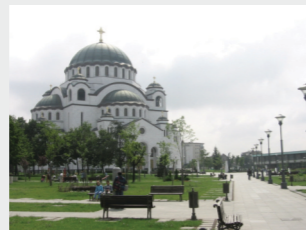




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3rd International Conference
Higher Education in Function of
Sustainable Development
of Tourism in Serbia and Western Balkans



3rd International Conference Higher Education in Function of
Sustainable Development of Tourism in Serbia and Western Balkans

CONFERENCE PROCEEDINGS

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“Science and Higher Education in Function of Sustainable Development – SED 2015”

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3rd International Conference: "*Higher education in function of development of
tourism in Serbia and Western Balkans*"

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MODERNIZATION AND
HARMONIZATION OF TOURISM
STUDY PROGRAMMES IN SERBIA

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PREFACE

The Third International Conference “Higher Education in Function of Development of Tourism in Serbia and Western Balkans”, that will be held within the SED 2016 Conference, is one of the results of the TEMPUS project No. 544543-TEMPUS-1-2013-1-RS-TEMPUS-JPCR entitled “Modernization and Harmonization of Tourism Study Programs in Serbia” (MHTSPS), implemented by:

- Business and Technical College of Vocational Studies, Uzice, Serbia, lead partner,
- University of Kragujevac, Faculty of Hotel Management and Tourism, Vrnjaska Banja, Serbia,
- Business College of Vocational Studies, Leskovac, Serbia,
- Regional Chamber of Commerce, Uzice, Serbia,
- Chamber of Commerce of Vojvodina, Novi Sad, Serbia,
- Tourism Organization of Western Serbia, Uzice, Serbia,
- Tourism Organization of Leskovac, Leskovac, Serbia,
- University of Greenwich, London, United Kingdom
- Technological Education Institute of Piraeus, Athens, Greece, and
- University of Agricultural Sciences and Veterinary Medicine, Cluj-Napoca, Romania.

Project is funded by the European Union, while EACEA - Brussels, and Tempus Office - Belgrade, provided a great help in its implementation through valuable suggestions that enabled achievement of desired quality level of both implementation process and project results. Work plan of this TEMPUS project has envisaged organization of three International conferences, with the objective of successful dissemination of project results.



The aim of this International Conference is that scientists and experts in the field consider and clarify the role of higher education in the development of tourism in the Western Balkans and Serbia. Beside the researchers from partner institutions participating in the MHTSPS project, the representatives of eight European countries took part in the Conference work. Participation of talented students is of special importance and will contribute to the sustainability and dissemination of the project and its results. 5

This Conference resulted in two Paper Proceedings. Conference Proceedings encompass articles of scientists and experts in the field, while the Students Papers Proceedings is a collection of student papers. All the papers have been reviewed, and authors themselves bear the full responsibility for the quality of papers and translation.

Užice, September 2016

Editors



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DEVELOPMENT OF A RISK MANAGEMENT MODEL FOR 'TEMPUS' PROJECTS

Invited paper

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Summary: *All business, research and engineering projects involve certain risk; it is the same with TEMPUS projects. Project management includes project risk management. This paper presents an overview of methods applied in risk management for projects in general while TEMPUS project risk management is featured by a special and original methodology.*

Key words: *management, risk, TEMPUS project, TEMPUS project management, TEMPUS project risk management.*

1. INTRODUCTION

Risk¹ involved in any project may be defined as an estimation that the project will not reach project target(s). It is a prospective future problem that hasn't arisen yet, but refers to future conditions and circumstances which are out of control of project team. One should take into account the famous Murphy's Law: "If anything may go wrong, it will certainly go wrong." TEMPUS projects may come across various risks, that's the fact, therefore such risks must be successfully identified and managed. Risk identification must last as long as the project lasts – it must be present at all stages of TEMPUS project.

Risk identification is considered a beneficial activity (Djuricic, R. M., 2008; Djuricic, R., M., 2010; Chapman, C. B., 2002). Therefore risks are constantly assessed since it was experienced that a pro-active approach is a better pay-off than idle expectation.

Our goal is to show that each TEMPUS project includes risk management over the entire life cycle of the project.

¹ISO/IEC 73 – 2002. defines risk as a combination of possibilities and consequences relating to a particular event



2. SPECIFIC MANAGING FEATURES AND RISKS INVOLVED IN TEMPUS PROJECTS

TEMPUS project management is a demanding, skilful and risky business. EACEA approved TEMPUS project financing with a pre-set target that the project be completed within the three main frames: budget, time schedule and output quality. As implementation of TEMPUS project is somewhat uncertain, all parties are interested to both minimize project risks and improve security of implementation.

TEMPUS project risk management is a process of pro-active risk identification, analysis and elimination. This process improves the chances of TEMPUS project to succeed and reduces the chances of various risks to affect the project. During implementation of TEMPUS project, the following factors must be distinguished:

1. **Risks**, as possible events or conditions that may arise and have either positive or negative influence on at least one project parameter: cost, time, range or quality of results. It has cause(s) and consequence(s).

2. **Limits**, as a pre-set circumstances or conditions limiting at least one project parameter : cost, time, range or quality of results. Limits may be divided as follows:

2.1. **Calculation limits** (the budget for TEMPUS project has been calculated and brought into accordance with financing rules at the project preparation stage; expenditures exceeding the available assets would lead to project failure²),

2.2. **Time limits** (each TEMPUS project has a pre-set deadline for completion), and

2.3. **Limited resources** (skills and availabilities of project team members, availability of equipment).

TEMPUS projects involve three types of risks: 1. *risk preventing completion*, 2. *risk of incurred costs* and 3. *risk preventing implementation* (Table 1).

Table 1. Types of risk TEMPUS project (adapted.: http://soft-crm.net/hr_HR/blog/koji-se-rizici-javljavu-na-projektu)

TYPES OF RISK TEMPUS PROJECT		
Risk completion	Risk of costs	The risk of realization
The risk that the project will not be completed on schedule	The possibility that the costs of the project grow into Planning	The possibility that the products of the project have some technical errors which would overlook at the project in the problems and losses.

² TEMPUS project is limited as follows:

- Costs for personnel shall amount to max 40% of the project budget,
- Equipment procurement costs shall amount to max 30% of the project budget,
- Indirect costs shall amount to 7% of the project budget,
- Partner co-financing for TEMPUS project amounts to 10% of the budget and
- Project team may exceed the limited items up to 10% without an EACEA approval; any excess over 10% must be approved by EACEA.

Sources of risk for TEMPUS project may be the following:

- **Internal sources of risk** which can be influenced by TEMPUS coordinators and project team and
- **External sources of risk** which cannot be influenced by TEMPUS coordinators and project team (Table 2).

Table 2. Sources of risk TEMPUS project

SOURCES OF RISK TEMPUS PROJECT	
Internal sources of risk	External sources of risk
<ul style="list-style-type: none"> • Human resources - team members do not meet the planned project tasks • Technological source - the service life of the product TEMPUS project is not in line with the initial assumptions • Marketing risk - the product TEMPUS project will have good placement on the market • Risk of product quality - product quality - the results of TEMPUS project does not meet • Culturally risk - the definition of the value system within the organization 	<ul style="list-style-type: none"> • Financial - the risk that the investor will not be able to monitor the financial TEMPUS project • Political - no exemption from value added tax, customs restrictions, risks of possible war and unrest ... • The risk of the labor market - a shortage of manpower required qualifications • Legal sources of risk - mismanagement of contracts, the risk of suppliers • Culturally - expressed in multicultural TEMPUS projects • Competition - TEMPUS project as a strategic tool to enhance the market position

According to the manner of occurrence, each TEMPUS project is followed by: 1. Familiar risks, 2. Supposed risks and 3. Unexpected risks.

For a successful implementation of a TEMPUS project it is necessary to determine and manage risks. In this way, the following advantages are gained:

- problems are expected instead of being dealt with only once they arise,
- plan for problem-solving are made before problems arise,
- preventive measures are applied whenever possible,
- root causes rather than symptoms are being eliminated,
- a systematic and repeatable problem-solving process is applied

TEMPUS project is a specific type of project activity. It may contain risks referring to inadequate human relations, project complexity or external factors (Figure 1). These risks may be involved over the entire life cycle of the TEMPUS project (Table 3). However, we shouldn't neglect the fact that those making the TEMPUS Project Proposal may 'misdefine' the project targets thus producing the following risks:

1. rejection by applicant,
2. rejection by beneficiary,
3. inappropriate moment to submit results for utilization,

4. unacceptable utilization conditions,
5. insufficient availability of results and
6. dependence on influences and operations of project sponsors – grant carriers or partner organizations³.

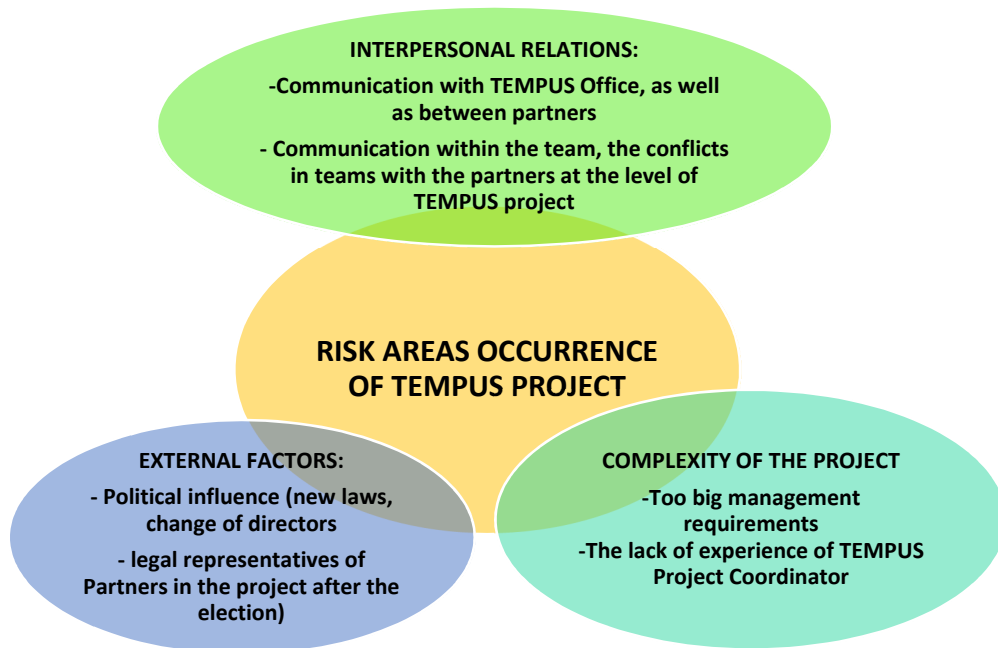


Figure 1. Areas emergence risks in realization of TEMPUS project

It should be pointed out that the nature and complexity of Tempus projects require certain modifications during implementation thus being considered a causal-consequential risks. Each modification may produce a new risk that needs being analysed. Lack of preventive actions may produce issues during project implementation. Therefore, Project Management must make adequate revisions of implementation plans. Any *ad-hoc* revisions may contain certain risks which were overlooked at earlier project stages, but the same must be either eliminated or minimized.

All risks involved in a TEMPUS project should be co-related with other project activities that are either directly or indirectly subject to inevitable modifications.

³For instance, if a partner leaves the TEMPUS project, the whole project may be jeopardized as it didn't involve sufficient number of "spare" partners from the beginning.

Table 3. Examples of risks in realization of TEMPUS project

EXAMPLES OF RISK	DESCRIPTION OF RISK
In the phase the movement	<ul style="list-style-type: none"> • Poor description needs (incomplete request the Executive Agency EACEA) • Unclear goals and objectives • Poor assessment of the feasibility of the project • Lack of support within the bearer of the grant and partners on TEMPUS project • Lack of professional support
In the planning phase	<ul style="list-style-type: none"> • Poor distribution of team roles • Lack of experience in planning • Poor risk assessment • The incorrect assessment of the necessary resources, time or resources
In the realization phase	<ul style="list-style-type: none"> • planning any changes in scope ("runny range") • Lack of monitoring system (control, monitoring) Project • Poor performers (within the team or outside) • Availability of resources • External factors (poor organizational climate in the collective, changes in legal representatives, etc.).
At the stage of completion	<ul style="list-style-type: none"> • Exceeding the budget • The deviation results from the agreed framework • Problems related to the submission of the results of the use of • The acceptance by the EACEA.

3. METHODOLOGIES APPLIED IN PROJECT RISK MANAGEMENT

In general, project risk management is drawing attention of a number of experts in the field of project management. All those involved in organization and implementation of TEMPUS projects agree that a good management must be all-inclusive, systematic, continuous, pro-active, adjustable and future-oriented (Table 4).

A series of methodologies applied in project management can be found in literature (Djuricic, R.M., 2016; Djuricic, R.M., 2006;) ; all of them contain similar sub-processes of the overall project risk management process. Methodologies most frequently applied are given hereinafter.

Risk Management Standard ISO/IEC 31000:2009(Figure 2) refers to risk management and consists of directions in terms of principles and implementation of a particular system. Risk management process (Chapter 6 of the Standard) includes:

- Communication and cooperation among all the parties involved,
- (External or internal) context establishment and risk criteria development,
- Risk Assessment (risk identification, analysis and evaluation),
- Risk Treatment (selection of options, preparation and implementation of risk treatment plan),
- Recording Risk Management Processes,
- Monitoring and Reassurance.

Table 4. Components of good governance TEMPUS project

GOOD RISK MANAGEMENT TEMPUS PROJECT					
Comprehensive	When system	Continuously	Proactive	Flexible	Focused on the future
- should include all elements of the project (people, processes and technology elements)	– includes repeated risk management process in six steps	- is applied throughout the project life cycle	- wants to prevent or mitigate the impact of risk	- includes a wide range of quantitative and qualitative methods of risk analysis	- dedicated to learning on a personal level and at the level of the team and the institution

According to Project Management Institute (PMI) **Project Risk Management Methodology** is divided into 6 PMBOK processes (PMBOK-2008). Although this methodology refers to a specialized field of project risk management, it is adjusted and applied in some common cases. This methodology contains the following sub-processes:

- **Risk Management Plan** including methods of risk definition, description, monitoring and control.
- **Risk Identification** including research and determination of prospective risks that are then defined and classified, with possibly risky future events being listed.
- **Quantitative Risk Analysis** producing data on possibility of risky events occurrence and influence.
- **Qualitative Risk Analysis** listing priority risks.
- **Risk Reaction Plan** including definition of activities and actions to avoid risks and reduce possibility of occurrence of risky events and to react when risky events arise and
- **Risk Monitoring and Control** including definition of activities and actions to avoid risks and reduce possibility of occurrence of risky events and to react when risky events arise.

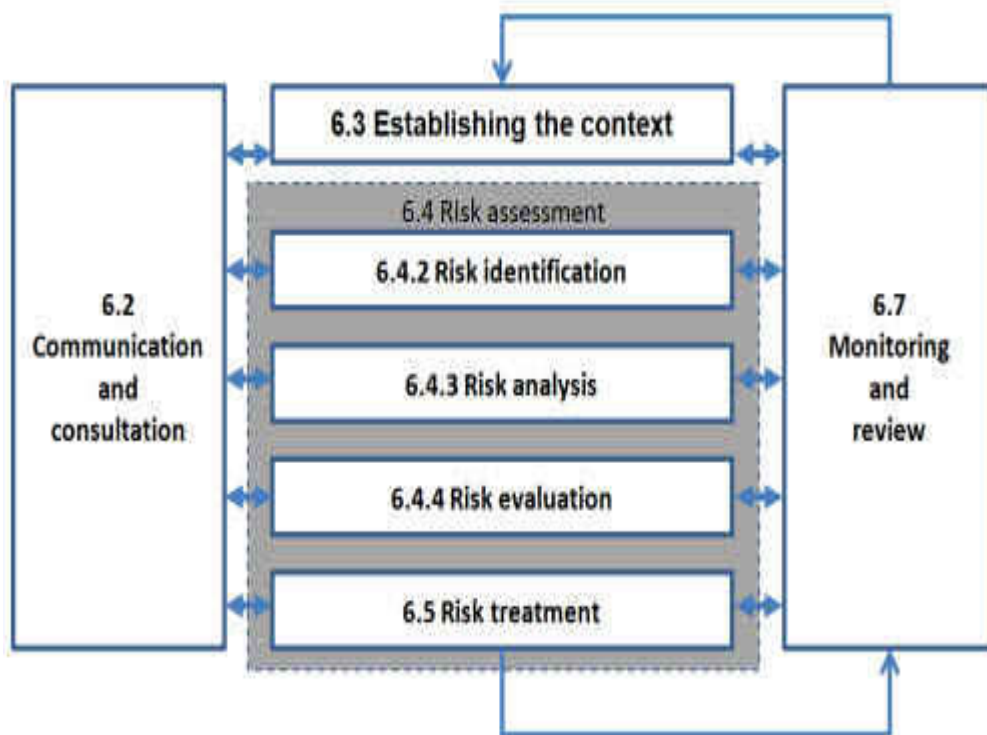


Figure 2. The risk management process according to ISO 31000: 2009

H. Kerzner's Methodology perceives risk as "a measure used for possibilities and consequences of failure to reach project targets" (Kerzner, H, 2006.). According to Kerzner, risk consists of two main components:

- Possibility of occurrence of a risky event,
- Such event's influence on the project.

Risk is a function of these two components as follows:

$$\text{Risk} = f(\text{possibility, influence})$$

This link is directly proportional – the higher a possibility or influence, the higher the risk. Both elements must be taken into account when managing risks.

IPMA Project Risk Management Methodology considers various methodologies and concepts of risk management and contains the following sub-processes (ICB-2006):

- **Risk Identification** being a process of establishment, classification and ranking of all risky events that may have adverse effects on a particular project or venture.

- **Risk Analysis and Assessment** is used for detailed analysis of certain risky events' influence on process results,

• **Risk Avoidance and Reaction Planning** is a process of formulating strategies to manage risks. It is used to both create and define managing actions to avoid or reduce project risks and minimize prospective losses due to risky events. This is attained when risk is *ignored, endured, reduced, transferred or divided* or when it is *planned in a contingency-wise manner* (ICB-2006).

• **Risk Reaction Control** includes monitoring and control of reactions to risks in order to establish whether the reactions planned are adequate or not and whether new reactions should be introduced.

Atlanta (USA) – based, **Tenstep Consulting** applies risk management methodology as shown in Figure 3.

YUPMA methodology includes different methodologies and concepts of project risk management tending to become a general project risk management methodology. It contains the following basic sub-processes (Jovanović, P., 2009.; PMI, 2008.):

1. Risk Identification,
2. Risk Analysis and Assessment,
3. Risk Avoidance and Reaction Planning,
4. Risk Reaction Control.

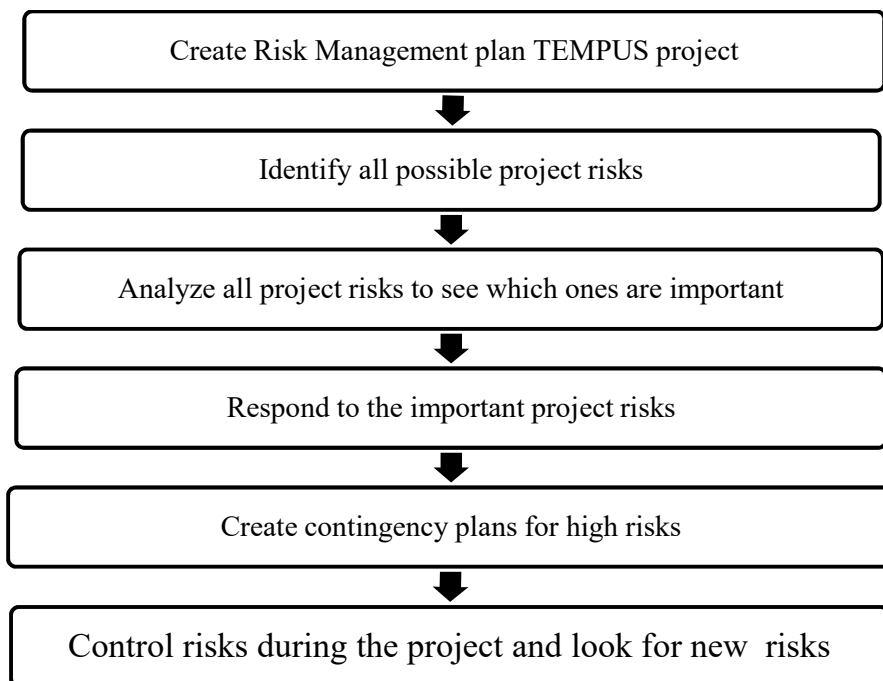


Figure 3. Risk management according to the methodology TenStep Consulting home (adapted: <http://www.tenstep.com.hr/tenstep-pm-proces/70-upravljanje-rizicima>)



K. Heldman's methodology proposes a general risk management methodology referring to project risk management. It includes the following fields (PMI, 2008.):

1. Risk Identification and documentation,
2. Risk Analysis and Priority Risk Establishment,
3. Risk Planning,
4. Risk Plan and Control Monitoring,
5. Risk Reassurance and Revision.

4. DEVELOPMENT OF METHODOLOGY FOR TEMPUS PROJECT RISK MANAGEMENT

Application of project management in implementation of TEMPUS project is a specific research project - starting from TEMPUS project definition (general and specific targets, working packages, activities and budget according to prescribed criteria) , over its successful implementation up to completion and submission of results along with secured sustainability of the TEMPUS project. Project management has become an important scientific discipline containing a number of established and adopted classifications and methodologies applied in various fields; for this reason, these may be used for TEMPUS project management as well, in either original or modified forms. (Jovanović, P., 2009.; Jovanović, P., 2010).

TEMPUS projects – especially larger and more complex ones - are very risky. In this regard, it is necessary to use the entire know-how, procedures and methodologies available for project risk management (Lipovetsky, S., 1997; Peled, M., 2012,).

Taking into account aforementioned methodologies in order to briefly analyse specific features of TEMPUS projects, we can propose a general methodology for risk management in TEMPUS projects that would include the following sub-processes:

- TEMPUS project Risk Identification,
- Quantitative and Qualitative Risk Analysis and Priority Establishment,
- Risk Reaction Planning,
- Risk Monitoring and Control
- Risk Reaction and
- Risk Documentation and Study (Figure 4).

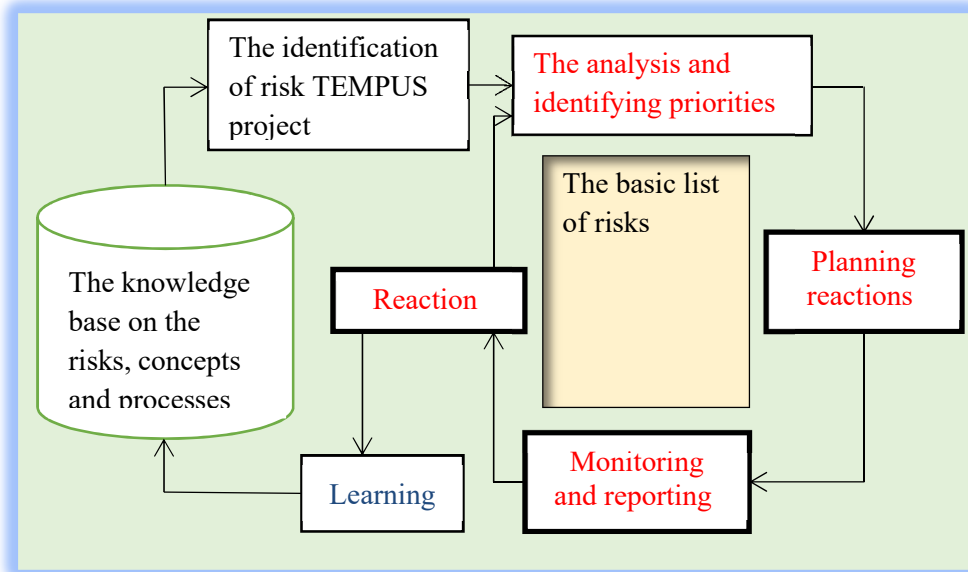


Figure 4. Risk Management Process

Table 5 gives a description of steps proposed for risk management in TEMPUS projects.

