

The international conference
Contemporary Trends in
Tourism and Hospitality

CTTH

Novi Sad, Serbia
24-26 September 2026



CULTURAL CROSSROADS: HERITAGE, HYBRIDITY, AND HORIZONS

More info at: ctth.pmf.uns.ac.rs



About CTTH 2026

Conference Cultural Crossroads: Heritage, Hybridity, and Horizons is a unique academic and professional event that unites four international conferences, gathered around the common idea of culture as a dynamic space of encounter, exchange, and development in contemporary society. Through interdisciplinary dialogue, the conference creates space for considering the heritage, contemporary practices, and future directions of development in tourism, architecture, culture, and the creative industries.



The first pillar of the conference is the international conference **Contemporary Trends in Tourism and Hospitality (CTTH)**, which has been continuously organized since 1997 and is being held this year for the 21st time. For decades, CTTH has been a relevant platform for the exchange of scientific and professional knowledge in the fields of tourism, hotel management, gastronomy, hunting tourism, leisure, and related multidisciplinary fields, including cultural and sustainable tourism, economics, marketing, management, creative industries, and event

management. As a conference with a long tradition, CTTH fits into the thematic framework of “heritage”, at the same time opening horizons to contemporary and future trends in the development of tourism.



The second segment is the **7th International Congress on Architecture and Cultural Heritage in Tourism**, which focuses on the complex and reciprocal connection between culture, architecture, and tourism. Cultural heritage and architectural values - from historical buildings to contemporary architectural achievements - are key factors in the attractiveness of tourist destinations and strong bearers of the identity of a space. The congress considers how traditional and



contemporary architecture, as well as tourist infrastructure such as hotels, museums, airports, and congress centers, participate in shaping the experience of the destination, contributing to the development of specific forms of tourism and the creation of cultural landscapes.

The third, equally important part of the conference is the **19th annual conference of the University Network of European Capitals of Culture (UNeECC)**, whose aim is to connect researchers and experts dealing with culture and its many cross-cutting areas



within the framework of the European Capital of Culture initiative. This conference opens the issues of cultural policies, management, participation, identity, and long-term effects of the ECoC program, looking at culture as a driver of social change, innovation, and international cooperation.



The fourth pillar is The **Green Digital Accessibility (GDA)** conference, an international forum dedicated to exploring the intersection between digital accessibility and environmental

sustainability, emphasizing how inclusive digital technologies and communication can support a just and sustainable future for all. Launched in 2021 at the Universitat Autònoma de Barcelona, it has grown into a respected annual event that brings together researchers, industry professionals, policymakers, educators and activists to share research, best practices, and innovative approaches that balance accessibility with environmental responsibility.

By uniting these four conferences under the common name Cultural Crossroads, the idea of meeting different disciplines, perspectives, and practices is emphasized. The subtitle Heritage, hybridity and horizons symbolically connects the rich cultural and academic heritage, contemporary forms created by the interweaving of tourism, architecture, and culture, as well as new horizons of research, development, and cooperation. The conference will be a place of dialogue, exchange of knowledge, and consideration of the future, where culture remains the key meeting point of the past, present, and future.



CTTH 2026 Programme

Day 1

24th September 2026 (Thursday)

Location: Rectors Building, University of Novi Sad (Dr Zorana Đinđića 1, Novi Sad)

09.00 – 10.00 Registration of participants

10.00 – 10.30 Opening Ceremony

10.30 – 11.30 Plenary Session: Richard N.S Robinson, Ali Selçuk Can and Milica Solarević

11.30 – 12.00 Coffee break (Included into Conference Fee!)

12.00 – 13.30 – Session 1

13.30 – 14.30 – Lunch break (Included into Conference Fee!)

14.30 – 16.00 – Session 2

16.00 – 16.30 – Coffee break

16.30 – 18.00 – PhD Workshop / EU projects session for Senior researcher

16.30 – 18.00 – Session 3

Day 2

25th September 2026 (Friday)

Location: Rectors Building, University of Novi Sad (Dr Zorana Đinđića 1, Novi Sad)

09.00 – 09.30 – Registration of participants

09.30 – 10.30 – Plenary Session: Carmen Granito and Ibrahim Canbulat

10.30 – 11.00 Coffee break (Included into Conference Fee!)

