



PhD Tamara Gajić

Research Associate, Assistant professor
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Research Area

Geography, Tourism, Hotel Management, Rural Development, Gastronomy, Management

Narrow research expertise

Rural development, tourism development and impact on the economy, agrotourism, special forms of tourism, management activities in the tourism sector, quality of tourism and hospitality services, human sector in tourism, gastronomic aspects in tourism development

Education

PhD of Geosciences - Tourism, University of Novi Sad, Faculty of Science, Department of Geography, Tourism and Hospitality, Novi Sad (2008-2010)

Master manager in tourism - master in the field of management and business, University of Novi Sad, Faculty of Science, Department of Geography, Tourism and Hospitality, Novi Sad (2007-2008).

Bachelor of Geography and Tourism, University of Novi Sad, Faculty of Science, Department of Geography, Tourism and Hospitality, Novi Sad (1996-2001).

History of employment in science and education

- September 2021 – **research associate**, Geographical Institute “Jovan Cvijić” SASA, Belgrade, Serbia
- March 2021 – September 2021: **associate professor**, Singidunum University, Faculty of Tourism and Hospitality Management, Belgrade
- 2019 – today: **senior researcher** at the Department of the Tourism and Socio-Cultural Service at the Institute of Sport, Tourism and Service, *on the distance base*. South Ural State University
- 2018 - today: **assistant professor**, **University of Business Studies**, Banja Luka, Bosnia and Herzegovina
- 2018- today : **assistant professor**, University of Business Studies in Eastern Sarajevo, Bosnia and Herzegovina
- 2008- March 2021: **professor of vocational studies**, Novi Sad Business School, Serbia

Selected scientific papers

1. **Gajić, T.**, Raljić Popov, J., Aleksić, M., Blešić, I., Vukolić, D., Petrović, M.D., Yakovenko, N.V., Sikimić, V. (2021). Creating Opportunities for the Development of Craft Beer Tourism in Serbia as a New Form of Sustainable Tourism. *Sustainability*, 13(16), pp.1-22, 8730. <https://doi.org/10.3390/su13168730>
2. **Gajić, T.**, Petrović, D.M., Blešić, I., Radovanović, M., & Syromjatnikowa, J. (2021). The Power of Fears in the Travel Decisions: Covid 19- VS. Lack of Money, *Journal of Tourism Futures*, Emerald Publishing Printed, pp.1-22. <https://www.emerald.com/insight/content/doi/10.1108/JTF-03-2021-0064/full/html>
3. Blešić, I., Petrović, MD., **Gajić, T.**, Tretiakova, T.N, Syromiatnikova, J.A, Radovanović, M., Popov-Raljić J., Yakovenko, N.V. (2021). How the Extended Theory of Planned Behavior Can be Applied in the Research of the Influencing Factors of Food Waste in Restaurants: Learning from Serbian Urban Centers. *Sustainability*. 2021; 13(16):9236. <https://doi.org/10.3390/su13169236>
4. **Gajić, T.**, Petrović, D., Radovanović, M., Darko Vuković, D., Yakovenko, N.V (2021). Women’s Role in Organizational Commitment and Job Satisfaction in the Travel Industry – An Evidence From the Urban Setting, *Sustainability*, 13, pp. 2-15, 8395. <https://doi.org/10.3390/su13158395>
5. Blešić, I., Petrović, M., **Gajić, T.**, Tretiakova, T., Vujičić, M., and Julia Syromiatnikova (2021). Application of the analytic hierarchy process in the selection of traditional food criteria in Vojvodina (Serbia). *Journal of Ethnic Foods* (2021) 8:20 <https://doi.org/10.1186/s42779-021-00096-2>
6. **Gajić, T.**, Petrović, D., Radovanović, M., Syromiatnikova, J.A., & Dunja Demirović Bajrami (2021). Determining the Profile of Tourists as Users of Rural Tourism Product – Focus on a Developing Area (Vojvodina province), *Detoupe*, in press.