Table 5. Steps risk management TEMPUS project

STEPS OF RISK MANAGEMENT TEMPUS PROJECT		
	Step	The goal of steps
1	Risk identification TEMPUS Project	- Identifying / risk identification TEMPUS project - Creating a detailed description of the risks described in a clear and unequivocal manner
2	Assessment and Risk Analysis	- Compiling a list of risks by priority to the project team could allocate part of the project resources planning to address the risks of highest priority
3.	Planning response to the risks	- Setting up contingency plans in case of realization of risks, which specify what to do if the risk occurs, a pre-determined trigger when a defined event occurs ("trigger").
4.	Risk monitoring and reporting	- Monitoring the process of risk measurement and status of action plans to address the risks - Enabling information about the occurrence "trigger" in order to initiate contingency plans

		- Reporting changes in the state of risk and the development of contingency plans
5.	Responding to risks	- Successful implementation of contingency plans in case of risks - Updating the known risks, and risk analysis, priorities, plans and schedules
6.	Documenting and learning about the risks	- Learning is and documenting lessons learned and their registration, along with other important documents of the project, the knowledge base on the risks, which the team or the business system - a partner in the TEMPUS project allows them to reuse.

5. CONCLUSION

A series of different issues is associated with implementation of each TEMPUS project. All these projects are to be implemented in a future period of time – the longer the period, the higher the possibility that adverse events will arise. It means that risk and uncertainty are immanent to each TEMPUS project. For this reason, risk management for TEMPUS projects is not disputable at all.

In a TEMPUS project, accomplishment of desired results highly depends on the Coordinator's capability to manage project risks being a single component of the process of managing the entire TEMPUS project life cycle.

It's been proven in practice that a TEMPUS project cannot be successfully managed if a well-designed concept of risk management has not been made. The risks involved must be defined, analysed, connected and monitored, i.e. they must be properly managed. For such purpose, adequate action plans must be made and constantly adjusted to actual requirements of TEMPUS projects.

Based on personal experience gained in risk management with other projects, we propose a standard risk management procedure for TEMPUS projects. This procedure includes: TEMPUS Project Risk Identification, Quantitative and Qualitative Risk Analysis and Priority Establishment, Risk Reaction Planning, Risk Monitoring and Control, Risk Reaction and Risk Documentation and Study.

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TOURISM IN TERMS OF THE DEVELOPMENT OF SERBIAN RURAL AREAS

Invited paper

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***Abstract:** The territory of the Republic of Serbia is 85% a rural area, with around 55% of the total population. Rural areas have: hospitable population, natural resources, rich eco-system and biodiversity, natural rarities, intact natural beauties, cultural and historical heritage, local and autochthonous dishes and drinks, etc. At the same time, the rural population in regard to the urban population have lower incomes and life standard, a chronic lack of employment in other activities besides agriculture; they don't have basic conditions for cultural and sports life on one hand, but they dispose with the significant resources, which can be in terms of the improvement of everything previously said, on the other hand.*

There was applied the combination of qualitative and quantitative research methods in this paper, where there was used a structural questionnaire, as a research instrument, which had enclosed a list of questions, mostly those open type. In-depth interviews were organized with hosts who were engaged or wanted to be engaged in tourism.

The expected result is to impose the tourism, as the services industry, as the driver of overall development of the rural areas, along with the respect of comparative advantages every area has, and to put all the resources in terms of higher and more balanced employment, higher incomes and better life standards of population in these areas, and also a smaller gap between rural and urban areas, which have been now very expressed in Serbia.

Key words: *tourism, rural areas, Serbia, employment, standard.*

JEL classification: Q18, P25; R58; Z32

1. INTRODUCTION

There are different definitions of rural development (RD); one of the contemporary definitions implies, under a term “rural development”, an integral and multi-sector and sustainable development of rural space. The overall (integral) development of rural areas (RA) is important primarily due to the rural economy diversification, which has significantly fallen behind the urban areas (UA). Migrations of work-active population from rural to urban



settlements, population growing old, depending only on the primary agricultural production, destroying the horizontal and vertical reproduction chains in agro-food production (plundering privatization), insufficient investments in infrastructure have made this area lagging behind, impossible for normal life and work, and therefore impossible to start a family.

Depopulation appears, first of all, owing to economic factors, i.e. unemployment of work-capable population. Diversification of rural economy is a basic reason and a basic condition of demographic stabilisation of these areas, and which makes a foundation of all developmental components sustainability (society, economy and environment). An essence of the developmental process is in realizing the current situation (especially to determine all real resources for the development), determine the comparative advantages of the observed RA in regard to the neighbouring areas and accordingly to define a developmental path, which can bring more quality working conditions and quality life of population in that area.

Underdeveloped RA, with bad social and economic characteristics, represents a big problem, not only to a local community, but to the whole country, on one hand, while it disposes with the significant resources (especially natural), on the other hand. There comes to the stoppage of depopulation, employment of work-capable population, increase of income and thereby more balanced development of these areas with UA, by putting into operation those resources.

In order to decrease the pressure and inflow of population in UA, it is necessary, in a best possible way, to use the strategic advantages of every RA and to integrate these economic activities into a local community economy and the state as a whole. RA, which have determined their comparative strategic advantages, and if there has arose an enterprising, wise, brave man, a man with a vision, can have a serious diversified development of the economy in that area.

Naturally, everybody has to do his work. The state should bring the systematic laws, make economic environment, build infrastructure and adopt the measures of economic and agrarian policy, which would be in function of the development of diversified rural economy. Faculties, institutes, chambers of commerce, cooperatives, local authority, RA, associations, business entities, agricultural holdings etc. should perceive the current situation and determine the strategic directions of development (mission, vision, strategic goals, priority goals and measures) and finally, to determine who and in what way can realize it.

Respecting the facts that the Republic of Serbia disposes with the significant potentials for the development of all forms of rural tourism (RT), the tourism as an important tertiary economic activity, "industry of services", should be, along with agriculture, as a primary economic activity, one of the "locomotives" for the Serbian RA development. It means that all activities of all sectors, from the primary, secondary, tertiary and quaternary should be equally proportioned in the development of some RA, according to its comparative advantages and environment preservation.



2. MATERIAL AND METHODS

In this paper were used data, which have already been published in papers, publications, books, monographs, as well as data of the Statistical Office of the Republic of Serbia, EU, FAO, etc. The research methodology of this paper is a combination of quality and quantity researches. As a research instrument was used a structured questionnaire, which has comprised a list of questions, mostly open type. Conversations with hosts, who are engaged in agricultural production and/or rural tourism, were organized at "ETHNO FAIR" in Belgrade, 26th-27th November 2015, and examinees were from the following municipalities (Vrnjacka Banja, Kraljevo, Aleksandrovac, Cacak, Gornji Milanovac and Mali Zvornik). In-depth interviews were done with some of the hosts, who have seriously "made a step" toward rural tourism.

In the paper was used the comparative-analytical method and SWOT analysis.

3. RURAL AREAS, SITUATION AND PERSPECTIVE FOR THE DEVELOPMENT

In past thirty years, the EU countries has put RA at the centre of their developmental policy on one hand, and create the investment terms in those areas and thereby make real possibilities for employment of jobless people, on the other hand. It implies that RD respects the comparative advantages of the area in regard to surrounding areas and making the real and original models of development (Cvijanović, et.al. 2011).

Of the total 165 municipalities, 130 of them belong to RA (areas which population density is less than 150 inhabitants per km²), i.e. 85% of Serbian territory is rural, and 55% of total population lives there. Besides still significant number of active population, in these areas of our Republic, there are natural resources of our country, like high-quality and preserved land, clean forests and waters. RA have been rich with eco-systems and biodiversity, natural rarities, they have various activities, cultural and historical heritage. The Republic of Serbia still has uncontrolled migrations (rural-urban areas), devastation and impoverishment of village, poor previous and unfinished privatization, destruction of industry and agricultural-food sector, high unemployment, etc.

In recent years, in RA, the employment structure per activities has been dynamically changed. The highest employment was noticed in agriculture, in regard to other activities. In the period from 2004 to 2012, it had ranged from 43% to 50%, which had been much in regard to other European countries. Every fifth inhabitant of RA works in industry, and unfortunately, and they keep significantly decreasing. At the same time, the population in RA has been increasingly employed in a tertiary sector, which could be interpreted in two ways: on one hand, by the greater business stability in this sector's activities, and on the other hand, by growth of a number of employees in public administration activities, education, communal and social services.



An income of holdings in RA speaks in that favour, 35-42% of incomes result from employment (regular and additional) and right after follows a share of retirements with increasing trend (around 30% in 2012). In the same time, the analyses, agricultural income range from 6-9% of the total available resources of households, which were highly dependable of agricultural yield, and they had varied from year to year. The natural consumption value, which has mainly attributed to food consumption, manufactured in an agricultural holding, has been stable at the level of 12-14% (the Strategy of Agriculture and Rural Development of the Republic of Serbia for the period 2014-2024 ("Official Gazette RS" no. 85/2014)).

Tourism, as a very dynamic service activity, in past decades was starting to be an indicator of overall economic development, standards and the development of culture of a country (Štetić et.al. 2014). The significance of tourism, as a generator of economic and social development, and also its multiplied effects, affects the increase of a basic and additional employment, especially in rural areas. With tourism development and by inclusion of other compatible activities, which have their place in the total development of tourism, there the long-term stability is going to be ensured (Dimitrovksi, D., Milutinović, Sonja, 2014).

For countries in transition such as the Republic of Serbia is, all forms of RA mean a chance for a large number of dismissed workers from industry and other activities. Those workers, which left jobless, put pressure on RA and searched for their chance in agricultural production, tourism, trade and craftsman trade and other activities, which have the comparative advantage in this area in regard to other areas, but they must base their activities on modern marketing activities, i.e. to manufacture those products and services required by a market (Cvijanović et.al. 2013). RA as a very important segment of multifunctional agriculture, due to a multiplicative effect of tourism, initiates the faster diversification of rural economy, especially through highlighting of the AFP production in terms of high-quality nutrition of tourists in extraordinary landscapes of the Republic of Serbia (Cvijanović et.al. 2016). Besides, RAs provide the significant incomes to agricultural holdings of RA, not only through tourists' nutrition, but also through the sale of agricultural-food products (AFP) in a holding, as well as a product of home craft (Njegovan et.al. 2015).

Foreign trade exchange of AFP in the Republic of Serbia plays an important role, especially due to a fact that export is higher than import.

If we analyse the AFP import, then we can conclude that Serbia imports less than it exports, in regard that the coverage of import by export is higher 76.8% in 2008, and 94.2% in 2009. While observing the structure of import, we can determine that 62-65% of the primary agricultural products import, around 30% of processed and around 5-8% of fish and fish products. For small and poor country like ours, it is good that import is less, but it is not good to import AFP which the Republic of Serbia can produce. In past eight years, a share of these products in total import has increasing, unfortunately, and it has ranged from the lowest share of 4.6% in 2008 to 8.4% in 2014, when the share in total import was the highest.

In the analysed period (2008-2015), a share of AFP in total export was ranged from the lowest 18% in 2008 to the highest share of 23.2% in 2009. However, the structure of



AFP export is not satisfactory, while most often export the primary agricultural products (fresh or frozen raspberry, blackberry, strawberry, plum, sour cherry, cherry, peach, apple and mercantile maize) up to 75%. At the same time, for the analysed period, there is negligible small export of agricultural products with the higher-processing-stage (except sugar and oil). Causes why Serbia does not export more agricultural and/or food products, although there has come to more favourable conditions for export (increase of prices, opening the specific markets – crisis and sanctions between the EU and Russian Federation, etc.) on the world market, should seek in several facts. First of all, to say the least, the privatization of food industry, agricultural combines and foreign trade enterprises was done heedlessly. Secondly, there is no organized, specialized and interest connected agricultural-food production, processing and sale. Thirdly, the system of cooperative societies was destroyed. Fourthly, domestic banks, big and serious export houses were ruined, and there was neither an organized marketing approach, nor the export of these products.

Fifthly, the reproduction chains have been broken, and especially a large number of manufacturers, who were in a cooperative sector or some other form of cooperation with combines or food industry, have left aside. They could provide significant surpluses of these products, as for domestic, as well as for very demanding foreign market.⁴

Regarding that a large number of small manufacturers (family holdings) were not capable to comply with the requirements of “6K” (“2Q+4C”), many of them were ruined or were forced to do the additional jobs. The serious productions of autochthonous products which are manufactured in small holdings in rural areas of the Republic of Serbia unfortunately do not export. Whether they cannot fulfil “6K” or the standards and various non-tariff barriers are the obstacle for them. However, when tourists from all over the world test the autochthonous products, they usually look for when and where they can buy the specific AFP, or they come again in these rural areas and search for the traditional food and/or beverages. These AFP could be very interesting for so called “invisible export” through the supply of RT products.

A special place in the world has the development of all forms of rural tourism in RA, primarily, due to a very stressful life in UA (Cvijanović et.al. 2009). There are many motives why tourists come to rural areas. It can be: introduction and/or participation in field works, enjoying the healthy nature, getting acquainted with ethno events of a RA, enjoying the traditional food, wild herbs, forest fruits and/or mushrooms, enjoying wines, rakia or other agricultural-food products and/or making them, visiting farms (salas) and enjoying the traditional dishes, participating in manifestations – famous “ijade”, getting to know with RA, especially the cultural-historical heritage, introduction of children to RA, a way of life and work, hunting, fishery in the specific conditions of the RA, etc.

Remarkable natural beauties of Serbia, with an unusual and attractive relief, diverse and rich flora and fauna, favourable climatic and hydrological conditions, rich cultural heritage and national tradition provide numerous developmental possibilities, especially in

⁴ Modern foreign markets require “6K” (2Q+4C): quantity, quality, continuity, control and competitiveness. And to achieve all that, it is necessary to provide a capital.



the field of tourism (Katić et.al. 2011). Unfortunately, still continue the unfavourable migrations, villages are getting older and wither away, the weeds grow all over and arable land turns to forests. Very bad infrastructural and other conditions of rural population are noticeable. The development of RT, along with unavoidable agricultural-food production and other activities which could develop without being disturbed, change of awareness regarding the preservation of environment, could be one of the solutions to reconcile the current opposites, and with wisely thought-out selective economic, agrarian, infrastructural, organizational and educational incentive measures would ensure multiple positive effects (Cvijanović and Vuković, 2011).

4. FAMILY AGRICULTURAL HOLDINGS AS A CARRIER OF THE RURAL TOURISM AND RURAL DEVELOPMENT

The Republic of Serbia, according to Census of Agriculture in 2012⁵, has 631,552 agricultural holdings (AH); of that number of family agricultural holdings (FAH) 628,552 (or 99.5%), and legal entities and entrepreneurs 3,000 (or 0.5%) (Cvijanović et. al. 2014). An average economic size of AH amounts 5,939 euro, and observed in accordance to the organizational-legal form of AH, this indicator amounts: in a sector of family holdings – 4,990 euro, in a sector of legal entities and entrepreneurs – 204,755 euro.

If we observe only FAHs by regions (*Table 1*), the situation is as it follows: the Belgrade Region has 5.3% of total number of FAHs, with an average economic size (AES) of 4,389 euro, which is for 601 euro less than the republic average.

Vojvodina Region participates with 23.3% in total number of FAH of the Republic of Serbia, and it singles out by AES and in a total economic size of FAH in euro. That is to say, the region of Vojvodina has for 3,963 euro higher AES of FAH in euro than the AES of FAH in euro in the republic.

The region of Sumadija and West Serbia is the region which has the highest share in a total number of FAHs of the republic and it makes 41.7%. This region, as well as the Belgrade region, has less AES of FAHs in euro in regard to an average of the republic for 868 euro.

South and East Serbian region participates with 29.8% in a total number of FAHs of the Republic of Serbia and it is on the second place regarding a number of FAHs. Unfortunately, this region has the least AES in euro of FAH, it amounts 3,215 euro and it is less than the republic average for 1,775 euro.

⁵ Census of Agriculture 2012 was conducted by the methodology for agricultural holdings (AH) typology, by all relevant international suggestions, which had ensured a complete comparability of AH typology of the Republic of Serbia with the typology used in the EU countries and surrounding countries.

Table 1 Number and economic size of FAH in the Republic of Serbia and by the regions (source: part of Table 4 was taken over from Family holdings according to an economic size and the production type in the Republic of Serbia, Statistical Office of the Republic of Serbia, 2014).

Family agricultural holdings (FAH)	Republic of Serbia	Belgrade region	Region of Vojvodina	Region of Sumadija and West Serbia	Region of South and East Serbia	Region of Kosovo and Metohija
Number of FAH	628,552	33,177	146,269	261,935	187,231	-
Economic size in euro	3,136.526.046	145,344.061	1,309.594.621	1,079.712.999	601,874.365	-
Average economic size in euro	4,990	4,389	8,953	4,122	3,215	-

All these indicators point out to a fact that, as in many other countries, the situation is better in the north and west and worst in the south and east. It is obvious that a certain number of FAH has differentiated, which can survive as serious commodity manufacturers and those who must search for OPA in order to survive.

Besides the agricultural activities, the FAHs also have other profitable activities (OPA) related to a holding and not related to it. Of a total number of FAHs in the Republic of Serbia, 51.9% of them haven't got OPA, and 48.1% have OPA. Of a total number of FAHs which have any OPA, 25.7% are FAHs with OPA related to a holding, and 74.3% are FAHs with OPA not related to a holding.

The OPA related to a holding include incomes from: sale of agricultural manufactured products (meat, milk, fruits, vegetables and other agricultural products, rural tourism and fishery incomes, sale of wood and/or processed wood, sale of products of folk arts and crafts, etc. These activities can be performed on a holding (for example, tourism, folk arts and crafts, the processing of agricultural products for sale – except grape processing for wine production in case that a quantity of processed grape is exclusively or mostly from own production) or out of a holding (agricultural and non-agricultural contract work, for example, work with own combine). A share of FAH with OPA related to a holding in a total number of FAHs in the Republic of Serbia amounts 12.4% (Cvijanović et.al. 2014).

If we analyse data carefully (Cvijanović et.al. 2014), as well as all data previously described, than we can draw a conclusion that there are the most FAH with lower classes of economic size, which have OPA in their holding. In the Belgrade Region, the Sumadija Region, the West Serbia and the Region of South and East Serbia, the most of FAHs with OPA related to a holding is in the economic size class from 4,000 to 7,999 euro, while the least FAHs with OPA is in the economic size class of 100,000 euro and over. In the Region



of Vojvodina, the most of FAHs with OPA related to a holding is in the economic size class from 0 to 1,999 euro and here is, as in other regions of the Republic of Serbia, the least FAHs with OPA in the economic size class of 100,000 euro and more.

The OPA not related to a holding are the activities where a holding's resources have not been used, except a holding's labour and they can: perform in a holding or outside (in any other economic or off-economic activity). The share of FAHs with OPA not related to a holding in a total number of FAHs in the Republic of Serbia amounts 42.9% (Cvijanović et.al.2014).

At the republic level and a total number of FAH, the most of FAHs with OPA not related to a holding, are in the economic size class 0-1,999 euro or 19.9%, while the least of these holdings are in the economic size class of 100,000 euro and over (only 0.04%). The same situation is if we observe by the regions (Cvijanović et.al. 2014).

In other words, FAHs are, besides the primary agricultural production, forced to do also other profitable activities, as in theirs, as well as outside their FAH. All of these point out to a serious thinking to make serious preconditions in rural areas, even without some strategic documents or serious plans at the republic and the local community level, and an "initial spark" for the development of agricultural products processing in food products of higher-processing-stages and all forms of RT on one hand, and other activities for which are the basic conditions for the development, on the other hand. For example, that FAHs easily turn to holdings which are engaged in the processing of agricultural products, except the primary agricultural production, and the sale of these products, and some FAHs start to deal with other additional profitable activities (tourism, hospitality, transportation and handicrafts).

If the Republic of Serbia had defined RD in 2011 as an economic, social and ecological priority, then it is expected that the diversification of rural economy realizes in socially, economically and ecologically sustainable way, where there must be paid a special attention to the life quality improvement, decrease of poverty level and permanent taking care on a social and ecological degradation.

RT should be recognized as an important activity which can initiate the process of diversification of rural economy (MASTER PLAN OF THE SUSTAINABLE DEVELOPMENT OF RURAL TOURISM IN Serbia, 2011).

There was organized research in several municipalities of Sumadija and West Serbia to try to determine whether and how FAHs and rural tourism (RT) affect the RD of RA. The research was done with FAH which are engaged in agricultural-food production and/or RT. Although the questionnaire had 39 questions, we will cite several questions with answers, which illustrate the best the significance of RT for the development of rural economy in RA of examinees.

When they were asked, *if they were engaged in agricultural-food production and if they have a surplus in agro-food products (AFP), there were offered the following answers: that they are engaged in agricultural food production and that they have surpluses in AFP, that they are engaged in this production, but they don't have surpluses in AFP, and others.* Of a total number of examinees, 91.6% was replied positively, i.e. that they are engaged in



this production and they have surpluses in AFP, 8.2% was replied that they were engaged in this production but without surpluses in AFP, and 0.2% of them were relied with “other”.

When they were asked, *how they sell surpluses of AFP and where, there were offered the following answers: at home, in the market, to processing capacities, to middlemen and others.* Of a total number of examinees, 49.7% was replied “at home”, 12.6% was replied “in the market”, 25.9% was replied “to the processing capacities”, and 1.8% of them were replied with “other”.

When they were asked, *who they sell their surpluses of AFP to, there were offered the following answers: to already familiar buyers, to passer-buyers, tourists (through diet and purchase for ‘to go’) and others.* Of a total number of examinees, 71.7% sell to familiar buyers, 3.6% sell to passer-buyers, 20.6% sell to tourists, and 2.1% of them were replied with “other”.

When they were asked, *what form of AFP surpluses sale is the most profitable, there were offered the following answers: sale to already familiar buyers, sale to passer-buyers, sale to tourists, sale to tourists (purchase of AFP ‘to go’) and others.* Of a total number of examinees, 45.0% think that selling to familiar buyers is the most profitable, 23.1% think that selling to tourists (nutrition) is the most profitable, 28.3% think that selling to tourists (purchase of AFP for ‘to go’), and 0.7% of them were replied with “other”.

When they were asked, *if and in which extent could increase the agricultural-food production and make higher surpluses of AFP for the potential tourists, there were offered the following answers: yes, double; yes, for a half of the current surpluses; there are no capacities for higher production and others.* Of a total number of examinees, 81.9% were replied with “yes, double”, 15.2% were replied with “yes, for a half of the current surpluses”, 2.2% were replied that there is no capacities for higher production, and 0.7% of them were replied with “other”.