11.00 – 13.00 Session 4 and Ibrahim Canbulat Workshop

13.00 – 14.00 Lunch break (Included into Conference Fee!)

14.00 – 16.00 Session 5

16.00 – 16.30 Coffee break (Included into Conference Fee!)

16.30 – 17.00 Wrap up and closing remarks

19.00 Gala Dinner (optional, cost 50EUR)

Day 3 – Conference Excursion

26th September 2026 (Saturday)

09:00-18:00 Excursion

Deurić Winery – Fruška Gora Monastery – Sremski Karlovci

(Included into Conference Fee!)



Keynote Speakers



Richard N.S Robinson

Northumbria University, UK

Creative Industries' Workforce: Policy and Planning Paradoxes post-Pandemic



Ali Selçuk Can

Agile Centre for Equitable Sustainability, University of Portsmouth, UK

From Human to Metahuman (AI-generated) Influencers: Shaping Cultural Heritage City Brands



Carmen Granito

The Story Behind, Italy

No One Interprets Alone: participatory interpretation for the future of heritage and tourism



Keynote Speakers



Ibrahim Canbulat

Gülevi Safranbolu Heritage Hotel, Türkiye

The Ottoman–Balkan House in Historical Travel Accounts: Architectural Identity and the Material Reality of Timber Heritage



Milica Solarević

Faculty of Sciences, University of Novi Sad, Serbia

Developing the Mindful Museum: A Scalable Model for Digital Wellbeing and Intergenerational Engagement



Publication Opportunities

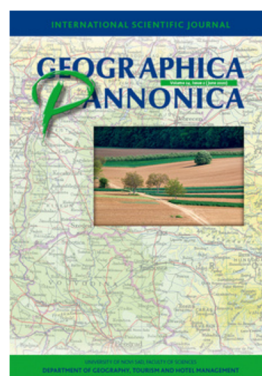
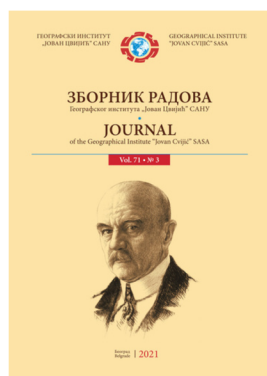
Collection of full papers

All participants are welcome to submit full papers of conference presentations. Full papers will be available online with ISSN through the official web site of the CTTH.

Paper submission deadline: 20th October 2026

Download Full Paper Instructions

You are also welcome to submit your research presented at the CTTH 2026 at the following journals:



For more info on publication opportunities please visit:
<https://ctth.pmf.uns.ac.rs/publication-opportunity/>



Conference Venue

Rectorate Building

The Central Building of the University of Novi Sad, also known as the Rectorate, is a modern, multifunctional venue located within the University campus. Set in the University Park along the banks of the Danube River, it offers stunning views of the iconic 18th-century Petrovaradin Fortress and is within easy walking distance of Novi Sad's city center. Officially opened in 2013, the Rectorate is one of the newest buildings on campus and was awarded the most beautiful building in the city in 2016 for its architectural design. The venue provides a wide range of possibilities for hosting various events, including conferences, congresses, symposia, seminars, presentations, business meetings, exhibitions, corporate events, and concerts. It has an established reputation as a host of numerous successful scientific, cultural, and professional gatherings.

Covering a total area of 1,875 m², the Rectorate offers highly flexible, multifunctional spaces equipped with modern technology and infrastructure, as well as optional organizational, technical, and catering services. The amphitheater, main hall, and University Club are located on the ground floor and can be used independently or combined. A meeting room with terrace, located on the second floor, provides a premium experience, allowing guests to enjoy an exclusive atmosphere with panoramic views of the University Park, the Danube River, and Petrovaradin Fortress.

Address: Dr Zorana Đinđića 1, Novi Sad, Serbia

