Senior Research Associate, Geographical Institute “Jovan Cvijić”, Serbian Academy of Sciences and Arts (SASA), Belgrade, Serbia

February 2022 – February 2025

Senior Research Associate, University of Kragujevac, Faculty of Hotel Management and Tourism in Vrnjačka Banja, Serbia

October 2019 – December 2022

Senior Researcher, South Ural State University, Institute of Sports, Tourism and Service, Chelyabinsk, Russian Federation

February 2021 – September 2021

Associate Professor, Singidunum University, Faculty of Tourism and Hospitality Management, Belgrade, Serbia

October 2018 – February 2022

Assistant Professor, University for Business Studies, Banja Luka, Bosnia and Herzegovina

October 2008 – February 2021

Professor of Applied Studies, Novi Sad School of Business, Novi Sad, Serbia

Selected scientific papers:

1. **Gajić, T.**, Vukolić, D., & Ranjbaran, A. R. (2026). *Fear of crowding and overtourism: Scale development and validation*. *Tourism and Hospitality Research*. Advance online publication. <https://doi.org/10.1177/146735842614350>
2. Bugarčić, M., Vukolić, D., Spasojević, A., Mandarić, M., Penić, M., Drašković, B., Vrbanc, M., Bejatović, G., Conić, M., Milutinović, A., & **Gajić, T.** (2026). Artificial intelligence in gastronomic heritage preservation: Governance and community acceptance in tourism contexts. *Heritage*, 9(1), 114. <https://doi.org/10.3390/heritage9030114>
3. Petrović, M. D., **Gajić, T.**, & Blešić, I. *The evolving needs and expectations of leisure tourists in rural areas*. In A. Lubowiecki-Vikuk & I. Michalska-Dudek (Eds.), *Customer insight in tourism: Segments, profiles and personas* (1st ed.). Routledge. <https://doi.org/10.4324/9781003638193>
4. **Gajić, T.**, Vukolić, D., & Veljović, S. Can hotels benefit from connected rooms technology, and are tourists ready to embrace it? An analysis of business performance and user perception. *International Journal of Hospitality Management*, 133, 104480. <https://doi.org/10.1016/j.ijhm.2025.104480>
5. Vuksanović-Macura, Z., Ljubenov, G., & **Gajić, T.** Preservation of vernacular cultural landscape and sustainable tourism: A case study from the Western Carpatho-Balkan Region. *Heritage*, 8(12), 493. <https://doi.org/10.3390/heritage8120493>
6. **Gajić, T.**, Blešić, I., Vukolić, D., Ivkov, M., Radovanović, M. M., Malinović-Milićević, S., & Miljković, O. Adapting the Smart Village Index as a technological tool for rural digitalization and tourism development in emerging economies. *Technologies*, 13(11), 513. <https://doi.org/10.3390/technologies13110513>
7. Vukolić, D., **Gajić, T.**, Cabral, Ó., Veljović, S., & Knežević, S. Revolutionizing the hospitality industry: The impact of AI technologies on efficient food management and reduction of food waste. *Journal of Tourism Futures*, 1–29. <https://doi.org/10.1108/JTF-02-2025-0033>
8. Vukolić, D., Radišić, M., Radišić, M., Pevac, D., Milošević, S., & **Gajić, T.** The role of food safety in sustainable gastronomic tourism: Insights from farm-stay tourist experiences. *Agriculture*, 15(18), 1966. <https://doi.org/10.3390/agriculture15181966>
9. **Gajić, T.**, Vukolić, D., Knežević, S., Spasojević, A., Đoković, F., Milošević, S., Radišić, M., Radišić, M., & Pevac, D. Acceptance of innovative food among tourists: Psychological factors and generational differences in the post-transition context of Serbia. *Foods*, 14(21), 3607. <https://doi.org/10.3390/foods14213607>
10. Issakov, Y., Sarkytan, K., **Gajić, T.**, Akhmetova, A., Berdygulova, G., Zhoya, K., Razia, T., & Matigulla, B. Climate-induced transboundary water insecurity in Central Asia: Institutional challenges,