When they were asked, *if they would be ready to be engaged comparatively in agricultural-food production and RT in their FAHs, there were offered the following answers: yes, no, I don’t know.* Of a total number of examinees, 95.6% were replied with “yes”, 1.6% was replied with “no”, and 2.8% were replied with “I don’t know”.

When they were asked, *who should start up their FAH to be engaged in RT (this question was asked to FAH, i.e. to their representatives), there were offered the following answers: FAH, FAH with the support of tourist organization (TO) and a municipality, TO, municipality, municipality with the governmental support, I don’t know.* Of a total number of examinees, 12.9% were replied with “FAH”, 46.8% were replied with “FAH, with the support of TO and municipality”, 9.9% were replied with “the local TO”, 17.5% were replied with “the municipality”, 12.6% were replied with “the municipality with the governmental support” and 0.3% were replied with “I don’t know”.

In accordance to this research and done in-depth interviews and discussions with experts, there can be expected that Sumadija and West Serbia, and we are sure the whole Serbia, have big chances for the RT development in all rural areas with the comparative advantages in creating the tourist product supply, by enriching a tourist product through the specific AFP.

The awareness is growing, not only of educated urban population in rich countries, but also of the population in Serbia, that it is very important to relax in peaceful natural

amenities, to eat top-quality food, introduce the production process of AFP, as well as to know not only how much, but also what to eat. At the same time, the Republic of Serbia disposes with a significant number of FAHs, engaged in the agricultural-food production, which they cannot sell in the world markets, but they can do it successfully through the RT. In other words, and the research has shown, that the population of Sumadija and West Serbia (as well as the population in other regions of the Republic of Serbia), who offers rural tourist products, pays special attention to AFP. It is the same with tourists, who come, not only to see natural beauties, cultural and historical heritage Serbia disposes with, but also to enjoy in delicious autochthonous food, great natural juices, rakia, wines, jams, salads, fruit preserves without any artificial additives.

In order to define the RT significance for the development of RA, and also rural economy diversification in some municipalities of Sumadija and West Serbia, and their better positioning in the market, it is necessary to define strengths and weaknesses, as well as chances and threats (*Table 2*).

Table 2: SWOT analysis of healthy-safe food and rural tourism of Central Serbia

<p style="text-align: center;">STRENGTHS</p> <ul style="list-style-type: none"> ➤ favourable tourist-geographic position of Sumadija and West Serbia, ➤ a large number of preserved and protected natural resources (especially clear soil, water and air), ➤ a great potential for accommodation of tourists in rural houses, ➤ hospitality of population, ➤ diversity of a tourist product of RT, ➤ good supply of an authentic AFP, i.e. food and beverages, ➤ fair prices in regard to other countries, ➤ educational staff for the production of AFP and for the RT. 	<p style="text-align: center;">WEAKNESSES</p> <ul style="list-style-type: none"> ➤ Bad tourist infrastructure and signalization in RA; ➤ Inadequate legislation for the facilities categorization, ➤ Unfavourable age structure of population in RA (elderly and devastated village), ➤ Insufficient marketing presentation of the potentials for the production of AFP and RT; ➤ Insufficient measures of economic and agrarian policy for stimulating the AFP i RT development, ➤ Insufficient state support and support of local authorities in funding the AFP and the RT development.
<p style="text-align: center;">CHANCES</p> <ul style="list-style-type: none"> ➤ changes in habits and values of tourists who search for AFP and a new natural experience in RT; ➤ connections in interest among a local authority, scientific and economic institutions, and FAH for the faster development of AFP and RT; ➤ activation of a “dead” capital (empty houses, stables, cultural centres, village halls, etc.) in terms of the AFP and RT, i.e. the RA development; 	<p style="text-align: center;">THREATS</p> <ul style="list-style-type: none"> ➤ social-economic crisis, wars in the Middle East, refugees and other problems which affect the tourists readiness to travel, ➤ weak or insufficient coordination among institutions in the field of AFP, i.e. agriculture and tourism, ➤ Strong competition in countries which develop similar or the same tourist products, such as Switzerland, Austria, Slovenia, Croatia, etc. ➤ elemental, unplanned and unprofessional approach to the strategic planning and



<p>➤ Solving the state unemployment problem through the employment of especially young people, starting from unskilled workers to top experts in agriculture, i.e. AFP, tourism, traffic, hospitality, trade handicraft trades and other economic and off-economic activities.</p>	<p>the realization of organic production and RT in RA of the central Serbia,</p> <ul style="list-style-type: none">➤ potential jeopardy of RA if the sustainable development principles are not going to be respected, and if the natural wealth is not going to be preserved,➤ Potential jeopardy of flora and fauna in unplanned utilization of them.
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5. CONCLUSION

The Republic of Serbia disposes with the excellent natural conditions for the agricultural food production; it has a significant number of FAH which are engaged in not only AFP production, but they have a real capacity for the development of RT, too. At the same time, the FAHs manufacture significant surpluses of AFP, which they sell with difficulties, and which they could sell to rural tourists through meals or for “to go”. Besides, RT would activate an unused “dead capital”, such as the significant uncultivated agricultural areas, empty houses, stables, outbuildings, watermills, as well as the other facilities in rural areas.

All of that enriches and differentiates the rural tourist supply of these areas, so it can have also more significant impact, as of FAHS to RT and reversely, and all in order to develop the entire rural economy.

It is desirable to plan strategically the development of RT in RA of the Republic of Serbia, along with the respect of the comparative advantages they have, as regarding their natural beauties, cultural-historical heritage, as well as regarding the cultivation of AFP and collecting wild herbs, forest fruits, etc.

A unique tourist supply of Serbian RT, the strategic planning of agricultural development and RT, would preserve also RA from destroying their original beauties, those areas pollution and the preservation of flora and fauna, by which these areas dispose.

There could also employ a large number of workers and experts, not only in the field of tourism and agriculture, but also all other economic and off-economic activities, because the tourism is a „serviceable industry” which set in motion all economic and off-economic activities. Investing in RT in terms of the RA development would decrease a gap among rural and urban areas, there would stop the migrations of work-active population (rural-urban areas) and there would increase the life standard of rural population.



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HOLIDAY TOUR PACKAGES & TOURIST MOTIVATION A CASE STUDY OF RHODES, GREECE

Invited paper

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Abstract: *Tourism is a favorite leisure activity. The motivation which causes someone to choose certain activities and a destination for vacation is an interesting issue, which allows for a better understanding of people's behaviour in the area of leisure spending.*

This paper focuses on the analysis of the main reasons a tourist selects a holiday package tour in order to visit Rhodes. Specifically, we are studying the case of a holiday package tour, enumerating and analyzing the most important factors that prompt tourists to select this particular package, as well as the main factors that affect a great degree of the returning process and the evaluation of the journey.

The data collection was implemented in Rhodes, Greece. A survey with 500 structured questionnaires was collected in April 2016. The main results of the research are: a) the cost of visit a destination, the overall organization of the trip, the need for communication and entertainment, time-saving, safety, guaranteed quality of services provided, services of a tour guide, as well as the legal cover of the tourist in case of a mishap, are very important reasons for which he/she can choose an organized holiday tour package, and b) tourists attach great importance to the overall organization of the trip and the quality of the accommodation. Moreover, infrastructure and the variety of activities, validity of information provided and pricing are considered equally important elements for the evaluation of an organized holiday package tour.

Based on the findings of the study, some policy recommendations are given to the local tourism marketers and hotel managers in order to develop the local tourism industry appropriately.

Keywords: *Holiday package tour, Tour Operators, Travel Agencies, Rhodes, Incitement motives, Mass tourism.*

1. HOLIDAY PACKAGE TOUR

The organized holiday package tour represents a complex tourism product, created in advance by the tourist agencies that are charged with settling the components of a vacation trip.

A traveller's need to reassure a great number of terms and conditions for his/her trip's normal outcome, made tourist agents take upon themselves the procurement of individual components of said trip and combine them into a single tourism product (accommodation, transport, nourishment, excursions, leisure activities etc).

The main advantage of an organized holiday package tour is that it is considered well-defined and complete, ready to be distributed on the tourism market mostly as a product for mass consumption. The unified price of the package is paid in full ahead of the trip, something that relieves the tourist from distributing its total cost among its various components.



But the final price is the most defining aspect of selection of a package and the main advantage of the travel agents over the individual consumer, as they are able to buy bulk allocations of the individual components (aircraft seats, hotel beds, excursions etc) in much lower prices that the consumer cannot achieve. This is due to their bargaining power over the individual tourism product suppliers (Varvaresos, 2013: 302-303).

2. SUMMER HOLIDAYS IN THE ISLAND OF RHODES IN GREECE

Rhodes is one of the most famous travel destinations in the Aegean Sea. It is the largest of the islands that make up the Dodecanese group in the middle of the Aegean and is one of the most developed Greek holiday spots in terms of tourism infrastructure.

Therefore, thousands of tourists from northern Europe and from other parts of the world choose to spend summer holidays on the island of Rhodes in Greece both because of its luxurious hotels and numerous tourist attractions.

Weather in Rhodes warms up already in April so there are many tourists who book summer holidays already in April and begin to invade the most beautiful beaches of the island attracted by the low prices of travel packages available in this part of the year. Moreover, you will find very tempting deals also in October, which practically the last month of the summer season is given that the weather is still warm and you can bathe without shivering in the clear waters of the Aegean. But let's see which the main attractions of Rhodes are?

The most popular beaches of Rhodes are Faliraki Beach located near the largest city on the island, Rhodes Town. The location is a great advantage but here come a large number of tourists during the peak season so the place is very crowded.

Other beautiful beaches but with a more pleasant holiday atmosphere are Lindos Beach near the little village of Agios Pavlos (locals say that here disembarked Apostle Paul when he came to the island), Ladiko Beach near Faliraki (the most famous tourist location of island), Kallithea Beach (known for its mineral springs with hot water), Tsambika Beach near the village of the same name, Afandou Beach (one of the longest sandy beaches on Rhodes), Prassonisi Beach in the southern tip, Kolympia Beach (one of the least crowded beaches of Rhodes) and more.

Actually, on the island of Rhodes in Greece are no less than 42 beaches with different facilities, so you can choose one that suits you more both in terms of location and at the facilities they offer.

Beach resorts and hotels in Rhodes are generally located in the most popular vacation spots like Rhodes Town, Faliraki, Kolympia, Archangelos, Lindos, Pefki, Ixia and others. They lie mostly on the east coast and provide excellent accommodation amenities and superior service.

Rhodes is one of the Greek Islands with the richest history. The island was disputed and conquered over the centuries by various empires that each left behind many relics that have transformed today into stunning sights. Some of the most visited points of interest in Rhodes are listed below.



- The Old Town of Rhodes, a UNESCO World Heritage Site, is surrounded by an impressive defensive wall which has various gateways and offers visitors many old buildings, shops with various products and taverns where tourists can enjoy various Greek culinary delights; this settlement is the oldest inhabited medieval town in Europe and its main attractions include the Temple of Venus in Simi Square.

- The Butterfly Valley is located about 5 kilometers from the village of Theologos and provides in August a unique spectacle with thousands of butterflies flying all around.

- The ancient city of Ialysos is reminiscent of one of the three cities that existed on the island in antiquity and today offers artifacts from all historical periods of the island starting from the Mycenaean period, continuing with the Byzantine era (when the city was called Filerimos) and ending with the era of Italian hegemony from the early 20th century.

- The Seven Springs is located about 30 kilometers from Rhodes Town and is a picturesque place in a valley surrounded by pines and filled with paths, bridges, seven springs and a small lake around which live wild peacocks which can be spotted occasionally.

- The Marine Aquarium is known as the Hydrobiology Station of Rhodes and is located in the north of the island; since 1963, it operates as a kind of aquarium museum where people can view various marine species living in the waters surrounding the island.

- The monastery of Tsampika is a complex of religious buildings built in the Byzantine style and located on a hill from where you can admire scenic views of the surroundings; the monastery includes a Byzantine church and is located near the village of the same name and is accessible by climbing about 350 steps; it is said that the place is miraculous especially for women who cannot become pregnant - the legend says that after a visit to the monastery, they are blessed soon with children!

- Acropolis of Lindos guards the new city on a hill and is one of the most impressive archeological sites of Rhodes; otherwise, the entire area houses both ancient and Byzantine relics, so history fans are advised to visit the surroundings of Acropolis as well.

- The ancient city of Kamiros is the place where was located the third ancient city of Rhodes; these towns united in the 5th century BC and founded the ancient Rhodes, one of the most powerful city-states of Greece.

- The Forest of Prophet Elijah offers stunning natural beauty with lots of pine trees and is home to a monastery located on a mountain at an altitude of about 720 meters (2,600 feet); nearby are two rustic hotels hosting pilgrims who come to pray here.

- The Monolithos Castle is a place near the village of the same name where was erected a medieval castle; the place is very picturesque and is accessible by a path that goes through a pine forest.

- The Gulf of St. Paul is where it is believed that the Apostle Paul landed when he came to preach the Christian teachings; it is located near the Agios Pavlos village and hosts one of the island's most famous sandy beaches, Lindos Beach.

Generally, Rhodes is a perfect travel destination to spend your summer holidays and enjoy the attractions offered typically by the Greek islands: gorgeous sandy beaches bathed by turquoise waters of the Aegean, warm and sunny weather, cozy accommodations in luxury hotels, a variety of water sports, many beautiful places to visit, numerous sights of



historical value, delicious foods, friendly locals eager to help when needed, and so on. Therefore, it is not by chance that the island of Rhodes in Greece is among the most visited vacation spots in Europe during summertime.

3. INCITEMENT FACTORS OF TOURISTS FOR CHOOSING AN ORGANIZED HOLIDAY PACKAGE

According to Britten (2009), the popularization and democratization of tourism were the outcome of a dramatic increase in tourist demand, caused mainly by the members of the workforce expressing their biological need for rest and relaxation by everyday work-related stress and the tediousness of everyday routine.

However, travel stereotypes are constantly changing, thus influencing the spatial organization of the tourist flows. The tourism market changes and adapts itself to modern tourism data.

Undoubtedly, selecting an organized holiday package tour is, for most tourists, the best solution for visiting Rhodes, and it is imperative to list and analyze the main factors leading them to their choice.

Price of the holiday package tour

Transportation of the tourists and their accommodation in a tourist destination equals a certain financial cost, which includes individual costs for transportation, accommodation, nourishment, transfers etc.

However, because most tourist destinations offer an array of tangible and intangible products catering to different parts of the tourist market, final pricing covers a wide range of tourist products, which means that there are different prices for products of different quality levels. The total cost amounting to a visit to a tourist destination is analogous to the cost of the individual components and services comprising the package tour. The higher the cost of the individual tourist services of the package, the higher the final pricing of said package is and, by definition, the higher the cost of vacation at a tourist destination. On the contrary, the lower the cost of the individual tourist services included in the tourist package, the lower the final pricing of said package is, and, by definition the lower the cost of vacation at a tourist destination (A Bair C. 2009).

Without a doubt, the so called “low-cost” service providers are the basis for the “autonomous tour packages”, in which the tourists book their air transfer and their accommodation on their destination via the Internet. Naturally, this is not to the advantage of the traditional Tour Operators (T.O.), because those consumers follow the principle of free distribution, without the mediation of the large international tourist agencies that have been defining incoming tourist flows and reservations in most markets for years. The competition between “established” T.Os and “low-cost providers” on package tours has reached its peak during the last years. The United Kingdom is a suitable example, as in this country the decrease in the organized vacation market led to the integration of the Tour Operator market. This gave the most benefit to the consumer-tourist, by providing him/her with tourist services in very affordable prices.



Time-saving

Selecting a package tour can be completed with a single transaction. The tourist contacts the tourist agency, from which he/she buys the complete holiday package, thus reducing by far the amount of time that would be needed if he/she tried to organize the trip all by himself/herself.

Organizing the trip

An organized holiday package tour seeks to isolate or minimize all the possible negative surprises that are often part of a trip or holiday by individual tourists (Mintel 2013).

By choosing an organized holiday package tour, a tourist automatically secures the “where, when, how” of his/her holiday, thus putting all the consideration to how better to satisfy individual needs. By buying a package tour, the tourist’s desire is the complementarity of the various services offered in the package. For example he/she knows in advance the date and time of arrival and departure, the conditions of his/her stay and the places to be visited. A sense of harmony in the trip and the activities at the intended destination gives the tourist a feeling of security and certainty, while he/she has the opportunity to calm down and relax, without the various worries arising from the necessary procedures of organizing the trip.

A special significance is given to a decision by a family to buy a holiday package tour. It is known that the existence of kids in the family is a decisive factor for choosing the place and the time of the vacation (Bovagnet 2006).

Guaranteed quality of products and services provided

Holiday package tours offer guarantee for the quality of the products provided, in the form of the contract for the realization of the trip. The detailed description of the product at the brochures, the contract and the presence of the tourist agency’s representatives at the destination, largely ensure the consumer’s satisfaction.

The need for communication and entertainment

Vacations are held during a specific time period, when the search for other people and for communication with them is considered paramount. However, there are many individuals that wish to relax during the vacation period, to isolate themselves from all of their concerns. Undoubtedly, the great majority of tourists depart during the same time period for the same tourist destinations looking for relaxation, entertainment and, why not, the forging of new friendships, relationships etc.

The human need for communication and the desire for entertainment are strong and vacation is a chance for satisfying both. Most people see vacation as a holiday season, coming in stark contrast to the other months of the year and a mediocre, continuous and repeating lifestyle. Vacations offer the chance for renewal (both physical and mental), so the tourists can then return to their everyday way of living somewhat relaxed, waiting for the next “escape” (Garter, Lime 2000).

Organized holiday package tours and, mostly, mass transit to a tourist destination, offer a chance for people to meet, whereas during the activity schedule, human relationships are forged, stronger of more casual. Times when individual tourists selected the same package for the same destination as other individual tourists and them became partners for

life and/or permanent residents of the destination where they met their significant other are not uncommon.

Lastly, an organized holiday package tour is giving the tourists, if they wish a chance to satisfy the human need of gaming. By selecting a specific package tour, a tourist knows beforehand that it gives him/her the chance to live in a world of gaming, where his/her wishes can be fulfilled (Tsartas 1996: 207). Modern organized hotel have increased their specialized services towards the fulfillment of this motive. Tourists, through the process of gaming, often change their consumer behavior and even differentiate their moral standards sometimes, looking for the liberty not present in their everyday lifestyle (Manolis, 2009).

Security

Security is a major factor in the process of selecting a destination. Increased incidents of terrorist activity are a major cause for concern to a traveler (Mavondo & Reisinger 2005).

A tourist needs to feel safe. This need, as well as the services offered, must be catered to by the service providers, as far as possible. This is why special attention is given to creating package tours in safe destinations.

According to Varvaressos (2013), lack of security, apart from not activating all the motives of tourist demand, is also turning into an important factor of the spatial rearrangements of international tourist flows.

Guided Tour Service

The presence of a certified professional tour guide is included in many package tours. The tour guide, apart from the guide services proper, is also charged with solving problems the tourists are facing during their stay at a destination and also offers psychological support whenever required.

Moreover, the tour guide helps tourists to better allocate their time by selecting the places and sites they are going to visit. Many tourists believe that, by selecting a package tour, they will learn a destination by listening to a professional tour guide.

The tourist's legal cover

Tour packages offer legal cover and obligations for refund in case of not meeting the terms of the signed contract. If the client denounces the contract, or if, for any reason not having to do with the client, the tour organizer cancels the trip before the arranged departure date, the client is entitled to ask for an organized holiday package tour of the same or better quality. In case the package offered is of lower quality, the organizer is obliged to refund the price difference.

Moreover, if the organizing tourist agency goes bankrupt, guarantees are in place, ensuring the traveler that he/she will get his/her money back, whereas, if the trip has already started, he/she will be returned home. Practical details on those matters are always dependent on the national legislative frameworks and the insurance organization through which the agency has ensured the clients protection.

4. BASIC ELEMENTS IN THE EVALUATION OF AN ORGANIZED PACKAGE TOUR

Return and readjustment in the place of permanent residence and the workplace seems quite easy for a tourist in the present circumstances. But it would be short-sighted to consider



the process of return to daily life as something pleasant, since, no matter how long the vacations are, we still want even more.

The tourist that has chosen a specific package tour evaluates the trip upon his/her return and sometimes this is the preamble to designing and choosing the next trip (Wang 2010: 154-179). Thus, it would be safe to say that the basic elements of a package tour that have an effect on its evaluation by the tourist are:

Total cost

The tourist, upon his/her return, evaluates the total cost of his/her visit to a destination. More specifically, he/she evaluates the prices of goods and services at the lodging site and outside of it, at the destination in general, so as to meet the quality standards he/she expects (Schiffman, Pearson 2007).

Without doubt, the global economic crisis had a great effect on tourism. The reduction in the consumers' available income is palpable and consumer trust has been significantly reduced. However, the devaluation of the Euro (the common European Currency) has made European destinations more attractive for citizens of non-European countries with fast economic growth. Short-term vacations, discounts and lower tourist spending are the trends at the time.

Organizing the trip

The travel agency's service package must conform to the tourist's expectations and provide comfort, both during the outgoing and the incoming phases of the trip (Swarbrooke, Horner 2004).

It's not unusual for a tourist to feel discomfort, because, in an attempt to capitalize on lower prices, tourist agents make him travel at nighttimes, leading to his/her exhaustion. Moreover, long delays and time-consuming queues bring fatigue, irritation and generally negative impressions for the whole package tour procedures.

Quality of the accommodation

The quality of the accommodation plays a very important part at the evaluation of the trip, because the tourist spends a great deal of his/her time in the premises and consumes the tourist services provided in the package tour.

It is a known fact that the quality of service and the functionality of the lodging facilities provide the elements that differentiate "vacations" from the familiar environment of the tourists, building a positive mood on the way.

Infrastructure and variety of activities at the destination

A tourist choosing this type of organized vacation is looking for organized infrastructure and services, as well as a variety of activities on the destination. He/She looks for something different from everyday life, expecting the best possible amount of "pleasure" (Morrison 2010). Moreover, a tourist seeks for "authentic" experiences, capable of designating the destination as "different".

Validity of information

Each tourist, before he/she arrives at the travel destination, has preconceived images, formed by advertisements and all the information received by the tourist guide publications and the travel agencies. More often than not, these images are different from reality,

something that is disappointing for the tourist and creates a negative perspective that affects the trips overall evaluation (Bigne, Sanchez I., Sanchez J. 2001).

5. RESEARCH OBJECTIVES

The main objective of the present research paper is to highlight the factors that motivate tourists in choosing an organized package tour in Rhodes, as well as to pinpoint the basic elements of evaluation for this mode of tourist transportation.

After the cataloguing and analysis of the primary research results, combined with the researchers' personal knowledge base and the secondary research data, the ulterior objective is to determine the wishes of potential tourists concerning their choice in organized holiday package tours in Rhodes and the design of tour packages catering to those needs and specifications by the package tour organizers.

6. METHODOLOGY-ANALYSIS

Primary research took place between April 22th, 2016 and April 28th, 2016 at "Diagoras Airport" Rhodes Airport, on tourists-consumers that were bound to travel in a domestic or international flight.

The instrument for collecting the sample's answers was a structured questionnaire. A total of 500 questionnaires were collected, of which 250 were chosen as the primary sample, utilizing the systematic sampling technique. More specifically, the allocation of the sample is as follows (Table 1).