7. **Gajić, T.**, Vukolić, D., & Stojanović, K. (2021). Intangible cultural heritage as a tourist attraction - case study of Sremska Mitrovica. ODITOR, Belgrade, Vol.7, No. SO1/2021, PP.77-90
8. Delić Jović, M., **Gajić, T.**, & Kozic, B. (2021). Agriculture in the Function of Rural Development – Case Study from Republic of Serbia and Republic of Srpska, Economics of Agriculture, Belgrade, 2-2021, pp.463-476. <https://doi.org/10.5937/ekoPolj2102463D>
9. **Gajić, T.**, & Cvijanović, D. (2021). Immediate and Long -term Negative Impacts of Covid 19 on Tourism. 30TH International Scientific Conference: Knowledge without borders, The Institute of Knowledge Management – Skopje, **Plenary session**, April 16. 2021 KNOWLEDGE – International Journal, Vol. 45.
10. Manojlović, R., Stamenković, I., Matejević, M., Ristić, Z., **Gajić, T.** (2021). Possibilities of more Perspective Development of the Hunting ground Karađorđevo as a Part of Rural Tourism Offer, Economics of Agriculture, Belgrade. No.1, Vol.68 (1/264), pp. 85-101 <https://doi.org/10.5937/ekoPolj2101085M>
11. **Gajić, T.**, Vukolic, D. (2021). Is the participation of women in the rural tourism development of Serbia visible? Journal of Tourism and Sport Management (JTSM) USA Vol.4 (2): 498-505. ISSN: 2642-021X
12. **Gajic, T.**, Radovanovic, M., Tretiakova, T. and Syromiatnikova, J. (2020), "Creating brand confidence to gastronomic consumers through social networks – a report from Novi Sad", Journal of Place Management and Development, Vol. 14 No. 1, pp. 32-42. <https://doi.org/10.1108/JPMMD-04-2020-0033>
13. Cvijanovic, D., **Gajic, T.**, (2020). The Level of Engagement of the Female Workforce in the Rural Tourism Development of Serbia. Journal of Tourism Leisure and Hospitality, A Hospitality, Tourism, Travel and Leisure Sciences Journal, TOLEHO, Anadolu University, Faculty of Tourism, 2(1), pp.36-42. <https://dergipark.org.tr/en/pub/toleho/issue/53785/739476>
14. Vanić, T., Stamenković, I., & **Gajić, T.** (2020). Effects of Leaders- Followers Exchange (LMX) on Organizational Commitment and Turnover Intent in Hospitality and Public Services, 5th International Thematic Monograph: Modern Management Tools and Economy of Tourism Sector in Present Era, Belgrade, 525-537, DOI: <https://doi.org/10.31410/tmt.2020.525>
15. **Gajić, T.**, Petrović, M.D., Radovanovic, M., Tretiakova, T.N., Syromiatnikov, J.A. (2020). Possibilities of Turning Passive Rural Areas into Tourist Attractions Through Attained Service Quality, European Countryside Journal, Vol.12, Issue 2, pp.(179-276. DOI: <https://doi.org/10.2478/euco-2020-0010>
16. **Gajić, T.**, Vujko, A., Tretiakova, T.N., Petrovic, D.M., Radovanovic, M., Vukovic, D. (2019). Evaluation of Service Quality Based on Rural Households Visitors – Serbian Case Study, The Central European Journal of Regional Development and Tourism, Vol.11, Issue 2, pp. 4-21. ISSN: 1821-2506