- adaptation responses, and future research directions. *Water*, 17(12), 1795. <https://doi.org/10.3390/w17121795>
11. **Gajić, T.**, Veljović, S. P., Petrović, M. D., Blešić, I., Radovanović, M. M., Malinović Milićević, S., Milanović Pešić, A., Issakov, Y., & Khamitova, D. M. The use of local ingredients in shaping tourist experience: The case of *Allium ursinum* and revisit intention in rural destinations of Serbia. *Foods*, 14(9), 1527. <https://doi.org/10.3390/foods14091527>
 12. Issakov, Y., Shynbergenova, K., Qasenuly, M., **Gajić, T.**, & Skakova, A. A systematic review of programs and mechanisms for industry engagement in flood water management: Global challenges and perspectives. *Water*, 17(8), 1155. <https://doi.org/10.3390/w17081155>
 13. Vukolić, D., **Gajić, T.**, Popović, A., Antonić Trebovac, T., & Knežević, S. Guest perceptions of the role of music in gastronomic experiences. *International Journal of Gastronomy and Food Science*, 42, 101327. <https://doi.org/10.1016/j.ijgfs.2025.101327>
 14. Issakov, Y., Lečić, B., Spasojević, A., Knežević, S., Mandarić, M., Stojanović, K., **Gajić, T.**, & Vukolić, D. Security and sustainability of tourist destinations through digital technologies: A comparative analysis of Almaty and Belgrade. *Sustainability*, 17(20), 9126. <https://doi.org/10.3390/su17209126>
 15. Issakov, Y., Zhoya, K., Nizamatdinova, Z., Laiskhanov, S., Aliaskarov, D. & **Gajić, T.** Understanding the contribution of turkic petroglyphs to cultural tourism development in central Asia: A systematic and meta-analytic perspective. *GeoJournal of Tourism and Geosites*, 62(4), 2063–2075. <https://doi.org/10.30892/gtg.62406-1572>
 16. Matović, S., Lović Obradović, S., & **Gajić, T.** Sustainable tourism in protected areas: Comparative governance and lessons from Tara and Triglav National Parks. *Sustainability*, 17(15), 7048. <https://doi.org/10.3390/su17157048>
 17. Dyussekeyeva, Y., Kadyrbekova, D., Issakov, Y., Ageleuova, A., Zhaksybekova, D., & **Gajić, T.** Analysis of the current state and dynamics of tourism industry development in Akmola Region, Kazakhstan. *GeoJournal of Tourism and Geosites*, 60(2), 1348–1361. <https://doi.org/10.30892/gtg.602spl30-1506>
 18. **Gajić, T.**, Vukolić, D., Veljović, S., Petrović, M.D., Mićović, A., Raljić Popov, J., Aleksić, M., Dimitrijević, M., Nizamatdinova, Z., Aizada, A., & Dávid, L.D. Geographical indications as attractors for rural tourism: insights from the countryside of serbia. *GeoJournal of Tourism and Geosites*, 59(2), 856–869. <https://doi.org/10.30892/gtg.59230-1462>
 19. Petrović, M. D., **Gajić, T.**, Laiskhanov, S., Radovanović, M. M., Anđelković, Ž., Atasoy, E., & Khamitova, D. M. Do different settings matter in the economically sustainable tourism approach? A comparative study of Serbia, Kazakhstan, and Hungary. *Sustainability*, 17(11), 4985. <https://doi.org/10.3390/su17114985>
 20. **Gajić, T.**, Ivanisević, A., & Knežević, S. Employee perceptions of BI and AI tools for service transformation: Evidence from the Serbian airline and hotel industries. *International Journal of Industrial Engineering and Management*, 16(3), 2–12, <https://doi.org/10.24867/IJEM-385>
 21. Vujačić, D., Stanovčić, T., **Gajić, T.**, Aleksova, B., & Lukić, T. Advancing urban sustainability: Applying GIS technologies to assess SDG indicators – A case study of Podgorica (Montenegro). *Open Geosciences*, 17, Article 20250803. <https://doi.org/10.1515/geo-2025-0803>
 22. **Gajić, T.**, Vukolić, D., Spasojević, A., Blešić, I., Petrović, M. D., Bugarčić, J., Bugarčić, M., Drašković, B. D., & Milivojević, M. Exploring attitudes on the sustainable balance between nature conservation and economic development through ecotourism — Lessons from EU and non-EU countries. *Land*, 14(2), 395. <https://doi.org/10.3390/land14020395>
 23. **Gajić, T.**, Vukolić, D., Đoković, F., & Dávid, L. D. (2024). A conceptual study on the choice of tourist destination among young people in the Republic of Serbia. *TEME*, 48(4), 937–957. <https://doi.org/10.22190/TEME230816053G M23>
 24. **Gajić, T.**, Vukolić, D., Conić, M., Naumov, K., Zdravković, I., & Petković, N. Enhancing tourist satisfaction through the 4As framework and digital engagement: Lessons from Serbia. *Tourism and Hospitality*, 6(5), 241. <https://doi.org/10.3390/tourhosp6050241>
 25. Tokbergenova, U., Issakov, Y., Abdimanapov, B., Arslan, M., Pavlichenko, L., Aktymbayeva, B., Beisembinova, A., Shaken, A., & **Gajić, T.** Tourism clusters in emerging destinations: Perceived competitiveness and economic sustainability. *Journal of the Geographical Institute “Jovan Cvijić” SASA*, 75(3), 347–363. <https://doi.org/10.2298/IJG1250326016T>