Table 1: Research Sample

Data	Description	Frequency	Percentage
Sex	Male	114	45.6%
	Female	136	54.4%
	Total	250	100%
Age	< 18	12	4.8%
	18 – 29	71	28.4%
	30 – 39	94	37.6%
	40 – 50	42	16.8%
	> 50	31	12.4%
	Total	250	100%
Marital Status	Single	67	26.8%
	Married	183	73.2%
	Total	250	100%
Education	High School	109	43.2%
	University/College	89	35.6%

	Postgraduate degree	52	20.8%
	Total	250	100%
Occupation	Employee	112	44.8%
	Civil Servant	52	20.8%
	Freelancer	41	16.4%
	Unemployed	45	18.0%
	Total	250	100%
Monthly personal income / salary	≤ 1000 €	172	68.8%
	1001 – 2000 €	71	28.4%
	2001 – 3000 €	5	2.0%
	≥ 3001 €	2	0.8%
	Total	250	100%

7. RESULTS

In this section we present the results of the research pertaining to the attractiveness of acquiring a package tour in Rhodes. Diagram 1 and Table 2 that follow, refer to the possibility that tourists-consumers will pay for an organized holiday package tour.

More specifically, we can see in Table 2 that 86.8% of the consumers within our sample are almost certain to buy an organized holiday package tour in order to visit Rhodes, while 10.8% thinks it is possible. The possibility of not paying for a package is only 2.4 % of the total sample.

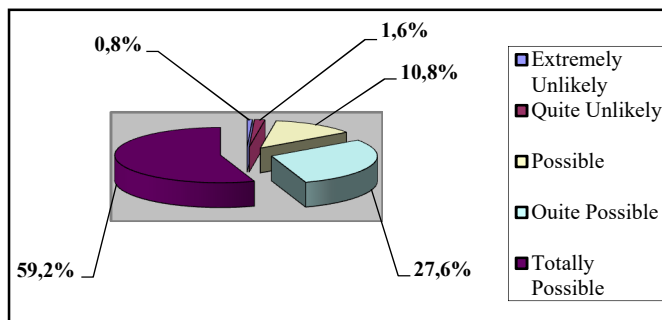


Diagram 1: Possibility for buying an organized holiday package tour in Rhodes

Table 2: Possibility for buying an organized holiday package tour in Rhodes

Extremely Unlikely	Quite Unlikely	Possible	Quite Possible	Totally Possible	Total
2	4	27	69	148	250
0.8%	1.6%	10.8%	27.6%	59.2%	100%

At Table 3, that follows, the main reasons for selecting an organized holiday package tour are highlighted. Specifically, the most important reasons for a tourist to select an organized holiday package are the cost of visit to a destination, the planning of the trip, the need of communication and entertainment, time-saving, guaranteed quality of services provided, services of a tour guide and legal cover.

Table 3: *The most important reasons for choosing an organized holiday package tour in Rhodes*

Reasons for choosing a holiday package	Extremely insignificant	Insignificant	Neither significant, nor insignificant	Significant	Extremely Significant
<i>Total cost of visiting the destination</i>	0	9	15	69	157
	0%	3.6%	6.0%	27.6%	62.8%
<i>Need for communication and entertainment</i>	1	9	32	115	93
	0.4%	3.6%	12.8%	46.0%	37.2%
<i>Efficient organization of the trip</i>	2	6	11	88	143
	0.8%	2.4%	4.4%	35.2%	57.2%
<i>Time-saving</i>	0	0	4	182	64
	0%	0%	1.6%	72.8%	25.6%
<i>Safety</i>	5	10	20	103	112
	2.0%	4.0%	8.0%	41.2%	44.8%
<i>Guaranteed quality of the services provided</i>	0	11	16	135	88
	0%	4.4%	6.4%	54.0%	35.2%
<i>Tour guide services</i>	0	2	6	175	67
	0%	0.8%	2.4%	70.0%	26.8%
<i>Legal cover of the tourist</i>	2	11	31	89	117
	0.8%	4.4%	12.4%	35.6%	46.8%

Therefore, based on the particular data of this research, the extracted results shed light on the importance of the reasons for choosing a holiday package. More precisely, 98.4% of all those questioned believe *that time-saving on the part of the tourist* is an important or very important reason, both in the stage of planning as well as in the stage of executing the trip. 96.8% of the tourists wish the *inclusion of tour guide services* on their tour package, while 92.4% of them believe that *the efficient organization of the trip* by the organizer is a serious factor in choosing this type of vacation.

Given the reasons for choosing an organized holiday package tour in Rhodes, the *total cost of visit* to the destination and *guaranteed quality of services provided*, follow closely with 90.4% and 89.2% respectively. Moreover, *safety* with 86.0%, the *need for*

communication and entertainment with 83.2% and finally, *legal cover* of the tourist with 82.4% conclude the total answer count.

On Table 4 that follows, we can observe the elements that are deemed the most important and play a part in the evaluation of a package tour. Specifically, it was noted that tourists-consumers highly value the efficient organization of the entire trip and the quality of the accommodation. Infrastructure and the variety of activities at the destination, reliability and validity of information provided by the organizers, as well as the pricing are also considered important in the evaluation of an organized holiday package tour.

Table 4: *The most important elements for the evaluation of an organized holiday package tour in Rhodes*

Important elements	Not Important	Somewhat Important	Quite Important	Important	Very Important
<i>Efficient organization of the trip</i>	4	0	8	96	142
	1.6%	0%	3.2%	38.4%	56.8%
<i>Quality of accommodation</i>	0	1	1	51	197
	0%	0.4%	0.4%	20.4%	78.8%
<i>Infrastructure and the variety of activities at the destination</i>	2	3	2	118	125
	0.8%	1.2%	0.8%	47.2%	50.0%
<i>Validity of information</i>	0	3	8	92	147
	0%	1.2%	3.2%	36.8%	58.8%
<i>Pricing</i>	1	2	3	49	195
	0.4%	0.8%	1.2%	19.6%	78.0%

More precisely, taking into account all the answered questionnaires, 99.2% considers the *quality of the accommodation* an important or very important reason, while 97.6% attaches importance to *pricing*. At this point, it needs to be mentioned that 68.8% of the research sample has a personal monthly income of less than 1,000 €, with 18.0% of the sample being unemployed.

The importance of *infrastructure and the variety of activities* at a destination comes after that with 97.2%, *validity of information* with 95.6% and the *efficient organization of the entire trip* with 95.2%.

8. CONCLUSIONS

At this research paper, we attempted to catalogue and highlight the main motives that tourists have, for choosing an organized holiday package tour in Rhodes.

From the results of primary and secondary research conducted, we can assume the following:

a) The *cost of visit* to a destination, the *overall organization* of the trip, the *need for communication and entertainment*, *time-saving*, *safety*, *guaranteed quality of services provided*, *services of a tour guide*, as well as the *legal cover* of the tourist in case of a mishap, are very important reasons for which he/she can choose an organized holiday package tour in Rhodes.

b) Tourists attach great importance to the *overall organization* of the trip and the *quality of the accommodation*. Moreover, *infrastructure and the variety of activities*, *validity*



of information provided and pricing are considered equally important elements for the evaluation of an organized holiday package tour.

Without a doubt, the global economic crisis, unemployment and anxiety about the future are obstacles for a vacation trip. An organized holiday package tour for Rhodes offers all the right motivation and elements that the tourists wish, in order to decide a future tourist excursion.

Considering the tourist destination, it is the single most important factor of the package tour and the criteria for choosing one must be rational, or else a string of highly problematic destinations are offered, with inescapable negative consequences on a tourist-centered economy at a local, regional and national level.

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ROLE AND SIGNIFICANCE OF TOURISM DESTINATIONS BRANDING

Invited paper

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Abstract: *Most tourism destinations in the world today have good conditions for the stay, they stress the uniqueness of their own culture and heritage and describe local population as rather hospitable. However, this is no longer a sufficient basis for differentiation on tourism market. In conditions of extremely turbulent and competitive market, tourism destination must create a unique identity which differentiates it in relation to the competition, which enables growth and development in tourism market. Creating the identity of tourism destination is closely related to destination branding. Based on the analysis of the good examples of branding famous destinations in the world, the purpose of this article is to analyze the relationship between branding and tourism destinations, and to highlight the importance of branding Serbia as a tourism destination. The findings suggest benefits for all stakeholders, destination branding provides, on the one hand, the basis for developing policy to pursue economic and tourism development and, at the same time, it serves as a conduit for tourists to identify with destination.*

Keywords: *destination brand, brand management, tourism, tourism destination, Serbia*

1. INTRODUCING

As tourism is one of the largest sources of economic activity in the world, travel and tourism generates economic activity worldwide representing 10% of total global GDP. International tourism represents 7% of total world exports and 30% of services exports (UNWTO, World Tourism Barometer 2016). The industry also accounts for 200 million jobs direct and indirect. According to the World Travel and Tourism Council (WTTC) every 11 jobs in the world belongs to the tourist activity (WTTC, Travel & Tourism Economic Impact 2015). Tourism is not only one of the world's largest, but also one of its fastest growing industries. The importance of tourism and the entry of many new destinations into the market have forced all to emulate and compete in the battle at a global level (Riege, A.M., et al. 2001) to win many tourist markets (Konecnik, M. 2002). This intense global competition in the tourism industry forces destinations to develop strong, unique, and competitive destination brands.

In recent years, tourism in Serbia occupies an increasingly important place on the economic map of the country, and thanks to large investments and increasing revenues in gross domestic product, great attention is focused on the branding in order to develop tourism offers in country. In the absence of sea destinations, there is a need to develop a greater number



of available tourism destinations. Serbia should use natural resources and the traditional hospitality of people for the development of tourism. Destination branding requires focus and commitment of time, people, resources and changes in policies at local and national level, culture and mindset.

2. CONCEPT OF TOURISM DESTINATION

Main element of tourism and tourism movements development in general is tourism destination (Čerović, S., 2012). The concept of tourism destination is one of the most important, as well as the most complex aspects of tourism (Saraniemi, S., Kylänen, M., 2011). Destinations are the areas where majority of tourism products are created. Accordingly, in destinations there is the largest part of total tourism economy and the majority of positive and negative effects of tourism development are expressed there (Popesku, J., 2011). Murphy (2013) believes that tourism appears in “destination areas”, and those are the areas with different natural and built resources that attract tourists for the range of different activities.

By destination, Bakić (2005) implies “more or less encircled geographic whole that disposes with attractive, communication and receptive factors, i.e. all those natural, social, anthropogenic, cultural and historical, transportation factors and assumptions of accommodation, food, vacation, recreation and entertainment of tourists“. According to Buhalis (2000), destinations are amalgams of tourism products and services, offering an integrated experience to consumers. Therefore, like all consumer products, tourism destinations must persuade their customers that they have some combination of benefits which no one else can offer (Economist, 1998).

By destination, Inskeep and Kallenberger (1992) imply a specific narrower or broader spatial unit where tourism traffic is achieved and this unit can be each place that disposes with tourism capacities, as well as each region where several tourism centers are located. Holloway (1989) says that a destination can be a place for vacation or business center that tourists visit and stay there. This can be one region or country through which they travel, even a ship for a roundtrip that goes to several ports. The most correct is to say that destination is one or several places where tourists come and stay and which are main goal of their movement.

From definitions and interpretations mentioned it comes that the term “tourism destination” implies different types of spatial units where tourism traffic takes place, and it usually has local and regional, and then national, or even continental character (locality, center, region, country, group of countries, even a continent) (Jovičić, D., 2011). Therefore, destination can be a continent (Europe), country (Austria), region (Costa Brava), island (Bali), village (Olimje in Slovenia), city (Paris) or a separate center (Disneyland) (Milićević, S., 2015). There are also the opinions that destination can also be an individual accommodation and catering facility, for example hotel or tourism complex developed as an integrated unit meant for a wholesome satisfaction of the needs the tourists have for vacation, entertainment and recreation, which is called a resort (Zečević, B., 2007).

Based on everything above-mentioned, we can conclude that tourism destination is much more than a mere geographic place; it is the diversity of products, services, natural resources, created



elements and information that are able to attract a number of visitors to one place (Leiper, N., 1995; Bieger, T., 1998), and that, through joint activities, provide tourists' needs satisfaction (Milićević, S., Dorđević, N., 2106). Regardless of the differences in interpretation and defining of "tourism destination" term, we can say that it is about one of the most important elements in tourism development system where tourism services and products are consumed.

3. ROLE OF BRAND AND BRAND MANAGEMENT

Intensive competition in the market and changing business conditions make companies continuously search for new sources of competitive advantage. The market globalization has united consumers in setting their requirements before the companies and contributed to development of new marketing strategies which enable the growth of satisfaction and loyalty of consumers toward a brand, directly implying the improvement of financial performances in business.

Creation and development of a brand represents a long-term investment of a company. The implementation of the brand management concept contributes to the brand's market performance and overall financial performance. Orientation towards the company brand is a starting determinant of the strategic brand management.

Branding strategy creates original or unique recognition of products, services, a geographical destination, a person or a group of people, a concept, a business model, a company or an institution and a differentiated offer compared to the competition. Brand has become the association of strong identity and global success, regardless of the carrier in question.

In the process of developing a new product or service, when a name, logo and other specific features are created, we potentially create a new and successful brand. The word brand comes from an old Skandinavian word *brandr* and its original meaning is *to stamp* or *to burn* (Sarkar, A. N. & Singh, J., 2005). In jurists terminology, the word stamp is still used instead of the word brand. In contemporary Serbian language, terminology in economy and daily life, the English word brand is frequently used, and it is identically pronounced in Anglo-Saxon literature and almost all parts of the world.

American Marketing Association (AMA) defines brand as a name, term, design, symbol, or any other feature that identifies one seller's good or service as distinct from those of other sellers (<https://www.ama.org>). Kotler and Aaker have accepted this definition. Therefore the brand is a product or service with specific attributes that somehow separate it from other brands created in order to satisfy the same need. According to Interbrand, "brand is a combination of tangible and intangible features, symbolically marked through a trademark, which creates and generates value if it is well managed" (<http://interbrand.com>).

Brand management is related to the process of creating brand identity. Management of brand identity elements is a priority of brand management in the process of building a unique offer. By developing a specific name, package and design – a brand is created. Particular brands also have their logo, and by building brand identity, we enable the consumers to develop (create) associations in relation to the brand (for example, prestige, economy, etc) and the process of decision making of consumers regarding the purchase is facilitated.



Numerous functions of the brand achieve different benefits both for companies and consumers. Brands are the confirmation of quality, their good reputation is trustworthy and gives security to consumers during selection and purchase, reducing the perceived risk (Jobber, D., 2004). Brand reputation is priceless, particularly in situations where it is difficult for consumers to evaluate the quality, which is the case with services, scents and drinks. In these markets, strong brands dictate great price premiums and are worth more than a functionally equivalent product or service.

Holders of the brand can be people, objects, tourism destination, goods, services and the like. It is accepted in practice, as well as in marketing literature, that each superior product can be a brand. All organized and individual activities can take on a characteristic of the product. All those who are worth, which draws attention, which are superior and distinctive, can and should be carriers of the brand. For that reason, brand concept is very important for the management of countries, cities and regions because it is rather good in undertaking the idea that places need to understand and manage both internal identity and external reputation (Anholt, S., 2007).

Brand is a psychological category and it is a perception in consumers' mind. This is best illustrated by famous sentence of Walter Landor, pioneer and expert for branding (Alitalia, British Airways, Singapore Airlines, etc.): "Products are made in factories, but brands are created in the mind".

Creation of positive experiences represents a new evolution phase in economy and marketing. Companies that control the access to the majority of authentic experiences are in the position to create strong branding strategy. During the branding process, the company creates a desired perception and associativity in consumers' mind. Visual and communication identity of the brand is only a form of appearance of what the product or service pretends to offer the consumer. Behind this, there is a multi-dimensional map of potentially positive and negative connotations for the brand. They can have their source in the domain of psychological, emotional, social, cultural, etc. Management of the elements mentioned represents a breaking point that is the beginning of strategic access to brand management.

3. CONTRIBUTION OF BRANDING IN DEVELOPMENT OF TOURISM DESTINATION

Destination brand can be defined as a name, symbol, logo and/or other graphics that serves to identify and distinguish the destination in relation to competition. It gives a promise of unforgettable experience of travelling to certain destination for potential visitors and it also serves to strengthen and improve memories of nice experiences, for those who have already been there. Destination marketing "includes all the activities and processes that relate sellers and buyers, focusing on the answer to consumers' requests and competitive positioning; it includes making decisions on the product, branding, price, market segmentation, promotion and distribution" (Veljković, S., 2010.).

Destinations, territories and historical sites as carriers of the brand have a strong effect on the development of tourism and economic activity in a country. Destination marketing is



studied as a separate discipline in developed countries, where each region is being approached with special attention in economic and tourism sense. Name of territory and sites can not be changed, but it is possible to adjust the strategy of branding so to affirm national values in the awareness of the general world public. Success in attracting tourists is determined by the strategic approach to branding of destinations. Branding can encourage positive associations with specific geographic location and it creates a positive image of the destination, in order to attract more visitors. Serbia is at the beginning of the development of a national branding strategy, and the increase in number of foreign visitors in recent years motivates competent institutions to invest in the restoration of historic sites, buildings of national importance and improvement of tourist facilities. Different events which attract a lot of media attention and a significant number of visitors are also often branded (Mandarić, M., 2015).

The significance of branding in tourism can be explained by five factors (Moutinho, L., 2000):

1. As firms in the hospitality industry jockey for global market share, it is critical to carry over the positive images of established names from country to country. For instance, US hotel chains such as Marriott, Days Inns and Embassy Suites are aggressively seeking foreign markets and hope to capitalize on established reputations.

2. Repeat business represents an important source of the tourism industry income, and repeat business depends on satisfied customers and recognizable brand name. In other words, product acceptance is improved when brand names are popularized.

3. Considering the vast majority of new brand introduction (from cruise lines, to car rental companies, to tour package companies, to hotels), the consumer can only be bemused and confused. The rapid rate of new brand introduction complicates the tasks of travel agents and highlights the importance of obtaining customer brand recognition.

4. The choice of a brand has implications for the firm's marketing mix consisting of product strategies, promotional strategies, pricing strategies and distribution strategies.

5. Customer loyalty in tourism is difficult to establish, but critical. A number of studies have shown that even when customers are reasonably satisfied with a travel experience, curiosity would attract them to try other alternatives. Vacationers and tourists continuously seek out new experiences, new locations, new airlines and new hotels. The more diverse the customers and tourism adventures, the richer their experience. For all these reasons, brand loyalty is difficult to obtain and hence branding is very important.

In service activities, and particularly tourism, the significance of internal dimension of service brand is huge (devotion of employees to the brand, uniforms, business culture and communication of employees etc.), then there is a need for overcoming the intangibility of service, its visualization, materialization and personalization through the development of recognizable trademark, slogan and direction towards the creation of long term relations is by far greater than in classical approach to branding in case of physically tangible goods. Also, corporate brands have very important role and there are many examples of successful branding in tourism industry: hotel chains (Best Western, Hyatt), rent a car agencies (Hertz, Avis), airline companies (Cathy Pacific, Lufthansa), tour operators (TUI Group, Thomas Cook), etc.



Destination brands are similar to corporate brands, as they act as umbrella brands for a portfolio of leisure, investment and business tourism, and stakeholder and citizen welfare products. Destinations like corporations are subject to increasing market complexity (globalization, internal and external government policies, foreign exchange fluctuations and natural environment) and increasing marketing costs, which warrants a corporate branding approach. Hence corporate branding strategies can be extrapolated to the destination context. Destination brands are also similar to product and services. They have both tangible and intangible components, are mostly service dependent, and can be positioned through the use of slogans (Balakrishnan, M. S., 2009).

The goals of branding the destination can be (Veljković, S., 2010):

- Visitors attraction;
- Business attraction;
- Maintenance and expansion of the existing business;
- Promotion of small business expansion;
- Increase of exports from the region and greater investments in the area;
- Attracting the population or the change of its structure.

Comprehensive branding is crucial for each country that plans to promote the tourism and increase the attraction of its tourism products. The aim of branding is to differentiate a specific product in the market in relation to other products. Even if the majority of tourism destinations in the market look a lot like each other, have good conditions for the stay, stress the uniqueness of own culture and heritage, perception of a certain destination must be different. The aim of branding tourism destination is to create a perception in the mind of consumers that there is not a single similar destination in tourism market, that it is special and it should be remembered as entirely unique. However, it is very important to remember that branding does not take place in the market of products and services, but exclusively in the heads and minds of consumers (Keller, K.L., 2003).

There are three main levels in tourism destination branding (Đurašević, S., 2007):

- Setting key values of destination;
- Their usage and upgrading in all promotion activities;
- Support with a sign or a logo, as well as a consistent design.

By key values of destination we imply elements that require a fair access to evaluation of the things that destination really disposes with and that it firmly represents. They should be sustainable over the time, as well as recognized by the tourists. It is required to identify a clear set of positive values of destination, which has a credibility and is based on research results and reflects the perception of the former and potential tourists. It is required to present what makes a destination different than some other: natural values, cultural and historical wealth, customs, language, people.

One of the most frequently used definitions of tourism destination brand is: "Tourist destination brand is a name, symbol, logo or some other graphical sign that simultaneously identifies and differentiates tourism destination; moreover, it transfers the promise on unforgettable experience of travelling that is uniquely related to destination and it also serves to strengthen and intensify the memory of the pleasant experience related to tourist stay in a

destination after the trip (Ritchie, J.R.B., Crouch, G.I., 2003). The following are some examples of brands and emotional value propositions of some successful destinations.

Examples of brand tourism destination and emotional promise

Destination	Brand	Emotional promise
Canada	“Keep Exploring”	The ultimate in personal exploration & Personal immersion and escapism
India	“Incredible India”	Incredible spiritual discovery and diversity & Adventure, spiritualism and mystique
Malaysia	“Malaysia Truly Asia”	The best of Asian culture & Broadening cultural horizons
New Zealand	“100% Pure New Zealand”	Back to nature the way it was & Most unspoilt/authentic nature/lifestyle

UNWTO, A Practical Guide to Tourism Destination Management 2007

Successful branding implies a unique message directed to the tourist through which the tourist will have the feeling of unique and unrepeatable experience that can be felt if a certain tourism destination is visited (Štetić, S., Šimičević, D., 2014).

As good examples from the practice, we can mention the brands of the two extremely popular tourism destinations (UNWTO, A Practical Guide to Tourism Destination Management, 2007):

- The “I love New York” brand has been one of the strongest, longest-lasting regional brands in North America if not the world, running for some 30 years. The design is one of the most recognisable logos of any city in the world. The powerful emotions evoked by the brand took on new meaning in the aftermath of the World Trade Center tragedy, allowing New Yorkers to honour their heroes, survivors and victims and to demonstrate their pride in their city and for the world to express their compassion and solidarity. Recognising the strength of the campaign, its logo and slogan, Governor Pataki announced an unprecedented US\$ 40 million “I love New York” advertising campaign three weeks after the attacks to both solicit and convey support for New York. In the weeks and months which followed, the “I Love New York” campaign proved invaluable in the efforts to rebuild downtown’s economy, retain vital businesses and industries and revive New York’s tourism industry. This example illustrates the powerful influence that a strong brand such as this can evoke, assisting the city to recover from extreme events such as the 9/11 tragedy.

- In 2002/2003, the Indian government launched the Incredible India branding campaign aimed at acquainting domestic and international travellers with the many unique experiences that India offers. The objectives of branding India were to: Produce a unique and attractive offering to meet the rational and emotional needs of the tourists and build a strong visual identity for India. Develop India into a global brand, with worldwide recognition and strong brand equity and create a unique identity for India as a differentiated tourism



destination. Re-position India as a premium destination with all communication sharply focussed to attract upmarket clientele. In support of this upmarket brand, their focus has been to improve infrastructure and provide, clean, hygienic surroundings at heritage sites and monuments. The Ministry of Tourism has also moved towards developing integrated circuits creating one tourism and cultural hub in each state of India and islands of excellence from tourist arrival to departure.

