Dr. Senija Causevic
Lecturer/Assistant Professor in Marketing
School of Oriental and African Studies SOAS | University of London

Senija Causevic will share her research experience in Bosnia and Herzegovina, exploring the role of heritage construction through tourism in helping to normalize social relationships in the post-conflict era. She will explore the role tours and tour guides play in the process of social renewal, through the codification and expression of emotions like sorrow, the construction of heritage, and the formation of new post-conflict identities.

Dr. Senija Causevic is an interdisciplinary scholar who currently holds a Lectureship in Marketing at the School of Oriental and African Studies, SOAS, University of London. Senija is a cultural theorist and her research approach is critical theory, with its aim to create emancipatory and interpretative knowledge through research, which can contribute to the creation of a fair, hopeful and just world. Her main research interests include the discourse of marketing, management and interpretation of cultural heritage sites and their role in identity formation. Further, Senija is a peace through tourism scholar with her main research agenda being the role of tourism in normalization of social relationships in post-conflict societies.