17. Vanic, T., Stamenkovic, I., Vujko, A., **Gajic, T.**, Delic Jovic, M., (2019). The Role of Organisation Justice in Relationship Between Leader and Member (LMX) in the Service Sector (2019). *Geojournal of Tourism and Geosites*. Vo. 27, No.4, pp-1296-1306. E-ISSN 2065-0817 DOI 10.30892/gtg.27415-434
18. **Gajic, T.**, Penić, M., Vujko, A., Petrović, M.D., (2018). Development Perspectives of Rural Tourism Policy – Comparative Study of Rural Tourism Competitiveness Based on Perceptions of Tourism Workers in Slovenia and Serbia. *Eastern European Countryside*, Vol.24, No.1, pp.144-154, ISSN 1232-8855. <https://doi.org/10.2478/eec-2018-0007>
19. **Gajic, T.**, Vujko, A., Petrović, M.D., Mrkša, M., Penić, M. (2018). Examination of regional disparity in the level of tourist offer in rural clusters of Serbia. – *Economic of agriculture-Ekonomika poljoprivrede*, Vol.65(3), pp.911-929, ISSN 0352-3462.
20. Vujko, A., Tretiakova, N.T., Petrović, M., Radovanović, M., **Gajic, T.**, Vuković, D. (2018). Women's empowerment through self-employment in tourism. *Annals of tourism research*. 76. 10.1016/j.annals.2018.09.004
21. Petrović, M., Vujko, A., **Gajic, T.**, Vuković, D., Radovanović, M., Jovanović, J., Vuković, N. (2018). Tourism as an Approach to Sustainable Rural Development in Post-Socialist Countries: A Comparative Study of Serbia and Slovenia. *Sustainability*, 10(54), pp.2-14, ISSN: 2071-1050, doi:10.3390/su10010054 <http://www.mdpi.com/2071-1050/10/1/54>
22. Petrović, M., Lukić, M.D., Radovanović, M., Vujko, A., **Gajic, T.**, Vuković, D. (2017). The "urban geosites" as potential geotourism destinations – the evidence from the City of Belgrade. *Open Geosciences*, 2017(9), pp.442-456. ISSN: 2391-5447 IF: 0.726 <https://doi.org/10.1515/geo-2017-0034>
23. **Gajic, T.**, Vujko, A., Penić, M., Petrović, M. Mrkša, M. (2017). Significant involvement of agricultural holdings in rural tourism development in Serbia. *Economics of Agriculture*, 64(3), pp. 901-919. UDK: 338.48-53:63, ISSN: 0352-3462
24. Petrović, M., Blešić, I., Vujko, A., **Gajic, T.** (2017). The role of agritourism impact on local community in a transitional society: a report from Serbia. *Transylvanian Review of Administrative Sciences*, 50/2017, 146-163. IF: 0.271 <http://rtsa.ro/tras/index.php/tras/index> ISSN: 1842-2845 doi:10.24193/tras.2017.0009
25. **Gajic, T.**, Ivkov, A., Dragin, A. (2011). Analysis of the realized tourist and catering traffic in Serbia and its role in the economic stabilization of the state, *Economics of Agriculture*, Vol. 58, No. 2, crp. 225-240, Belgrade

Monographs

1. Gajic, T., & Cvijanović, D. (2020). State and possibilities of rural tourist development of Južnobački okrug, Faculty of Hospitality and Tourism in Vrnjačka Banja, University of Kragujevac

Participation in scientific projects

1. Project participant, coordinator, (2013-2016): Modernization and Harmonization of Tourism Study Programs in Serbia, Project Number: 544543-TEMPUS-1-2013-1-RS-TEMPUS-JPCR, Acronym: MHTSPS

Membership, training

- Training of the unemployed and professional training of employed actors in the field of tourism of the City of Novi Sad in the light of raising the competitiveness of the tourist destination and youth employment, 2019, 2020,2021.
- Participated in the accreditation in 2012 and 2017 of the direction Tourism and Hospitality of the Novi Sad Business School
- Member of the Commission for equivalence of study programs of the Business School of Vocational Studies in Novi Sad, until March 2021.
- Member of the marketing team of Novi Sad Business School, since December 2016
- Since 2016. a member of the Development Center of the Russian Geographical Society in Serbia.
- Training: "Modern trends - food, food and drink in the function of tourism development" - held on June 15, 2015 within the project TEMPUS MHTSPS 544543 - Modernization and harmonization of study programs in the field of tourism in Serbia; Chamber of Commerce of Vojvodina
- Participation in the workshop held on 12-ю Международную научно-практическую конференцию «Экономика, экология и общество России в 21-м столетии». Международная высшая школа управления, Санкт–Петербургского государственного политехнического университета проводит, 18 - 19. 05. 2010.

Reviewer for scientific journals

- School of Business, Novi Sad Business School
- Economics of Agriculture
- Sustainability
- Journal of Place Management and Development

Editing scientific journals

2021- guest editor: Frontiers in Psychology, IF:2.990, reported in Scopus by Elsevier