Good example of destination branding in Serbia could be the mobile application "Kragujevac Talking" - a practical guide for visitors and tourists, which designed by the company "Telekom Serbia", in cooperation with the City Tourism Organization Kragujevac. The application is made in the framework of the project "City Talking" and is an excellent example of cooperation between a successful company with a local partner in creating destination brand and new value for all the tourists and visitors of this city. The project "City Story" Telekom Serbia promotes the use of modern communication models in presenting tourist offer. In the same way previously presented the most significant cultural and historical landmarks in Belgrade, Novi Sad and Nis. In a simple and fun way application provides basic information on buildings and monuments, their builders, as well as the most interesting events that are linked to them. Free applications with 40 major locations in Kragujevac and its surroundings, contains articles and photographs as well as audio files that allow users to watch a particular object while at the same time hear about its history and characteristics.

An integral part of the application is functionality „augmented reality” that is available on smart phones and other mobile devices. This functionality helps the visitors to, through an educational and entertaining way, obtain basic information about the most significant sites of the city. At the same time, employees had the opportunity to participate in an innovative project, since so far no recorded cases of use „augmented reality” applications that are intended for the presentation and promotion of local attractions. The application is available on Google Play and the App Store in the Serbian and English language. If taken up in full, the use of the application is not necessary that the mobile device is connected to the Internet, so that visitors from abroad will have no additional roaming costs for data transmission. Also, the company Telekom Serbia has in the past provided free Internet access at three locations in the city, so that visitors Kragujevac easier to download applications (Mandarić, M., 2015).

4. CONCLUSION

Cities, regions and states throughout the world are faced with an increase of competition between destinations (places), which is visible in different areas through the struggle for: resources, sale of products and services, business operations, as well as tourists, visitors and population. Economic and cultural globalization, as well as competitiveness increase have conditioned the interest of experts for the application of brand management principles in tourism with the aim to develop destination brand.

Brand management can be an important component of constructing, positioning and strengthening competitive position of tourism destination. Contemporary brand management also incorporates emotional component of brand development, which goes in favour of



destination brand development and enables the construction of strong relationship between tourists and destination brand. Tourist destination branding contributes the strengthening of competitive position of the destination in question, enables easier overcoming of geographic distance, attracting new and retaining the existing tourists and visitors with income growth and reaching global market relevance.

Serbia should follow the examples of globally famous destinations and use the branding of tourism content (village, town, lake, religion, mineral water, etc.), cultural and traditional manifestations (Exit, Guči Trumpet Festival, Love Fest) and events from the world of entertainment and sport (Beovision, Davis Cup) to build a recognizable destination in international level. In this process of destination branding, companies can give strong support (through IT, socially-responsible business, etc) and individuals (Novak Đoković, Nikola Tesla etc.). according to the activities undertaken, it is possible to differentiate Serbia in tourism market, develop an awareness and recognition of certain destinations in Serbia in case of potential visitors, create a positive image and create a strong and persuasive brand identity, which will have positive effects on economic and political development of a country.

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REGIONAL CHALLENGES AND STRATEGIC APPROACH TO TOURISM AND ECOLOGY OF THE WESTERN BALKANS WITH REFERENCE TO SERBIA - CASE STUDY

Invited paper

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Abstract: *Modern tourism involves the large spatial resources, so that it becomes the regional challenge. Specifics of the Western Balkans and the current economic crisis requires a new approach to the tourist market and adapting to modern trends. Necessary is the strategic development of all branches of tourism with the use of scientific-technological innovation. An essential role in achieving competitive advantages of tourism in Serbia has the human factor, followed by adequate entrepreneurial strategy, the quality of tourist destinations and use of information systems. Responsible entities have special responsibilities in the field of environment and cultural and historical heritage.*

Keywords: *regional challenges, tourism, ecology, human factors, the Western Balkans, strategy, Serbia*

1. INTRODUCTION

Socio-economic forces that act on a global level, determine not only the appearance, but also shape the functioning of rural areas in the sense that it becomes a regional entity that causes the restructuring of the rural economy. This restructuring is increasingly causing integration of rural tourism in the creation of regional stability. After the 70-ies of the last century, the process of economic restructuring and the crisis of agriculture production throughout Europe, especially in the Western Balkans, seriously jeopardized the economic potential of rural communities. This process of agricultural production caused a decrease in the number of farmers, which led to the restructuring of ownership in agriculture, thus forcing many farms to leave the village and agriculture in the search for other sources of income. The biggest problem appeared that the decisions on the economic development of rural areas taken in the centers of power, ie. urban continents. Therefore, it happened that rural development strategy fail.

It is further caused the rural areas turned to traditional sources, and promoting traditional gastronomy, cultural and historical heritage, ethnographic characteristics, and presentation of accommodation facilities for the needs of tourists as well as redundancies. In order to avoid the effects of the exclusive economic policies of the rural areas is initiated comprehensive action, in certain regions and rural areas, which, through rural tourism stabilize the balance of payments in the region. Regional development in the Western Balkans has enabled rural tourism transition from the maintenance of rural areas in the



economic and environmental sustainability. The dramatic occurrence in the world tourism affected the regional development of rural tourism in the Western Balkans.

Tourism encompasses a variety of business areas and various participants, it is a business that has a multi sectoral character. There are benefits of the integration of the tourism industry with trade, transport, crafts, industry, agriculture, fishing, communal activities, culture.

The tourism enterprises to provide quality services is the driving force of business. The ability of tourism businesses to meeting the needs of consumers (concerning travel, tourist visits, recreation and leisure) achieved with the least cost. Services that provide a heterogeneous tourism management must understand the benefits of tourism products for clients.

2. REGIONAL TOURISM CHALLENGES OF THE WESTERN BALKANS

The impact of tourism on regional development has not yet been sufficiently studied, nor have they established methods to successfully quantify that impact. S' addition to the impact of rural tourism in regional development is not systematically monitored, there is all the necessary indicators with which to perform verification, and are difficult to determine the total results of the effect of tourism on the development of a certain region.

How is tourism exert influence to change the economic situation of certain regions can be seen from the fact that it is not only economic but also sociological, geo-strategic and political category. Today tourism is part of the unique features of socio-economic system, which means that activates all the parts of the secondary products of other industries and activities in the creation of tourism highest quality products.

In order to raise the efficiency and effectiveness of tourism in the region, it is necessary to assume certain actions. These actions relate to (Milenkovic, S., 2008, pp. 171.):

– Acceptance accurately identified attractiveness for tourism development in the monitored regions;

– The creation of the commodity character of tourism in those regions;

– Security measurability of the tourist offer of tourism in the region;

– Determining the strategic mission, goals and directions for further development of tourism in the region, as well as the creation of action plans and economic feasibility studies; and

– Continuous control of all phases of development in the region and tourism in them:

Accepting the challenges of regional tourism development in the Western Balkans meets:

1. Your identity (economic, social, political and environmental);
2. Establish optimal ratios of urban and rural areas (since the majority of the population of urban areas of those countries originating in rural areas, it is called. Restore sources, ie, roots);
3. The economic redistribution secondary part of the tourism product;
4. Social stability;



5. Creating a proper tourist culture in accordance with international codes of conduct;
6. Opening of eligibility or compatibility in all aspects of socio-economic development;
7. Achieving full employment that excess housing, and labor surplus (mainly women); and
8. Determination of the tourist capacities of tolerance in accordance with the available resources of the region.

In the Balkan countries, regional tourism challenges have similar trends as in the world. This means that to a great desire to reach as soon as the corresponding traffic, create disagreements between the major tourist resorts destinations, which carry the best deal and rural areas. Tourism Balkan countries want at any cost to become a carrier of the off-season, and total compensation of alternative development are the main tourist centers. It should be noted that tourism in our country is still seeking its place in regional development because it is not defined development strategy of this form of tourism. (Neskovic, S., 2013, pp. 14.)

In the Western Balkans, the rural population is increasingly accepted tourism as one of the strategies of sustainable development of local communities. Tourism in areas that are not considered tourist destinations in the traditional sense, is being developed in two ways: on one hand is a result of entrepreneurial activities aimed at attracting tourists, on the other hand an increase in the number of tourists in rural areas, leading to the generation of demand for tourist services which leads to an increase in entrepreneurial activity at the local level (Nešković, S., 2014, pp. 77.).

In the countries of the Western Balkans is not yet harmonized definition of the regional challenges in tourism because:

- Areas where tourism is developing, are undefined;
- The various regions develop different forms of rural tourism is so hard to find common characteristics for all countries; and
- Rural areas have engulfed the complex processes of change in the global tourism market.

Defining elements of regional stability challenges in tourism in the Western Balkans in the new global economic relations are:

- tourism can be developed at the local level, with the participation of local governments, without depending on local enterprises and companies;
- with a relatively small investment capital and knowledge it is possible to improve the tourist offer; and
- tourism provides development opportunities to small businesses, which would otherwise be unprofitable operations without the development of tourism.

In order to realize the factors of regional tourism challenges in the Western Balkans should be resolved all the limiting factors of these challenges, and they are (Milenkovic, S., 2008, pp. 172.):

- tourism development has been uneven;



– tourism allows rapid economic growth, it is a condition of its rapid decline, due to the detailed unpreparedness, lack of economic analysis and the failure of the steering mechanism;

– even encourage the creation and operation of small enterprises, their importance is often questionable due to inadequate synchronization division of labor, control of the achieved results and the distribution of profits;

– tourism because of the prevailing economics of small-scale and fragmented nature, not oriented towards growth due to the unfair competition of participants in tourism activities;

– big problem is the lack of cooperation, both between businesses themselves and between them and foreign agencies, which is essential for competition supported by large tour operators;

– workforce in the tourism industry, as well as in other service sector positions on the payroll scale. This means that the subsidiary character of the labor force in rural tourism, usually associated with the performance of the season, and therefore the workforce and paid;

– tourism in communities can generate public and environmental costs. To determine the cost of rural tourism, it is essential to establish a relationship of the tourism product of rural areas of the region, the tendency to constant consumption of this product and is constantly growing marginal utility. In this way, rural tourism may operate at the level of marginal costs with the filler unit consumption products, but never below the average costs; and

– tourism can lead to the generation of economic costs such as the increase in the price of real estate and agricultural land.

Regional challenges of tourism in the Western Balkans, in modern economic relations, allow:

- the stabilization of the regional development;
- a complete evaluation of natural and anthropogenic values of rural areas;
- preservation of the tradition, culture and recognizable identity of rural communities;
- the optimization of the rural and urban areas of the region;
- raising the competitiveness of the region as a tourist destination; and
- create a balance between all the economic activities of the region, the environment, the rural space and effort of appropriate management structures to the tourism product of rural areas is considered adequate integral part of the total GDP of the region.

3. STRATEGIC APPROACH TO TOURISM AND ECOLOGY SERBIAN

An important task in the development of tourism to comply three basic elements involved in tourism:

1. The participants in tourism;
2. geographical elements (regions departure, regions travel and tourism destination regions); and
3. companies, organizations and capacity.

That task relates to the three forms of tourism:

- a) domestic;



- b) from abroad and
- v) to foreign countries.

Efficient use of personnel and human resources is a prerequisite to achieve the set corporate goals and business of that assessment. (Đekić, S., 2008, pp. 170.)

The most important resource of tourism organization is the human factor. There is a strong link between the human resources and quality management. The following elements that can encourage employees to provide quality of service are the reason for the work in the hotel, the security and the future of work, powers and teamwork, working conditions and remuneration, motivation, working atmosphere and friendly attitude towards guests and service provision.

Human resource management should support the strategy of quality in tourism with the following tasks: -development strategies -improvement human resources, -planning staff, -leadership, - selection, recruitment and hiring, training, -Creating and implementation plan, -Creating a system of evaluation and monitoring of results actions of employees, - development database of human resources, -establish and control system of remuneration, - management of organizational changes, -monitoring and application of legislation in the field of labor relations, etc.

These activities should include specialist - organizational experts which include architects and restorers, ethnologists, enologists, gastronomes, bioethicists ff. The level of education of employees in tourism Serbia will gradually increase until the end of this century, with emphasis on specialized knowledge. Travel companies must synchronize the extent of any capital, technological processes and structure of employees with the challenges of change in the environment.

Operating results in the tourism Serbia estimate are: -gratification tourists and their loyalty, -volume traffic, -good competitive position, -profitability, -liquidity, -increased employment.

For all tourism enterprises is essential to achieve optimal business results in the conditions of competition. Total Quality Management is an obligation that tourists must be satisfied. Also, this means continuing improvement of the tourist offer product (eg. The categorization of hotels and restaurants, travel agencies licensing, protection of tourists).

It is necessary to constantly improve the quality of services in order to monitor customer requirements and in quality of services that provide competitors. The most important goal in this regard is providing high quality destination, what is particularly important activity of employees in tourism.

Tourist destination is defined spatial unit has a capacity for tourists, but also the power of attraction for them. The content of each tourist destination favoring should be more tailored to the requirements and needs of tourists for use and aesthetic values.

For modern tourism is characterized by the birth of a growing number of tourist destinations. Demands rapid change and segmentation of tourism demand, can successfully respond only functional tourist destination, its success built on the exploitation of the original natural and cultural values defining the region. Tourism as an interdisciplinary economic and social activity linking all economic factors of the region. The most common operation subjects of tourist offer regulated by the principle of mutual cooperativeness horizontal and



vertical complementarity in the whole area destinations. Tourist destinations often include certain geographic areas across the border, which means that the regionalization of its kind linking the country. Because of the international dimension of tourist destinations that connect the region regardless of the existence of political state borders, belong to a special type of regionalization.

The preserved natural, cultural and historical heritage of the Serbian forces in tourism product differentiation and competitiveness, as well as overcoming the weakness in marketing.

In relation to the external environment of tourism it is important to spread its influence tourism organizations and destinations from side to side and can be analyzed by structural analysis which examines the activity of tourist organizations under competitive pressure.

From the standpoint of regional development is very important, as the development of tourism reduces the existing differences in the level of economic development that exist between regions within the country. For Serbia it is very important to the development of tourist destinations using first realize metropolization and then revitalization of the village. The existence region is one of the basic conditions What achieve sustainable development of each country. The practice of many countries shows that the quality management of economic development is not possible from a single center.

The strategy of tourism development strategy includes segmentation of the tourism market, tourism product differentiation strategy and the strategy of profiling destination. (Đekić, S., 2008, pp. 171.) Corporate Strategy deals with issues profitable structure tourism system. Tase issues relating to; -Establish strategic goals of the company as a whole, - Identifying strategic main ideas that determine the specialization of enterprises, the role of each -ascertaining overall tourism product offer, - the role of the individual markets, - achieving competitive advantage with the effect of organizational units, -control resource allocation and so on.

A variety of forms of tourism that should be insisted in the strategic development of tourism in Serbia. Expanding and complementing the existing offer can be seen in: a) organizing new festivals, b) a variety of competitions, exhibitions, boat cruises, camping, videos, v) the agrarian and eco-tourism, g) business tourism d) travel surprises, f) day excursions, e) of border tourism, f) photo safari, z) of transit tourism. Also, cross-border cooperation can contribute to improving business results in tourism. Stable development of tourism in Serbia can be provided on the basis of moderate growth and moderate investment. The environment in tourism is economic, socio-cultural, technological, political-legislative and naturally (Đekić, S., 2008, pp. 172.).

Regarding the market sees the total specific tourism products, market segments, given the participation of enterprises in the tourism market and the ability to increase market share.

Increased capacity in tourism, the number of departments, transaction, arrivals, departures and reservations has increased the need for technology that facilitates these processes. Internet has revolutionized the system of promotion and communication function of tourism. Reduce business risk and uncertainty in the tourism industry can be achieved only by using quality information. This information may relate to "old customers" loyal



association, hotel chains, airplane arrivals, future guests, types of products, the period of stay in the destination, the discount in percentages and the like.

Effective use of information provides the basis for a radical redesign of key processes in the tourism industry, such as the transportation of tourists. Using information and communication technologies can lead to increased profitability and competitiveness of tourist organizations. The complexity of tourism demand and knows more in Serbia with the help of e-tourism, because it increases the standard of living and use the Internet. Through electronic media potential passengers quickly get information about destinations, possibilities for fulfilling their demands, etc.

Agency limit costs by integrating business functions and customer information, travel directions, contacts with customers, issuing tickets. Information systems are useful in terms of integrating tourism stakeholders at the local level and linking several small companies that are spread over a wide geographical area. British Airways's website visits per month to 1.5 million people, a number of online bookings grow by 11 percent per month.(Nešković, S., 2014, pp. 59.)

In planning the development of a tourist region, it is necessary first to establish the objectives of development and then conduct research of physical (natural, cultural factors) and software (markets, promotion, funding, information management, human, social and living environment factor) factors of development. The room with its specifics in tourism must be seen in a broad sense that includes the people living in a particular territory, the activities of real estate ownership, biodiversity.

Travel organization must insist on corporate social responsibility in the environment in which it exists. Environmental responsibility in the field of tourism imposes the necessity of making regional plans for the preservation of the environment (other than those at the national level). These plans integrate the following elements: 1. profile use areas; 2. protective capacity of natural resources, 3. spatial strategies, 4. conversation and development control procedures, 5. implementation procedures, 6. action plans in the environmental market.

An important aspect of a tourist destination is the local people who can contribute to maximizing the positive characteristics of the specific destination. This can be accomplished by education and participation of the population in specific projects.

Green consumerism comply with the terms of sustainable tourism and the improvement of the offer includes the preservation and protection of space, the environment of cultural and historical heritage.

4. CONCLUSION

Regional challenges of tourism development in the Western Balkans mainly rely on agriculture development, preservation of the cultural, historical and ethnographic gastronomic heritage, and the strategic management of all elements of the environment areas.

Tourism in regional development of the Balkans, is seen as stopping depopulation, raising the living standards of local communities, stabilizer political movement and



optimizer relationship between tourism and the environment. In accordance with their capabilities and resources, each of the Western Balkan countries accept the challenges of regional tourism in its own way, which would be in line with the development of tourism in the EU. Therefore, many rural areas of the Western Balkans to the glass frame economic protection of the region, accept the creation of a favorable legislative milieu in the form of soft loans, cash incentives, the corresponding tax rates and the like.

– Training of human resources in the tourism industry of Serbia, especially regarding the increase of specialized knowledge is necessary in order to achieve flexibility tourism enterprises in terms of responding to changes in the global environment.

– Tourism in Serbia may become more competitive in the proper positioning of the market and the achievement of strategic objectives aimed at increasing the competitiveness of tourism destinations and enterprises.

– Great importance for the development of tourism in Serbia will be primarily economic environment but also the mere tourist policy.

– Broadening application of information and communication technologies contributes to increasing the efficiency with optimal profits.

– Information on environmentally friendly tourism can also affect the increase in tourist visits to specific destinations.

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TOURISM AS AN ECONOMIC BRANCH AND ITS IMPACT ON GDP AND EMPLOYMENT IN BOSNIA AND HERZEGOVINA

Invited paper

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***Abstract:** Generally speaking, tourism consists of whole range of economic and non-economic activities and is one of the most profitable industries in the world, with great opportunities for contribution to overall economic development and growth. When we're talking about tourism sector, one can say that it represents one of main factors of world economy growth and the biggest export industry.*

One of it's basic function is that tourism directly and indirectly affects the growth of GDP. Simultaneously with the strengthening of economic aspect, it also supports employment, affects job creation, which is reflected in the improvement of general living standards. In an unique way it encourages the development of some complementary activities and contributes to the overall GDP. In that sense, we have tried to show the impact of tourism on GDP, but also, employment in Bosnia and Herzegovina.

***Key words:** tourism, employment, GDP, Bosnia and Herzegovina*

1. INTRODUCTION

Today, tourism is very strong, global industry, that includes a wide range of activities and actions of imminent tourist travel, a for many receptive countries, it represent a powerfull export product, generator of employment and the growth of well being.

Dynamic development of tourism enables the development of other activities, that all together acts in creation of overall touristic offer. The fact is that tourism sets conditions for a number of economic and non-economic activities, which directly or indirectly, participate in satisfying the tourist's needs. Considering that, tourism during the time got more important role and significance, because goods and services were easier to export to global market, if they are exported within touristic scope. In thay way, the profitability of tourism, as an export branch, manifested in the sense of its direct impact to economy as a whole, but also local and regional economic development, employment, and faster economic development of certain areas.



Tourism represents enormously important component of every national economy. This sector is connected to every aspect of society, and that is why it's significance can't be precisely quantified. One of its main functions is that tourism directly and indirectly impacts the growth of GDP. Simultaneously with the strengthening of economic aspect, it also supports employment, affects job creation, which is reflected in the improvement of general living standards. In an unique way it encourages the development of some complementary activities and contributes to the overall GDP.

2. WORLD TRENDS IN TOURISM DEVELOPMENT

Expectations concerning tourism's contribution (direct and indirect) to GDP are very optimistic in next few years.

According to UNWTO (*World Tourism Organization*), tourism is experiencing continuous growth over the past six decades and has become the fastest growing economic sectors in the world.

When we're talking about global tourism, then during 2015. there was 1,2 billion of international arrivals, i.e. 50 millions or 4,4 % more then a year before, and considering positive trends, we can expect the same growth and same trends (*World Tourism Barometer, UNWTO, januar 2016.*) during 2016. According to the World Tourism Organization (UNWTO) 2015 was the sixth year in a row with above-average growth in international tourist arrivals (or tourists who have traveled outside their borders in destinations around the world), or above the UNWTO's long-term forecast of 3-4 % growth each year.

Demand was strong, almost everywhere in the world, but with "mixed" results concerning certain destinations, and mostly because unusually strong fluctuations in foreign exchange rate, but also because falling prices for oil and other commodities that have increased disposable income for travel.

Results during 2015. were also affected by natural disasters and civilization crises in many parts of the world. Today, the issue of security and protection is among the most important questions.

According to UNWTO, three strongest tourist regions in the world, Europe, America and Asia and the Pacific recorded the growth of foreign tourists by 5% last year, but we have to say that Europe is still the most visited region of the world, with more than half of the total number of foreign tourists who last year traveled the world.

Only in Europe, there were 609 million tourists, i.e. 5% more then in 2014., and the reason for that according UNWTO, was weaken euro against some other foreign currencies

Europe is followed by Asia and Pacific, with 277 million tourists last year. Region of America (both of Americas) was visited by 191 million tourists last year, i.e. 5% more then in 2014. Also, the strengthening of the US dollar increased output demand from the US, especially the Caribbean and Central America, so these regions recorded greater growth in international tourist arrivals by 7%, while the results in South and North America were close to the world average, with an increase of 4%.



Tourists from China, USA and Great Britain traveled the most. Namely, Chinese, Americans (from USA) and Britons, thanks to their strong currency and economic recovery, where those who traveled the most during last year. The share of other countries, mostly Russia and Brazil, was reduced due to economic restraints in both countries.

With the support of its strong currency and economic recovery, the Chinese, the Americans from the US and Britain last year the most traveled the world, while the share of formerly strong dzav on this point - Russia and Brazil are significantly reduced due to economic constraints in both countries.