Monographs:

Гајић, Т., & Цвијановић, Д. (2021). *Стање и могућности руралне туристичке развијености Јужнобачког округа*. Универзитет у Крагујевцу, Факултет за хотелијерство и туризам, Врњачка Бања. ISBN 978-86-89949-51-3. COBISS.SR-ID 25896713.

Зрнић, М., **Гајић, Т.**, & Цвијановић, Д. (2023). *Улога и значај квалитета гастрономске понуде у успешном пословању хотела Републике Србије*. Универзитет у Крагујевцу, Факултет за хотелијерство и туризам у Врњачкој Бањи. ISBN: 978-86-89949-77-3.

Секулић, Д., Перић, Г., & **Гајић, Т.** (2023). *Квалитет у функцији постизања задовољства потрошача у хотелијерству*. Универзитет у Крагујевцу, Факултет за хотелијерство и туризам у Врњачкој Бањи. ISBN:978-86-89949-78-0

Вуколић, Д., **Гајић, Т.**, & Шаговновић, И. (2026). *Квалитет гастрономске понуде у функцији развоја агротуризма у Републици Србији* (Књига 104). Географски институт „Јован Цвијић“ САНУ. eISBN: 978-86-80029-91-7

University textbooks:

Вуколић, Д., **Гајић, Т.**, Каламанда О. (2025). *Гастрономски менаџмент са гастрономским туризмом*. Универзитет за послоне студије Бања Лука. ISBN: 978-99955-95-39-5.

Вељовић, С., **Гајић, Т.** (2025). *Еногастрономија*. Универзитет у Крагујевцу, Факултет за хотелијерство и туризам у Врњачкој Бањи. ISBN:978-86-89949-90-2.

Other:

Prof. dr Tamara Gajić is an active member of numerous professional and academic bodies, including committees for the accreditation and reaccreditation of study programs, as well as the Special Expert Committee of the Qualifications Agency of the Republic of Serbia. She participates in the scientific and organizing committees of international conferences and contributes to the development of national strategic documents. She is also a member of research centers and editorial boards of academic journals. She is actively involved in bodies dedicated to the advancement of higher education, including activities related to the accreditation of study programs, as well as initiatives aimed at improving the position and visibility of women in science. She serves as a doctoral supervisor, co-supervisor, and member of doctoral supervisory committees at the Faculty of Hotel Management and Tourism in Vrnjačka Banja; the University of Novi Sad, Faculty of Sciences, Department of Geography, Tourism and Hotel Management; the Swiss School of Business and Management in Geneva; Peoples' Friendship University of Russia (RUDN University); L.N. Gumilyov Eurasian National University; and Al-Farabi Kazakh National University. She is actively engaged as a Guest Editor for several international scientific journals published by Frontiers, MDPI, and Springer Nature, with a particular focus on sustainability, artificial intelligence, tourism, and the circular economy. She also serves as a regular reviewer for a large number of international Q1-ranked journals. She participates in international and national research projects both as a project leader and researcher, focusing on sustainable tourism, digitalization, and green development. These include projects addressing GreenVET, the impact of COVID-19 on rural tourism, and smart management of protected areas. She is also involved in international innovation and sustainability projects, including IPMorama.

Contact

email: t.gajic@gi.sanu.ac.rs

Other sources - <https://enauka.gov.rs/cris/rp/rp02254>; ORCID - <https://orcid.org/0000-0003-3016-8368>, WOS - <https://www.webofscience.com/wos/author/record/ABE-8823-2020>, SCOPUS - <https://www.scopus.com/authid/detail.uri?authorId=54419977600>