Chinese spent the most money during last year in the world so they had double-digit growth of consumption, second were tourists from USA who spent 9% more then in 2014, and tourists from Great Britain spent 6% more then year before. Tourists from Germany, Italy and Australia spent about 2% more then year before, while consumption of tourists from Canada and France was reduced.

The most recent research of World Travel & Tourism Council (WTTC) suggests that sector of travel and tourism continue to grow, in spite of continuing economic challenges:

– Considering direct, indirect and induced impacts of tourism, the overall contribution of tourism to the global GDP in 2015 amounted to US \$ 7.2 trillions, or 9.8% of world GDP; this year it is expected to increase the contribution for 3.3%;

– Tourism sector supported creation of 107,8 millions of new jobs in the world during 2015. (3,6 % of total world workforce), while the total contribution of tourism to employment (as a result of direct, indirect and induced activities) was 283, 57 new jobs;

– Investments in tourism sector in 2015. were 774,6 billions US\$ or 4,3% of total investments in the world, and it is expected an annual growth till 2026 at a rate of 4.5% i.e. it will reach the level of US \$ 1,254.2 billions US\$;

– It is estimated that sectors of tourism and travel would exceed the growth of global economy during next decade, with average annual growth of 4%.(., *Economic Impact 2016 -World“, World Travel & Tourism Concil*)

In accordance with previous estimates, it is expected that China would take over USA regarding investments in tourism sector, but it would lag behind USA concerning travelling, overall and direct contribution of tourism to GDP, as well as, domestic consumption and number of visitors. Considering outgoing consumption, China, USA, Germany and Great Britain would stay at top till 2026.

3. TOURISM SECTOR IN BOSNIA AND HERZEGOVINA, ITS INDICATORS AND DISADVANTAGES

Advantages of tourism sector for bh. economy arise as a result of expenses produced by foreign tourists, so we can say that this sector participates in national economy of BiH in various, direct and indirect ways, such as;

- creating revenues in foreign currency
- crating new jobs
- creating tax revenues for the state

- significant impact on regional economic activity
- attractive for small and medium enterprises so therefore it supports economic entrepreneurship
- it creates strong links with other sectors within same economy
- potential for bringing economic benefits to local communities
- it represents significant potential for expansion and increasing of value and benefits.

Consumption of foreign tourists in BiH injects new money in domestic economy, and the final result is increasing of level of total domestic consumption. Consequently, consumption from foreign tourists is very important in supporting the level of business activity for traders and other service providers, who operate outside the traditional tourist domain. Only in 2015, consumption from foreign tourists generated 1.260,7 millions of BAM (13,5% of total export activity in tourism). Its growth is expected in 2016. for 7,4%, i.e. 5,2% annually during period 2016-2026. („*Travel & Tourism Economic Impact 2016- Bosnia and Herzegovina*“, *World Travel & Tourism Concl*)

According to data from charts, the increase of number of tourists is evident, both domestic and foreign. The largest number of tourists come to BiH from surroundings, and during 2015 the most tourist came from Croatia (84.058), Turkey (70.655), Serbia (66.473), Italy (50.436) and Slovenia (45.635). (Tourism statistics, the cumulative data from January to December 2015, the Agency for Statistics, Announcement-2.22.2016., Sarajevo)

In the structure of foreign overnight stays, the most overnight stays realized tourists from Croatia (13,2%), Serbia (9,7%), Italy (8,6%), Turkey (8,5%), Slovenia (6,0%), Poland (5,0%) and Germany (3,7%) bringing it to total of 54,7%. Tourists from other countries got the share of 45,3% overnight stays.

Table 1: Arrivals and overnight stays of visitors in BiH, per year (Source: Agency for statistics of BiH, Tourism statistics, announcements)

Year	Visitor's arrivals			Number of nights		
	Total	Domestic	Foreign	Total	Domestic	Foreign
2010	656.333	290.879	365.454	1.416.691	643.937	772.754
2011	686.148	294.203	391.945	1.504.205	668.200	836.005
2012	747.827	309.242	438.585	1.645.521	714.440	931.081
2013	844.189	315.610	528.579	1.822.927	714.022	1.108.905
2014	846.581	310.227	536.354	1.711.480	623.008	1.088.472
2015	1.029.000	350.729	678.271	2.143.118	717.357	1.425.761

Although the number of foreign arrivals in BiH constantly increasing for the last couple of years (13% annually) its share, comparing to SouthEast Europe, is relatively small. Bosnia and Herzegovina has the smallest number of foreign arrivals comparing to countries



in the region, and is more dependent to other, neighboring markets (more than 50% of the total number of foreign tourists come from neighboring countries).

It should be said that great number of disadvantages impact the whole chain of values in touristic offer, so it considerably impedes the development of BH tourism. Some of these disadvantages are;

- insufficient awareness of the importance of tourism as an economic sector;
- inadequate infrastructure, especially road infrastructure
- lack of renowned touristic attractions and products
- complicated institutional framework⁶
- various administrative obstacles (long procedures of creating inconsistent regulations, statistics in tourism)
- insufficient financial support to tourism sector;
- business weaknesses (the lack of the ability of modern management, transfer of knowledge, inefficient and uncoordinated marketing, special promotional activities);
- insufficient protection of the environment.

If we mention strong competition, i.e. better touristic offer from neighboring countries, then it is clear that Bosnia and Herzegovina have to systematically and steadily work on eliminating those disadvantages in tourism sector, but also, to allocate more funds for development of this sector.

3. TOURISM EFFECT ON GDP IN BOSNIA AND HERZEGOVINA

Tourism sector, more precisely, “catering sector” (accommodation and food services activities) recorded constant share in GDP during period 2009-2014, in Bosnia and Herzegovina, and it is around 2% (table 2). Of course, here we’re talking about direct impact of tourism, that is share of “accommodation and food services activities” (catering industry), i.e. industry for providing accommodation and food services, considering the calculation of total gross domestic product. If we’re talking about indirect participation of tourism, then we can say it is much higher, although the exact percentage is not known.

According to new indicators, WTTC (World Travel & Tourism Council) suggests that touristic demand in SEE is constantly increasing. In the article below, we’ll try to present basic indicators for tourism of Bosnia and Herzegovina, according to data and expectations of World Travel & Tourism Council.

GDP: Direct contribution

Direct contribution of tourism sector to GDP in 2015. was 707,5 millions BAM (2,7% of total GDP), with expectations of annual growth of 4,8% in next ten years; 2016-2026. (3,2% of total GDP).

⁶ Tourism section in Bosnia and Herzegovina is regulated on entity level, so there is no coordinated politics on state level. In Federation of BH, tourism is regulated in accordance to Law on tourist activities, while in Republic of Srpska is regulated in accordance with Law on tourism. It is necessary to harmonize those policies, if we want to develop tourism as a sector.

Total contribution of tourism sector to GDP in 2015. was 2.544 millions of BAM (9,5% of total GDP), with expectations of growth of 4,8% in next ten years; till 2026. (around 11,8 % of GDP i.e, 4.361,5 millions of BAM).

Table 2: Changes in the GDP and GVA in hospitality sector in the period 2009-2014 year, at current prices (Source: Agency for Statistics, gross domestic product by production, income and expenditure approach, thematic bulletin TB 01, 2015.)

(in 000 BAM)

Year	2009	2010	2011	2012	2013	2014
GDP	24.779.930	25.346.492	26.209.627	26.193.056	26.743.085	27.304.359
Accommodation and food services activities -GVA	512.400	543.249	544.739	553.613	551.900	550.856
Share in GDP	2,07	2,14	2,08	2,11	2,06	2,02

According to WTTC projection for BiH, in next ten years, the direct contribution of tourism in GDP will grow (4,8%), and comparing to other neighboring countries, the growth rate should be higher and BiH should be at 76. place on rating list (that consists of 184 countries). Considering total impact of tourism on GDP, in next ten years, BiH would be around 70th place. If those projections come true, then it would be very important progress, because according to data from 2011, BiH (according to the contribution of tourism to GDP) stood at 111th place, and according to data from 2015(considering total contribution of tourism to GDP) BiH is at 95th place.

World ranking of BiH in 2015. (list consists of 184 countries), relatively observed („Travel & Tourism Economic Impact 2016-Bosnia and Herzegovina“, World Travel & Tourism Council):

123	95	70
Direct tourism contribution to GDP	Total tourism contribution to GDP	Growth forecast for 2016-2026 period

If we take into account total impact of tourism (direct and indirect), then we can conclude that impact is not irrelevant, considering the fact that the share of service sector prevail in bh. GDP comparing to other sectors.

Tables 3 and 4: Ranking of BiH and surrounding countries according to direct and indirect share of tourism in GDP, 2016-2026 (Source; World Travel & Tourism Council, „Travel & Tourism Economic Impact 2016-Bosnia and Herzegovina)

Travel & Tourism's Direct Contribution to GDP		2016-2026 % growth pa
Rank	Country	
42	Montenegro	5,6
48	Albania	5,4
53	Bulgaria	5,3
76	Bosnia and Herzegovina	4,8
90	Croatia	4,4
	World	4,2
102	Greece	4,0
114	Turkey	3,8
123	Cyprus	3,7
151	Czech Republic	3,0
172	Italy	2,2

Travel & Tourism's Total Contribution to GDP		2016-2026 % growth pa
Rank	Country	
28	Montenegro	6,0
52	Albania	5,3
70	Bosnia and Herzegovina	4,9
82	Bulgaria	4,7
94	Croatia	4,2
	World	4,0
110	Greece	3,9
119	Turkey	3,7
124	Cyprus	3,6
163	Czech Republic	2,5
179	Italy	1,9

Table 5: GVA structure and individual sectors in the overall services, current prices (Source: Agency for Statistics, gross domestic product by production, income and expenditure approach, thematic bulletin TB 01, 2015.)

(%)

Sector	Year				
	2010	2011	2012	2013	2014
Real estate activities	5,21	5,05	5,17	5,23	5,18
Transportation and storage	3,25	3,28	3,39	3,44	3,65
Accommodation and food services activities	2,14	2,08	2,11	2,06	2,02
Wholesale and retail trade; repair of motor vehicles and motorcycles	13,08	13,05	13,40	13,32	13,50
Other service activities	1,20	1,17	1,18	1,15	1,17

In any case, it is supposed that GVA from tourism contributes to bh. economy more than statistic indicators show, because there is still space for calculation because of non-observed economy in this sector, although there's been some progress in the calculation of informal economy sectors, including the tourism.

4. TOURISM EFFECTS ON EMPLOYMENT IN BOSNIA AND HERZEGOVINA

Average rate of registered unemployment in Bosnia and Herzegovina was 27,7% in 2015. („Labour force survey 2015“, Agency for statistics, BiH, Sarajevo, 2015) Unemployment rate in BiH is much higher than average rate in EU (According to Eurostat, average unemployment rate in EU is 9,3%, the lowest rate is in Germany (4,5%), the highest is in Greece (26,2)), but also higher than other similar associations in the world. Constant rise of unemployment for more than 20 years is probably the most complicated economic, social and development problem Bosnia is still facing.

Informal employment represents one of the biggest challenges in BiH. Studies suggest that more than 34% of workers in BiH do not pay pension/health insurance, so it only indicates the scope of informal economy and informal employment. (Analysis of the labor market in FBiH, with analysis in 2012 with estimates for 2013', the Federal Employment Agency, Sarajevo, 2013) The most cases of informal employment are cases of workers aged 15 – 24, and it is 30% higher than in other, older age groups. It is also higher among employees who have primary or basic education, especially in sectors such as agriculture, construction, manufacturing and services (wholesale and retail).

Employment is maybe the most important function of tourism, more exactly, creation of new jobs in the scope of basic tourism sector- 'hotel business and hospitality industry'- but also in other supporting activities.

Table 6: *Persons in employment by groups of sections of economic activities*
(Source: „Labour force survey 2015“, Agency for statistics, BiH, Sarajevo, 2015)
(000)

	2013	2014	2015
Total	822	812	822
Agriculture	155	139	147
Industry	245	244	242
Services	422	430	432

From previous chart, it is obvious that the biggest employment in BiH is in service providing sector, but also we can see that the number of employed is constantly rising.

Travel and tourism would have leading role in longterm development, supporting global growth and creating new jobs. According to WTTC forecasts, it is expected that travel and tourism sectors support around 370 million of jobs till 2026. i.e. every ninth new job would be from those sectors.

WTTC, in its report for Bosnia and Herzegovina in 2015., presented following data, i.e. data about direct and total contribution of tourism and travelling on employment (*WTTC „Travel & Tourism Economic Impact 2016-Bosnia and Herzegovina“*)

Employment: Direct contribution

During 2015., sector of tourism and travelling directly contributed to creation of 22.000 new jobs (3,2% of total employment). In 2016 it is expected that this number will exceed 23,000 (3.3% of total employment). The growth of 1,8% of direct contribution to employment annually is projected in next ten years. It is estimated that tourism sector would directly generate around 28.000 jobs till 2026.

Employment: Total contribution

Total contribution of tourism and travelling sectors to employment during 2015. (including indirect impact) was 75.500 new jobs (11,0% of total number of employed). During 2016. it is expected the growth for 5,4% i.e. around 79.500 new jobs. Annual increase of around 1,8% i.e. 95.000 new jobs was projected till 2026.(it represents 14,1% of total employment). In a case that those projections come true, then it would be solid progress for BiH, because BiH would move to 111 place, in contrast to 120 place, from 2011.

Bh. tourism industry is dominated by small and medium enterprises, without much needed skills, so they can't adapt to new market circumstances. Significant number of studies suggest that there is a great deficit, shortage of capable human resources and that shortage is evident in every aspect of tourism.

For example, there is shortage of chefs in every segment of this industry, from food processing to cafes, restaurants, hotels and conference centers.

Similar situation is evident in other sectors of the tourism industry, especially in small, provincial towns and potential tourist regions, where rural environment dominates.

While business subjects in urban places have more choices in labor market, in rural places, due to number of factors (including limited finances) there is a perception that quality of available human resources is below minimum needed for industrial standard, and also, there is a perception that acquired skills are lower than needed.

The gap among existing, formal education/infrastructure and requirements in tourism sector is pretty wide. The biggest problem is lack of practical training and education. Programs for tourism and hospitality industry are too extensive or too specific, and are not in line with market trends in tourism industry. Most programs are outdated and narrowly focused, such as traditional methods of cooking, serving food / drinks and basic knowledge

Tables 7 and 8: Rating BiH and surrounding countries according to direct and total impact of tourism on employment, 2016-2026 (Source: World Travel & Tourism Council, „Travel&Torism Economic Impact 2016-Bosnia and Herzegovina“)

Travel & Tourism's Direct Contribution to Employment		2016-2026 % growth pa
Rank	Country	
21	Albania	3,8
32	Turkey	3,6
61	Bulgaria	2,9
63	Montenegro	2,8
67	Greece	2,7
77	Italy	2,6
	World	2,1
110	Bosnia and Herzegovina	1,8
121	Croatia	1,6
151	Cyprus	1,1
164	Czech Republic	0,8

Travel & Tourism's Total Contribution to Employment		2016-2026 % growth pa
Rank	Country	
26	Albania	3,6
42	Montenegro	3,3
54	Greece	3,0
	World	2,5
81	Turkey	2,4
94	Cyprus	2,2
100	Italy	2,0
111	Bosnia and Herzegovina	1,8
117	Croatia	1,6
145	Bulgaria	1,2
178	Czech Republic	0,2

of the tourism industry in general (organization of travel, geography). (Export strategy for tourism sector in BiH, Agency for export promotion BiH-BHEPA)

5. CONCLUSION

In this article we have concluded that tourism is a dynamic category that is constantly developing in the world. Beside direct effects, indirect effects are very important for tourism



evolving. Indirect effects of tourism are reflected in the development of other economic activities.

Tourism sector has a great influence on many other service providing sectors, but also on industries such as food industry, construction and financial services. Its success is closely related with the image of country, its political and economic stability, and the quality of its transportation infrastructure (airports, roads and railways), but also with the quality of informatic services (reservations, hosting and information)

Considering the importance of tourism for any country it is important to differentiate domestic and foreign consumption, because of the economic effects that come from it. If we're talking about domestic consumption, then it is about redistribution of realized income in an economy, while foreign tourist consumption is about income overflow from one economy to another, and it directly influence the GDP growth.

Expectations concerning the tourism contribution (direct and indirect) to GDP growth are very optimistic in next few years. According to WTTC, it is estimated that direct share of tourism in bosnian GDP will grow (4,8%) in next ten years 2016-2026, and comparing to other neighboring countries, the growth rate should be higher and BiH should be at 76. place on rating list (that consists of 184 countries). Considering total impact of tourism on GDP, in next ten years, BiH would be around 70th place. If those projections come true, then it would be very important progress, because according to data from 2011, BiH (according to the contribution of tourism to GDP) stood at 111th place.

WTTC expectations for tourism and travel, considering direct and indirect impacts on employment and creation of new jobs, are modest in some way.

BiH could improve its position in regional market by developing higher quality tourism, with innovative concepts.

Beside improved economic functions through a series of activities, tourism is important for the development of underdeveloped regions (municipalities) because, in some way, it protects them from depopulation. Regionally balanced offer creates possibility for affirmations of underdeveloped areas, promotes indigenous tourism product, employs local population, affects the standard of living, encourages investment in infrastructure etc. We can say that development in the future could be a catalyst for demographic and economic recovery, revitalization of "neglected" areas, especially rural areas in BiH.

Tourism, as an economy activity, requires more knowledge and goodwill. The objective is to make a framework for further development of quality touristic offer, which would increase competitiveness of bh. tourism in world markets especially markets of touristic offer and capital investments. It is hard to single out any human activity that can not be directly or indirectly linked to any component of tourist activities. Also, it is difficult to talk about tourism as an independent economic field, because, tourism consists of many other factors, who basically not need to be a touristic, but the point is that tourism without such factors can not be formed, nor sustained.

Some of bh. tourist potentials are in active use, but the level of its use is not satisfactory. On the other hand, there is a whole range of attractive areas and segments, that need to be explored, protected, identified, prepared, put in function and promoted.



If we systematically approach with clear strategic goals and concrete measures for their implementation, then tourism, in long term, certainly would help in employment and promotion of other products in BiH, and that would certainly contribute to improving the complete economic activity.

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THE DEVELOPMENT OF PROJECT WORK AT KRANJ SCHOOL CENTRE

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Abstract: *Fast development in industry requires an equally fast response in educational system. Educational organizations have an opportunity to join the process proactively. Project work, international cooperation, joint ventures with local social partners and similar forms of cooperation are the ways to enhance development. The article presents some examples of good practice as to how to engage in development and international projects and how to raise the funds. The article could be an interesting example for similar educational organizations, such as school centres, secondary technical schools, vocational schools, and colleges.*

Key words: *development, project work, international cooperation*

1. INTRODUCTION

In the time of fast technological development, it is important for educational organizations to follow this development. The school system, which is proverbially rigid, should, because of its importance in society, make its utmost to follow this development. Educational organizations are not supposed only to wait for the state institutions to direct and help, they should also take an active role in the process of development.

A successful development requires a positive support from the environment (state offices, technical support from the state institutions, cooperation with industry, and a positive social image). An active support of all the named actors is invaluable.

The possible activities can be held on local, state and international level. It is important to maintain the development in accordance with the strategic standpoints of our regional, state and international goals, which need to be consistent with the general development directions of the region, state and globally. We should be careful not to neglect the resources' (personnel and material) aspect of the project that forms the basis of a successful development.

2. PROJECT WORK AND INTERNATIONAL COOPERATION AT KRANJ SC

2.1 Presentation of Kranj School Centre

The present Kranj School Centre (KSC) was formed on 1. 1. 2013 by The Resolution of the Ministry of Education, Science and Sport (MESS) and comprises of five organizational units:

- Secondary Technical School,
- Specialist Grammar School,
- Secondary School for Economics, Services and Civil Construction,
- Vocational College,
- Intercompany Education and Training Centre.

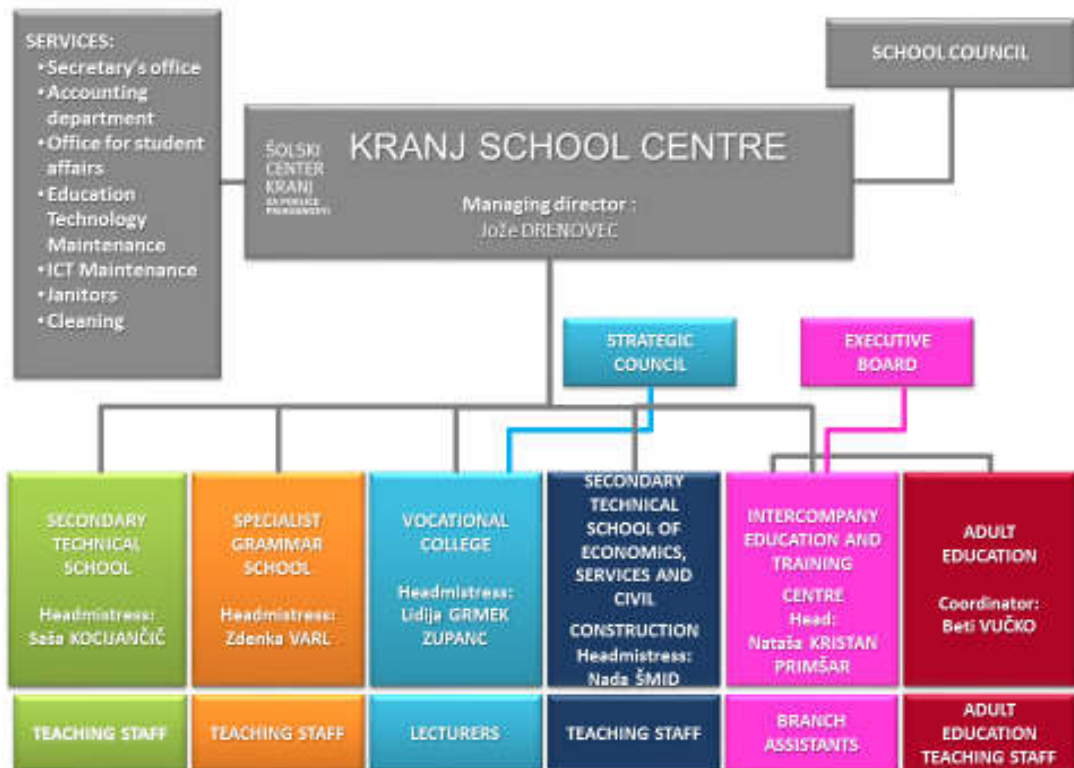


Figure 1: Kranj SC Organigram (source: archive ŠC Kranj, 2013)

Kranj SC is currently also active in adult education and establishing a research centre. With a merger of the two previous colleges, ESIC and Kranj SC into one college, the scope of study programs has increased to 7 programs, mainly dealing with technology and



economics. The Centre is one of the largest school centres in Slovenia with approximately 178 teachers and over 2200 students. The main activity of Kranj SC is technical and vocational education in various fields, from secondary to college to adult level education, for participants from industry and life-long education, as well as projects in cooperation with industry and other organizations, international cooperation and research.

In spite of Kranj SC being currently a relatively young organization in its present form, the origins of the school draws on rich tradition of technical and vocational education in Kranj and Gorenjska region.

The Slovenian Ministry of Industry established a machine factory in Kranj in 1946, which, already in March 1946, changed its name to ISKRA. A supportive industrial school was built in 1951 for 300 students. The need for technical staff was increasing year after year so the employees started to join the educational process as well.

A great change in the history of our school came with the introduction of comprehensive education in 1981/82. It was the time when 950 students and 40 teachers were involved in educational programs of electrical and mechanical engineering. It showed in a lack of facilities for theoretical and practical lessons. The decision for a new school building and its financing was adopted by the Municipality of Kranj and its industry. Since the moving in in the new facilities in 1985, the school has been gaining a status of an up-to-date equipped educational centre. Its great advantage has been modern teaching technology which was partly a product of cooperation between Iskra and other factories in Kranj.

In school year 1991/92 our institution was named, by the Order of the Ministry of Education, Science and Sport, Kranj Secondary School of Electrical and Mechanical Engineering, with two organizational units, namely: Vocational and Technical School, and Technical Grammar School.

The school was remodelled in 2005/06 into Kranj Technical School Centre with three organizational units:

- Technical and Vocational School
- Technical Grammar School
- Technical College

The public educational institution named Kranj Technical School Centre was established on 8th July, 2008 by The Order of the Republic of Slovenia. The Order was passed on the basis of 2nd paragraph of 41st Article of Organization and Financing of Education Act (Uradni list RS, št. 16/07 – an official consolidated text and 36/08) and 1st paragraph of 6th article of Post-Secondary Vocational Education Act (Uradni list RS, št. 86/04). The Act made the establishment of The Intercompany Education and Training Centre– IETC as an organizational unit of the educational institution possible.

Year 2013 saw the merger of Kranj Technical School Center and the School of Economics and Services, with the exception of the Grammar School, into a newly established Kranj School Centre. The Technical College started a new program: Security. The construction of an extension for the IETC with a cutting edge technology in classrooms and labs was completed.



Figure 2: Opening of IETC (source: Simović, S., 2013)

Combining educational institutions and the completion of IETC at Kranj SC pose a great opportunity for future development.

2.2 Projects and development

Project and development work has always been a part of educational process at Kranj TSC, now Kranj SC. I am going to present our projects briefly.

2.2.1 Development projects

MUNUS, MUNUS 2: preparation of renewed secondary and vocational school programs and their implementation. MUNUS 2 (2008-2012) was a project of ESS, directed by the Consortium of Slovene School Centres. The tender was prepared by MESS and has been the most challenging so far also in terms of organization. During the project, we have learned how to manage and control the project. A project office was established for the duration of the project.

LoCaRe – ESA (European Sustainability Ambassadors). LoCaRe (Low Carbon Economy Regions) is a project managed by INTERREG IV C program of The European



Commission. The program encouraged solutions for a decrease of carbon dioxide emissions on regional and local levels and contributed to the industrial development at the same time.

Six of LoCaRe subprojects were chosen, the topics of which related to renewable sources of energy, CO₂ capture and storage, green procurement, low-carbon environmental planning and awareness raising. One of them was ESA – European Sustainability Ambassadors, whose main goals were to encourage activities in the field of awareness raising, environmental protection and saving energy both on local and regional levels. Four European regions participated in LoCaRe ESA subprojects, namely Syddamark from Denmark, Principado de Asturias from Spain, Emilia-Romagna from Italy and Gorenjska from Slovenia (Kranj TSC).

CaRBs (LdV partnership) – The idea for the CaRBs Partnership came from the need in industry and in vocational education for a competent training in the field of CNC and robotics and from new programs and modules which are being introduced in secondary vocational and college education. In CaRBs Partnership (CNC and robotics) our aim was to create a long-lasting cooperation between vocational educational institutions and companies where students could train for work with CNC machines and in automated production.

Since automation - robotics and CNC - is a sphere in Slovenia where very few large or technologically advanced companies have both financial and personnel means to realize it, our goal was quite challenging: to train and make learning and training for secondary school and college students as well as workers from industry possible on high-tech CNC machines, robots and automated production lines in the expanding IETC (MIC), and to help small companies to introduce automation with our own and their know-how at a lower cost.

Similar institutions from five European countries, namely Germany, Sweden, Lithuania, Norway and Slovenia, participated in the project. The participants were schools, competent centres and companies. The coordinator of the partnership was Osteroy Manufacturing Industry Association from Norway.

Microeducation (LdV partnership) – Ten partners from eight countries took part in the project. The partners were technical and vocational schools that teach electrical engineering. The goal of the project named “Microcontroller Applications in Vocational Education” was to develop a microcontroller kit suitable for use in school.

Hydropowerplant Simulator (LdV innovation transfer) – Kranj SC realized a project of constructing an educational Pelton turbine in participation with ČKB Banskó (Czech Republic), Agpyne S.L. (Spain), Litostroj Power, and the Faculty of Mechanical Engineering in Ljubljana. The model of the turbine is intended for secondary school and college students as well as mechanical engineering and electrical engineering specialists in Slovenia.

2.2.2 Facilities

IETC construction

IETC was established in 2008 as an independent unit of Kranj TSC. Aiming to improve our working conditions, IETC successfully applied to an invitation to tender by the

MESS for co-financing the investment in IETC. The tender documentation was prepared in cooperation with The development Agency, the Municipality of Kranj, and other social partners.

The investment structure (with VAT):

- Investment documentation costs: 43,800.00 EUR
- Technical services costs: 234,000.00 EUR
- Construction and renovation costs: 2,160,463.00 EUR
- Equipment purchase and installation costs: 465,23400 EUR
- Other costs: 130,000.00 EUR

Total: 3,033,497.00 EUR

2.2.3 International mobility

The mobility projects for secondary school and college students as well as teachers have been successfully managed since 2009. Our partners come from different European countries: Denmark, (EUC Syd, Sondeborg), Austria (HTL Mössingerstraße, Klagenfurt), Italy (I.T.I.S Fermo Corni, Modena), Macedonia (SETUGS, Skopje), Estonia (Kutseopekeskus, Narva), Belgium, (GTI Mortsel), SIQ GmbH Buchloe... It is important for the partners to be reliable as this is the only way for the cooperation to be successful.



Figure 3: Students on an exchange visit in Estonia (source: Kristan Primšar, N., 2015)

3. DEVELOPMENT STRATEGY

There is no use to have projects for their own sake. The project work objective is development. It is important for an organization to have a well-designed development

strategy and to follow its plan in promoting its projects and international cooperation. In this way, an organization is able to choose those projects which secure its strategy goals.

The areas that need to be developed for a successful project work (Stare, A., 2011)::

- 3.1 Organization Strategy
- 3.2 Project Organization Culture
- 3.3 Project Office
- 3.4 Project Information System
- 3.5 Quality System
- 3.6 Partnership Network

3.1 Organization Strategy

The vision of Kranj TSC was the basis of our long-term strategy goals. The activities were carried out in accordance with the directions. After the merger of Kranj TSC and Kranj ESIC our visions and work strategies were harmonized. The merger proved to be successful as both units contributed their own experience and knowledge to a common goal. The synergy of the units can really bring something new.

The long-term goals of the Kranj SC latest document include a focus on development, activity in the local environment and globally, and personnel-resource development.

3.2 Project Organization Culture

The project organization culture is one of the key factors for a successful and efficient realization of a project. The important factors are:

- The attitude to projects: the support of the management and a positive attitude of the personnel is very important. In case the employees see the projects as an unnecessary extra work load with no added value for the company, the project work will be very difficult to carry out.

- Suitable organizational rules: a precise allotment of responsibility, power and competence is necessary to avoid a chain of misunderstandings.

- A unified methodology: a unified methodology needs to be devised to make work and communication inside the organization easier. The fact that the projects are so dissimilar that unification is possible only to a certain degree presents a great difficulty.

- Qualified personnel: the teachers in our educational institutions are well qualified but they lack in project know-how. A possible solution is to redirect the resources into a building of a successful project team.

3.3 Project Office

This is an area of high pressure. It is a fact that the number of people in the project office should be sufficient for the process of acquiring projects, their realization and coordination to run smoothly, and to also set up the policy for future work. The usual



contradiction is: the number of projects is expected to be high but the number of projects currently under execution is low (which means a low money flow) therefore an effective project team cannot be formed. That also means that an undernourished team cannot perform all the necessary activities.

It is for the management to decide on the personnel policy. Our centre decided to adjust the personnel policy to the funds available. During 2007 – 2013 and 2014 – 2020 perspectives, IETC only employed two people. Now, with the beginning of a new perspective and more funds available, the number of employees has been increased. We hope that the intensity of work will increase which will, hopefully, bring about better results.

3.4 Project Information System

There are many IT systems available. So far, we have not had a computerized system but we are planning to establish it this year.

3.5 Partnership Network

A partnership network is inevitable for the realization of projects on both levels, national and international.

How did we set it up?

The partners on local and national level are attained in accordance with our development strategy. The networking with educational institutions on all levels, from kindergarten to university, aims to intensify professional development, promotion and possible cooperation in projects... Social networks with our partners, professional institutions and state offices are the priority in designing our policies and development projects. We got in touch with our international partners in different ways: taking part in international seminars and participating in international headmasters' meetings, with the help of Gorenjska Regional Development Agency, on the basis of our partners' recommendations, and, occasionally, purely by chance.

It is important for the partners to be dependable and successful at acquiring projects. Their ability to connect is of crucial importance. On local and national level, we have established or associated with the following institutions: Konektor, Slovene School Centres Consortium, and IETC Association (under establishment).

Konektor is a consortium of 24 companies which are going to join forces with our school to promote development projects and new educational programs required by the employers, and to ensure a continuous flow of knowledge between the industry and educational sphere. The signatory partners are: Aerodrom Ljubljana, Alpetour, BSC, Chemets, Četrta pot, EL-ART, Elektro Gorenjska, Goodyear Dunlop Sava Tires, Gospodarska zbornica Slovenije – OZ za Gorenjsko, Impulz servis, Infotrans, Iskra, Iskra ESV, Iskra ISD, Iskraemeco, Iskra strojegradnja in vzdrževanje, Meroslovje Lotrič, LTH Castings, Mestna občina Kranj, Območna obrtno-podjetniška zbornica Kranj, Plamtex INT., Polycom, Savatech, Sibo G, Tiskana vezja Luznar.



Figure 4: Solemn signature of the agreement with Konektor (source: Kozmus, M., 2015)

The School Centres Consortium is an association of seven largest school centres in Slovenia that covers all its regions. The members of the Consortium are: Kranj SC, Celje SC, Ljubljana SC, Nova Gorica SC, Novo mesto SC, Ptuj SC and Velenje SC. Our aim is to apply jointly for projects on both, national and international level. With a wide range of references, experience and professionals we are able, with the support of the local community and state institutions, to undertake important development projects in different fields, such as professional development, school system development, sustainability, entrepreneurship, ...

Intercompany Education and Training Centres are school units the role of which is to connect education with industry. There are 16 such centres in Slovenia and they present an important infrastructure that supports industry in acquiring competent employees for their companies.

4. HOW THE PROJECTS ARE CHOSEN

The decision is made on the basis of these criteria:

- Following our strategic goals
- The strategy of internationalization
- Personnel and facilities availability

The projects we participate in:

- Interreg



- Central Europe
- ERASMUS +
- National projects (ESS,...)

The strategy of acquiring projects:

- It is important to have dependable partners
- Monitoring the possibility of cooperation. Sometimes we join a partnership, on other occasions we apply for a project. Each form of cooperation has its advantages and disadvantages:

- o If we are the leading partner, we have to devise the project, which also means that we bear the responsibility for the project success. However, we are in full control over its realization.

- o If we are an associated partner, we have less control over the project and just follow the idea of our partner organization. We decide on this kind of cooperation if we have little experience in acquiring projects or our partnership network is not wide enough, but, on the other side, this type of activity increases the possibility of success in acquiring funds.

- We cooperate with the Regional Development Agency in search of suitable funds. Because of the difference in contents and rules of application it is necessary to join forces with the professionals. In this way we can decide whether the application makes sense or not, and what the chance for acquiring the funds is.

5. CONCLUSION

We are well aware at Kranj SC of the importance of developing educational institutions, therefore we think it is crucial to participate in different projects. The projects funds also give us an opportunity to improve our material conditions and to employ new workers. This can be an efficient way of forming a project team and training its members for the project work. Other professionals can join the project work on their own initiative. With the support of a technical team such integration is easier and more efficient.

I hope this lecture, being an example of good practice, will present a motivation for other educational institutions. At the same time I wish this article to be a basis for new partnerships.

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TOTAL QUALITY MANAGEMENT – NECESSITY OF TOURIST DESTINATION “NATIONAL PARK OF TARA”

Invited paper

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Abstract: *Development of tourism in Serbia must be based on a concept of both sustainable development and total quality management (TQM). In particular, protected areas of Serbia are interesting for a long-term tourist development. Being an exceptional locality, the mountain of Tara is a huge opportunity for development of the Zlatibor County and Serbia in general. This paper will present the top model of total quality management referring to the tourist destination “National Park of Tara”.*

Key words: *Customer satisfaction, Quality, Management, Continuous improvements, Total quality management*

1. INTRODUCTION

Tourism is one of the fastest growing industries in the world, increasing in sales and volume 7% annually since the 1990s (The International Ecotourism Society 2006). *International tourist arrivals grew by 4.4% in 2015 to reach a total of 1,184 million in 2015, according to the latest UNWTO World Tourism Barometer. Some 50 million more tourists (overnight visitors) travelled to international destinations around the world last year as compared to 2014. (World Tourism Organization 2012).*

Over the last five years, tourism and travelling in Serbia have amounted to abt 8% of the Serbian GDP. This result was achieved despite the condition of tourist offer, which was dissatisfactory due to incompatibility of the tourist assortment offered and demanded; in addition, prices and values of tourist products and services were not in line. A number of factors caused such conditions, some of them being as follows (Radosavljevic, G., 2006):

- total quality management system is not applied in practice,
- privatisation process has not been finished yet,
- tourist staff is insufficiently paid and discouraged,
- war and war consequences affected tourist development.

Tourism is a big opportunity for development of the entire Serbia including the Zlatibor County where a number of protected areas are located (National Park of Tara, the mountain of



Golija, the Uvac canyon, Mokra Gora village etc). National Park ‘Tara’ (hereinafter referred to as NPT) is especially interesting as it renders huge opportunities for development of tourism and associated services. This paper will thus analyse the way to improve quality until total quality management – TQM – is achieved at the NPT tourist destination .

2. FEATURES OF QUALITY MANAGEMENT IN NATIONAL PARK

According to many, Tara is the most beautiful mountain in Western Serbia. It spreads over the territories of the Municipality of Bajina Basta and the City of Uzice. In order to preserve rare species of flora and fauna, natural environment and values and cultural and historical monuments as well as for cultural and scientific research and utilization purposes, the territory of Tara was declared a national park in the year 1981.

NPT is managed by Public Company NPT with head office at Bajina Basta. Local authorities of Bajina Basta and Uzice influence operations of PC NPT in compliance with their authorizations. Governmental authorities are the ones to give consents for Studies on Effects of Investment Facilities built on the NPT territory. Mutual coordination of all the parties involved is not at a very good level thus holding up development of NPT as a tourist destination. Privately-owned accommodation facilities are managed by their owners. Hotels are either owned by The National Army or private individuals. Bus lines from Bajina Basta or Uzice – Kremna are kept by several transportation companies. Roads are maintained by public utility companies, “Putevi Enerprise” and NPT.

It is apparent that the NPT system contains a series of elements. Its complexity varies depending on the territory covered by national park, because there are various resources and actors in continuous interaction. TD NPT is a package of products and services created by representatives of public and private sector. The essence of these are not natural attractions themselves, but a combination of such attractions offered on the basis of experience of tourist consumption.

J. Popesku (Popesku, J., 2009) summarizes basic directions of the content referring to the notion of tourist destination as follows:

- “Destinations offer a large number of products, services and experience under their own name (brand),
- Destination is the most important unit which multiple and complex dimensions of tourism are based upon,
- Destination is the basic unit to have the tourism analysed,
- Destination is the core of tourist product offer and development as well as of implementation of tourist policy,
- Destinations exist within a wider destinations – continents, regions, countries, areas, cities, places etc,
- A series of products and services at a destination includes the entire tourist value chain,
- Services at a destination are rendered by both public and private sector which are very dependent on each other,



• Destinations are both palpable and impalpable categories (image, identity, character) and

• Different perceptions of a destination can often make a blurred image in reality (cheap versus exclusive, safe versus dangerous).”

TD NPT represents more than just 19,200 ha of physical territory. It also consists of a variety of products, services and natural resources, elements and information attracting tourists. Complexity of NPT operation witnesses that it is not easy to secure the quality of an integrated tourist product. The question is: what is the way to develop NPT as a tourist destination in a quality and long-term manner? The answer is clear: with a quality offer and all-inclusive product. A well designed and implemented development of NPT as a tourist destination cannot last for just a season; it must be organic and long-term oriented in order to be successful and self-sustainable. Serbian tourism must be branded over its tourist regions, therefore NPT as a tourist destination available 365 days a year must be a Serbian tourist brand. Precondition for this is that the local population must be autochthonous, authentic and original as it is – these people must be true Era people!

It should be noted that NPT offers huge opportunities for development of the following types of tourism :

1. Sports tourism
2. Congress tourism
3. Nautical and water sports tourism,
4. Medical tourism,
5. Religious tourism,
6. Ecological tourism,
7. Cultural tourism,
8. Excursions,
9. ‘Over-sixty’ tourism,
10. Agro-tourism and
11. Incentive tourism or MICE- Incentive trips.

Quality management for TD NPT involves a specific approach to coordination of activities of public and private participants.(Vukoja, B.,2009) All of them should be partners united by PC NPT which should evolve into a specific managing organization with a basic goal to define and accomplish the collective projection for TD NPT. This goal may be reached with a well-projected path toward the total quality management (TQM) as the highest level of business.

3. TQM CONCEPT FOR TOURIST DESTINATION

World Economic Forum measures individual tourist competitiveness of each country via Index of Travelling Competitiveness. This index consists of 13 supporting columns of competitiveness: 1. Policy and regulations, 2. Environmental protection regulations, 3.Safety and security, 4. Health and Hygiene, 5. Priority level of tourism and travel, 6.Aviation facilities, 7. Land facilities, 8.Tourist facilities, 9. Information facilities, 10.

Competitiveness of prices for tourism and travels, 11. Human resources, 12. Domestic perception of tourism, i 13. Natural and cultural resources (Figure 1). Obviously, these are TQM elements of each tourist destination (TD).

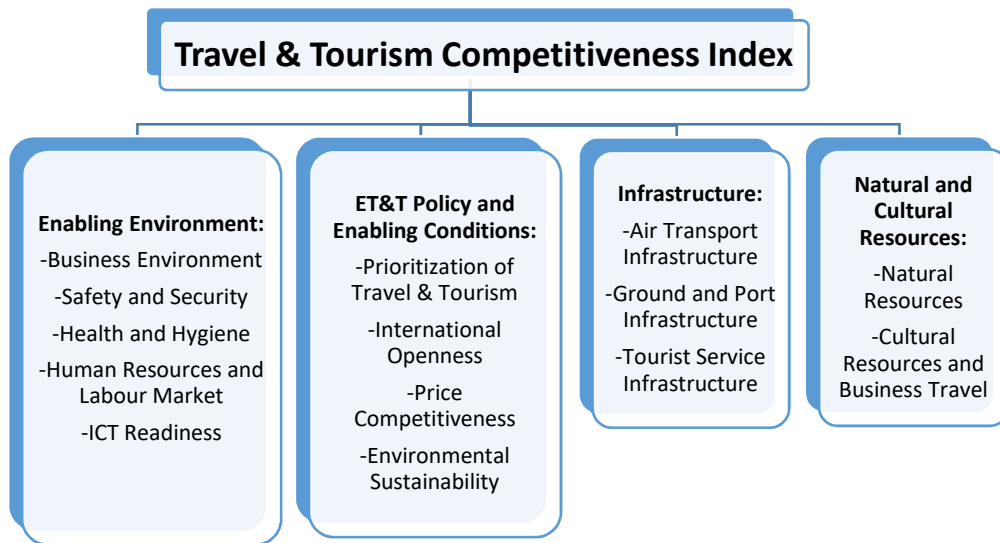


Figure 1: The T&T Competitiveness Index 2015 framework (source: Insight Report The Travel & Tourism Competitiveness Report 2015 Growth through Shocks)

In 2015, Serbia was ranked 95th out of 141 states according to Index of Tourist and Travelling Competitiveness (table 1) showing that the required level of attention is not paid to tourism in our country. Improvement of each TD's quality will lead to improvement of the quality of all tourist products of Serbia thus raising the level of its competitiveness. Each destination must be developed according to the concept of sustainable development and total quality management (TQM). (Blažević, 2009.) Key management subsystems of the NPT strategic management are shown at Figure 2. These are the subject of TQM.

Total quality management (TQM) of the TD NPT should provide full satisfaction of:

- each guest-tourist,
- those offering tourist products and
- local population (figure 3).

Quality is something that is trained every day in all respects until it becomes an integral part of business operations. Any tourist will accept a high quality offered at a low price.

Table 1: The Travel & Tourism Competitiveness Index 2015 Ranking (source: <http://reports.weforum.org/travel-and-tourism-competitiveness-report-2015>)



Rank	Country/Economy	Value
1	Spain	5.31
2	France	5.24
3	Germany	5.22
4	United States	5.12
5	United Kingdom	5.12
6	Switzerland	4.99
7	Australia	4.98
8	Italy	4.98
9	Japan	4.94
10	Canada	4.92
33	Croatia	4.3
39	Slovenia	4.17
67	Montenegro	3.75
82	Macedonia, FYR	3.5
95	Serbia	3.34
106	Albania	3.22

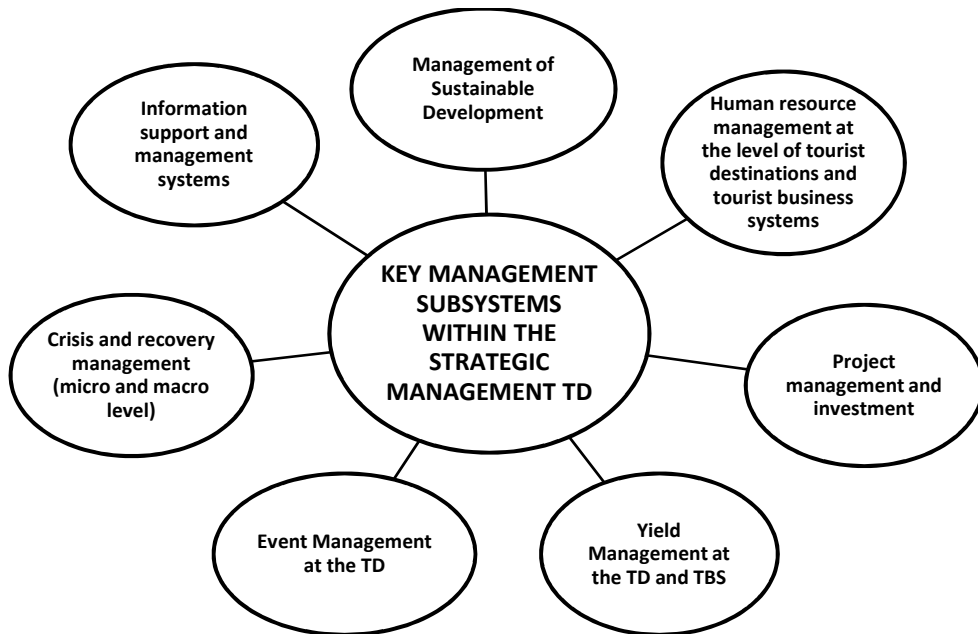


Figure 2. Key management subsystems within the strategic management TD

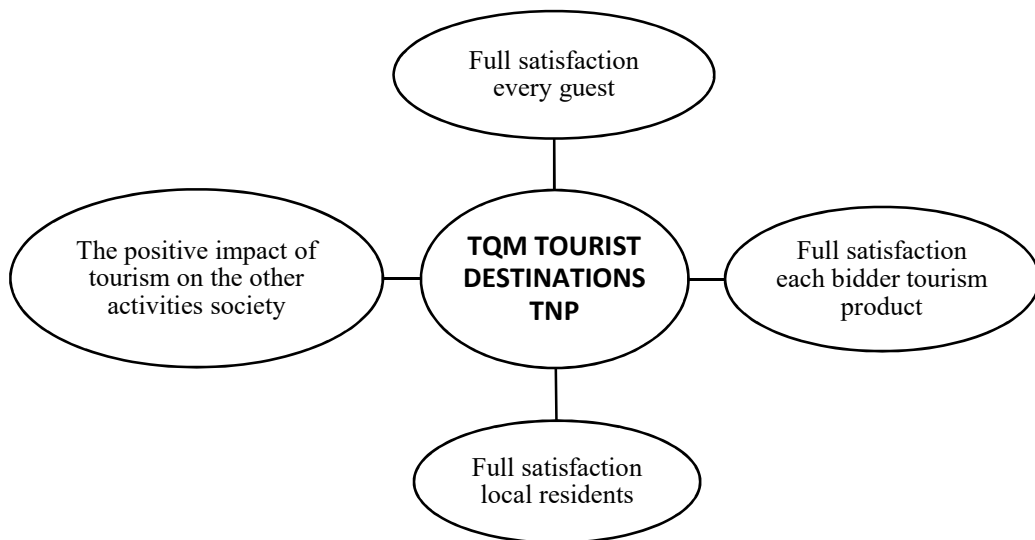


Figure 3. TQM tourist destinations NPT



TQM for tourist destination NPT includes (Đuričić, R. M., 2015):

- *Guest-oriented quality*, i.e. the requirements of guests must be anticipated in order to create tourist subjects of the destination meeting such requirements. Lack of product quality will keep us away from the increasingly picky tourist market, while the process of creating quality is long and continuous;
- *Support of top management* aware of TQM tools and technique in order to understand the process of total quality management for tourist destination;
- *Continuous improvement* as a process of improving the quality of tourist products and services through growth of revenue followed by constant innovations;
- *Full participation* of employees, while quality of tourist subject is maintained through an effective remuneration of employees.
- *Cycle time reduction*, i.e. elimination of tasks and activities failing to produce added value.
- *Prevention rather than detection*, because the philosophy of TQM is based on a 'fault-free' concept, whereas the main task of management is to eliminate the root cause of the fault.
- *Management by fact*, as TQM means that everything must be supported by facts. Therefore the data must be collected, analysed and compared. A business intelligence system must be designed.
- *Development of partnership*; making both public and private TD subjects open for environment will lead to their interconnection - partnership.
- *Public responsibility* of TQM tourist subjects accepting responsibility for a flawless placement of tourist products and for preservation of natural and cultural resources of the destination and introduction of new technologies and alike.

It is difficult and risky to get to TQM in conditions like these. It would be best if we could implement ISO 9001:2015 which would then integrate ISO14000, ISO 22000 and other norms.

Implementation of ISO 9001 should be based on a well designed marketing approach and development strategy for TD NT. Promotional activities must wait a bit. A market research must be carried out to show the following:

- Who are the tourists-visitors coming to the NPT (demographic and geographic data),
- What kind of services do they expect (accommodation, fun, culture, sports etc),
- What is their budget for the service expected and
- What is their definition for the quality of service.

After that, quality management system should be implemented pursuant to ISO 9001:2015. Otherwise, the existing standard should be adjusted to the applicable one. The last ISO9001 upgrade is an important step for further development, as shown in Table 2.

In line with quality system, it is necessary to implement the ISO14000:1996 norms which make the first step in adjusting the level of environment protection to the requirements of sustainable tourist development. These norms deal with: 1. environment protection management, 2. reassurance of environment protection

Table 2. Comparison between ISO 9001:2008 and ISO 9001:2015

(source: <http://www.qualitygurus.net/ISO+9001%3A2008+vs+ISO+9001%3A2015>)

ISO 9001:2008	ISO 9001:2015	Remarks
0. Introduction	0. Introduction	
<u>1.1 General</u>	<u>1 Scope</u>	
<u>1.2 Application</u>	<u>4.3 Determining the scope of the quality management system</u>	
<u>2. Normative references</u>	<u>2 Normative references</u>	
<u>3. Terms and definitions</u>	<u>3 Terms and definitions</u>	
<u>4. Quality Management System</u>	<u>4 Context of the organization</u>	
<u>4.1 General Requirements</u>	<u>4.4 Quality management system and its processes</u>	
<u>4.2 Documentation Requirements</u>	<u>7.5 Documented information</u>	Reduced requirements for documentation
<u>4.2.1 General</u>	<u>7.5.1 General</u>	
<u>4.2.2 Quality Manual</u>	-	<u>Quality Manual not required</u>
<u>4.2.3 Control of Documents</u>	<u>7.5 Documented Information</u>	Records and Documents are now "Documented Information"
<u>4.2.4 Control of Records</u>	<u>7.5 Documented Information</u>	
<u>5. Management Responsibility</u>	<u>5 Leadership</u>	
<u>5.1 Management Commitment</u>	<u>5.1 Leadership and commitment</u>	
<u>5.2 Customer Focus</u>	<u>5.1.2 Customer focus</u>	
<u>5.3 Quality Policy</u>	<u>5.2 Policy</u>	
<u>5.4 Planning</u>	<u>6 Planning</u>	
<u>5.4.1 Quality Objectives</u>	<u>6.2 Quality objectives and planning to achieve them</u>	
<u>5.1 Management Commitment</u>	<u>5.1 Leadership and commitment</u>	
<u>5.2 Customer Focus</u>	<u>5.1.2 Customer focus</u>	
<u>5.3 Quality Policy</u>	<u>5.2 Policy</u>	
<u>5.4 Planning</u>	<u>6 Planning</u>	
<u>5.4.1 Quality Objectives</u>	<u>6.2 Quality objectives and planning to achieve them</u>	
<u>5.4.2 Quality Management System Planning</u>	<u>6.3 Planning of changes</u>	
<u>5.5 Responsibility, Authority, and Communication</u>	<u>5.3 Organizational roles, responsibilities and authorities</u>	
<u>5.5.1 Responsibility and Authority</u>	<u>5.3 Organizational roles, responsibilities and authorities</u>	
<u>5.5.2 Management Representative</u>	-	<u>MR not required</u>
<u>5.5.3 Internal Communications</u>	<u>7.4 Communication</u>	
<u>5.6 Management Review</u>	<u>9.3 Management Review</u>	
<u>5.6.1 General</u>	<u>9.3.1 General</u>	
<u>5.6.2 Review Input</u>	<u>9.3.2 Management Review Inputs</u>	
<u>5.6.3 Review Output</u>	<u>9.3.3 Management Review Outputs</u>	
<u>6. Resource Management</u>	<u>7.1 Resources</u>	
<u>6.1 Provision of Resources</u>	<u>7.1 Resources</u>	
<u>6.2 Human Resources</u>	<u>7.1.2 People</u>	
<u>6.2.1 General</u>	<u>7.2 Competence</u>	



<u>6.2.2 Competence, Training, and Awareness</u>	<u>7.2 Competence and 7.3 Awareness</u>	
<u>6.3 Infrastructure</u>	<u>7.1.3 Infrastructure</u>	
<u>6.4 Work Environment</u>	<u>7.1.4 Environment for the operation of processes</u>	
<u>7. Product Realization</u>	<u>8 Operation</u>	
<u>7.1 Planning of Product Realization</u>	<u>8.1 Operational planning and control</u>	
<u>7.2 Customer-Related Processes</u>	<u>8.2 Requirements for products and services</u>	
<u>7.2.1 Determination of Requirements Related to the Product</u>	<u>8.2.2 Determining of requirements related to products and services</u>	
<u>7.2.2 Review of Requirements Related to the Product</u>	<u>8.2.3 Review of requirements related to products and services</u>	
<u>7.2.3 Customer Communication</u>	<u>8.2.1 Customer communication</u>	
<u>7.3 Design and Development</u>	<u>8.3 Design and development of products and services</u>	
<u>7.3.1 Design and Development Planning</u>	<u>8.3.2 Design and development planning</u>	
<u>7.3.2 Design and Development Inputs</u>	<u>8.3.3 Design and development inputs</u>	
<u>7.3.3 Design and Development Outputs</u>	<u>8.3.5 Design and development outputs</u>	
<u>7.3.4 Design and Development Review</u>	<u>8.3.4 Design and development controls</u>	
<u>7.3.5 Design and Development Verification</u>	<u>8.3.4 Design and development controls</u>	
<u>7.3.6 Design and Development Validation</u>	<u>8.3.4 Design and development controls</u>	
<u>7.3.7 Control of Design and Development Changes</u>	<u>8.3.6 Design and development changes</u>	
<u>7.4 Purchasing</u>	<u>8.4 Control of externally provided processes, products and services</u>	
<u>7.4.1 Purchasing Process</u>	<u>8.4.1 General</u>	
<u>7.4.2 Purchasing Information</u>	<u>8.4.3 Information for external providers</u>	
<u>7.4.3 Verification of Purchased Product</u>	<u>8.4.2 Type and extent of control and 8.6 Release of products and services</u>	
<u>7.5 Production and Service Provision</u>	<u>8.5 Production and service provision</u>	
<u>7.5.1 Control of Production and Service Provision</u>	<u>8.5.1 Control of production and service provision</u>	
<u>7.5.2 Validation of Processes for Production and Service Provision</u>	<u>8.5.1 Control of production and service provision</u>	
<u>7.5.3 Identification and Traceability</u>	<u>8.5.2 Identification and traceability</u>	
<u>7.5.4 Customer Property</u>	<u>8.5.3 Property belonging to customers or external providers</u>	
<u>7.5.5 Preservation of Product</u>	<u>8.5.4 Preservation</u>	
<u>7.6 Control of Monitoring and Measuring Equipment</u>	<u>8.5.1 Control of production and service provision</u>	
<u>8. Measurement, Analysis, and Improvement</u>	<u>9.1 Monitoring, measurement, analysis and evaluation</u>	
<u>8.1 General</u>	<u>9.1.1 General</u>	
<u>8.2 Monitoring and Measurement</u>	<u>9.1.1 General</u>	
<u>8.2.1 Customer Satisfaction</u>	<u>9.1.2 Customer satisfaction</u>	
<u>8.2.2 Internal Audit</u>	<u>9.2 Internal Audit</u>	
<u>8.2.3 Monitoring and Measurement of Processes</u>	<u>9.1.3 Analysis and evaluation</u>	
<u>8.2.4 Monitoring and Measurement of Product</u>	<u>8.6 Release of products and services</u>	
<u>8.3 Control of Nonconforming Product</u>	<u>8.7 Control of nonconforming outputs</u>	
<u>8.4 Analysis of Data</u>	<u>9.1.3 Analysis and evaluation</u>	
<u>8.5 Improvement</u>	<u>10 Improvement</u>	

<u>8.5.1 Continual Improvement</u>	<u>10.3 Continual improvement</u>	<u>Continual deleted in CD, but is back in the revised standard</u>
<u>8.5.2 Corrective Action</u>	<u>10.2 Nonconformity and corrective action</u>	
<u>8.5.3 Preventive Action</u>	<u>6.1 Actions to address risks and opportunities</u>	<u>PA is being replaced with risk based thinking</u>

system, 3.assessment of effects of environment system, 4.assessment of the product life cycle from environmental aspect, and 5.marking products according to their influence on environment. In this way, the basis for implementation of an Integrated management System is made. So called eco-tourism should be nourished within the NPT as it has numerous environmental effects and is very much dependant on the code of conduct of each individual - tourist (table 3).

Integrating ISO 9001 and ISO 14001 are realized the following benefits:

1. Improved business performance,
2. A holistic approach,
3. Position quality and sustainability into the heart of the organization,
4. Reduced documentation and duplication,
5. Save time and resources,
6. Improved risk and opportunity management.

As for management system of TD NPT, it must integrate the following norms/standards: OHSAS 18001 i HACCP.

Standard OHSAS 18001 is a standard prescribing health and safety at work providing the following:

- setting targets in reference to health and safety of both staff and guests,
- availability and application of both legal and other OHSAS regulations,
- establishment of documented procedure and other necessary documents,
- permanent monitoring, control, reassurance and improvement of OHSAS protection policy and targets.

A quality tourism is featured by safe catering service, i.e. by food which suitability is checked through prevention procedures fully applied in compliance with HACCP concept (“Hazard Analysis and Critical Control Points”). HACCP is a system of value identification and determination and risk control important for safety of food. It is based upon the following principles:

- analysis of potential hazards - unallowed contamination of biological, chemical or mechanical nature,
- determination of critical control points-CCP,
- establishment of critical limits for each CCP,
- establishment of monitoring procedure for each CCP,
- corrective actions to be taken when a CCP is out of control,
- verification procedure assuring effective functions of the HACCP system,
- documentation keeping, including all procedures and records in compliance with these principles and their application.

Table 3. Negative and positive impacts of ecotourism as criteria for a code of conduct
(source: <http://edis.ifas.ufl.edu/fr339>)

Economic (Negative)	<ul style="list-style-type: none"> • Inability to pay on-going organizational costs (e.g., infrastructure, wages) • Leakages (e.g., revenue generated to non-local organizations)
Economic (Positive)	<ul style="list-style-type: none"> • Generation of revenue and employment • Provision of economic opportunities for the local community and beyond • Multiplier effect (e.g., spin-off economic benefits that support ecotourism such as purchasing local supplies for development and maintenance)
Environmental (Negative)	<ul style="list-style-type: none"> • Permanent environmental change (e.g., vegetation removal, site leveling) • Creation of waste residuals (e.g., sewage, exhaust)
Environmental (Positive)	<ul style="list-style-type: none"> • Operator involvement in protection and rehabilitation (e.g., protected area designation and cultural resource conservation) • Management of natural areas • Programs for ecotourists, neighbors, community members to be involved in environmental protection, rehabilitation, or management (e.g., volunteer, education, or fundraising programs)
Socio-Cultural (Negative)	<ul style="list-style-type: none"> • Social and cultural intrusion (e.g., consumer demands for authenticity) • Erosion of local control (e.g., employment in-migration) • Local inequalities (e.g., disputes over partnerships)
Socio-Cultural (Positive)	<ul style="list-style-type: none"> • Fostering a sense of community and empowerment through local participation (e.g., packaging with local service providers) • Providing aesthetic/spiritual enjoyment for residents and tourists • Fostering socio-cultural respect (e.g., education to raise awareness) • Providing access to resources (e.g., equal opportunity for tourists, employees, and community to access amenities and services)

Apart from these management systems, each TPS should integrate all other relevant management systems related to its operations. This is a necessary stage during the process of getting to the total quality management (TQM) as the highest level of business operations. Total Quality Management is a system providing the required quality. It refers to constant improvement, increased flexibility, effectiveness and efficiency of operations. It includes all levels of subjects and employees of a destination. In this regard, quality is the result of an elaborated system of managing the quality of a destination.

When implementing QMS pursuant to ISO9001:2015, one should bear in mind the 2013 research results referring to selection of "the ideal tourist destination" (Table 4).

Table 4. Values / Attributes that are linked to the "ideal destination"
(Source: <http://www.apartmanija.hr/zajednica/ideje/kvaliteta-smestaja>)

The attribute / value "ideal destination"	% of respondents
The beauty of the landscape	60%
Quality accommodation	48%
Preserved area (no crowds)	42%
Gastronomy	29%
The diversity of activities	18%



It is obvious that almost half of the guests select a TD according to the quality of accommodation facilities. On the other hand, the most important factors to make a choice for a TD are the people renting the accommodation facilities. All these elements should be regarded as preventive measures once quality management system is documented. Further, such documentation should include the quality of:

1. A partial tourist product as a product of each individual tourist bidder which offer services to the market on his/her own or via agents, and

2. An integrated tourist product as the summary of everything that may meet the consumers' requirements; at the same time, product is not only limited to its physical features, but also includes experience, people, places, organizations, information and ideas. Such product is a sum of: 1. TD attractiveness compiling natural and social benefits; 2. TD availability (utilities, equipment) and 3. TD receptive factors (necessary accommodation and catering facilities).

According to tourists, the elements of quality of tourist destination and product are the following: (Source: Radosavljević G., 2006.):

Image of a destination before arrival



Information obtained before arrival



Booking



A trip to destination



Arrival (receipt)



Information obtained at a destination



Accommodation



Catering



Attractions



Facilities and environment



Contacts and memories after return

When designing the TD quality, one should take into account of maximum accommodation capacity referring to max number of people that may visit the TD at the same time with no consequences for physical, economic or social-cultural environment and without unacceptable reduction of quality of customers' satisfaction. Maximum accommodation capacity is calculated as follows (Source: US National Park Agency):



$$CC = f(Q, T, N, U_t, DM, AB)$$

where is:

CC – carrying capacity,

Q – quantity of the park's resources.

T – tolerance of its resources to use,

N – number of visitor,

U_t – type of use,

DM – desing and management of the visitor facilities,

AB – attitude and behaviour of visitors and managers.

Implementation of QMS and other management systems may help achieve the desired quality of a tourist destination. According to D.Rajkovic (Rajković, D.), it provides the following advantages:

- “1. Quality provides advantage over competition.
2. Quality performances make tourist services placed on the market more easily.
3. Product quality results in clients' loyalty.
4. Higher level of quality provides higher level of profit.
5. Quality management leads to a more stable and safe tourist industry.
6. Quality improvement provides a higher level of satisfaction.
7. Quality management improves the access to financial assets.
8. An effective monitoring of improvement prevents repetition of expensive faults (objections and claims).
9. Careful data collection becomes a tool for a proper decision-making.
10. Monitoring quality improvement encourages a pro-active approach of a management.)

4. CONCLUSION

Tourist industry is an important incentive for economic development of the Zlatibor County and Serbia in general. Thanks to this industry, the largest number of new work places can be opened.

National Park of Tara must become an attractive tourist destination with a multiplied number of visitors attracted by a series of new partial and integrated tourist products. This goal can be reached with a proper marketing approach and dedication to quality of all subjects of the NPT tourist destination. The key to success is to fully satisfy and make each guest happy; beauty must work for quality and quality must work for beauty.

Total Quality Management is a system assuring the quality required. It is the result of elaborated system of managing the total quality of destination. It must be reached through integration of all relevant management systems into the managing system of the TD NPT and through continuous improvement and increased flexibility, effectiveness and efficiency of business operations. TQM includes all levels of subjects and employees of the destination.



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COMPARATIVE ANALYSIS OF SERBIAN AND AUSTRIAN TOURISM

Invited paper

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Abstract: *During the second half of the twentieth century, tourism went through the expansion as no economic sector experienced. Travel and tourism trends increased from 25 million, in 1950, to over 1.1 billion of tourists in 2014. This shows that tourism is a dynamic category which offers new destinations, new forms of arrangements, new kinds of travel, but which also requires new forms of organization, new resources, innovations and new strategies.*

Serbia has all necessary prerequisites for the successful development of tourism. However, Serbian tourism is not competitive enough, especially in the international market, in contrast to Austria, which is among the top tourist attractions.

The main reason for the comparison of Serbian and Austrian tourism is the fact that both countries have similar surface area, similar number of inhabitants and identical forms of tourism. The aim of this paper is to analyze the benefits of tourism of Austria in relation to Serbia, in order to indicate the future direction of the development of Serbian tourism.

Key words: *tourism, development, competitiveness, Serbia, Austria.*

1. INTRODUCTION

The strong overall economic growth in the world during the second half of the twentieth century, associated with the constant increase in production and living standards, moved the issues associated with the consumption of surplus value and personal consumption to the forefront. A very significant segment of personal consumption, on a world scale, refers to tourism.

As a dynamic economic activity, tourism adapts to the needs of modern society. Numerous changes in the globalized world have turned tourism into dynamic activity: changes in the way, pace and style of life, better standards, changes in working hours etc. In addition, the habit to travel once a year for a longer period of time has been changed. Short holidays, repeated several times a year, are now increasingly trendy.

Serbia has been in the transition process for over 15 years and, consequently, this has been reflected on its economic trends. Economic policy makers have argued, at least declaratively, for the promotion of tourism and for more significant participation of tourism



in the economic structure. However, the development of Serbian tourism was not founded and directed by the adequate development policy, and this resulted in many negative effects, especially in terms of international competitiveness.

On the other hand, even though Serbia and Austria have the same resource bases for tourism development, it can be said that Austria is a “tourism superpower”. For many years, Austria has been at the top of world tourism, regarding both the number of tourist arrivals and the revenue generated from tourism.

2. TOURISM AS AN ECONOMIC ACTIVITY

“The change of residence causes spatial concentration of tourists in certain places, so that these places receive the title “tourist”. In these places, tourists establish certain relationships, primarily on economic grounds, as they request the appropriate services such as accommodation, food, entertainment, culture and the like. In order to meet their needs, it is necessary for tourist places to ensure certain economic and non-economic activities that can meet the tourist demand.” (Unković, S., (2001)

Without going into the theoretical clarification of the definition and the concept of tourism, it is necessary to note that tourism is a complex social and economic phenomenon which requires a complex approach to the study. This is supported by the fact that tourism has gained a mass character since the middle of the last century, regardless of whether one speaks of international or domestic tourist movements.

In many countries, tourism has a very important role in the economic development. However, its full impact and economic importance cannot be seen in the existing tourism statistics. The lack of adequate economic measurements often leads to the underestimation of the benefits that may be derived from tourism, especially if tourism is compared with other economic activities.

„Tourism causes development of a set of economic and non-economic activities, involved in meeting the tourists’ needs. On the other hand, tourism directly and indirectly affects all economic activities and the country's economy in general. This particularly refers to the impact that tourism has on the development in the field of material production, faster development of underdeveloped areas, the country's balance of payments, employment of the population, as well as to its multiplied effect on the economy as a whole.” (Unković, S., (2001)

There are many specific characteristics that make tourism different from other economic activities and, “the most important specific characteristics of the tourism activity are the following:

- its heterogeneous structure;
- high degree of flexibility in tourist services demand and inflexibility of supply;
- the very seasonal nature of the business;
- the specific characteristics in terms of labor productivity of this activity.” (Unković, S., 2001)

In addition, it can be said that tourism is a diverse economic activity, consisting of various economic and non-economic activities which all work together to meet the needs of domestic and foreign tourists. The basis of tourism activity consists of: catering, transport,



tourist and travel agencies, retail, crafts and various types of communal activities. The important non-economic activities, included in the framework of tourism, are cultural, artistic, sporting and other activities, as well as the work of touristic organizations.

Bearing in mind that tourism does not constitute a separate economic activity and, that there are no opportunities for precisely qualitative and quantitative determination of tourism as a separate and independent whole, one of the major difficulties is how to measure the economic importance of tourism for the economy of one country.

Difficulties in measuring the economic importance of tourism result from the fact that tourism is not presented as a separate economic sector in national accounts. Tourism should be observed as a collection of different activities whose demand is not related to the tourism demand only. Another limiting factor for measuring the benefits of tourism derives from the characteristics of tourism products. Namely, they are partly immaterial and cannot be easily measured by either physical or financial indicators.

Contemporary economic processes speak in favor of the fact that tourism is an economic activity of global proportions. According to the data of World Tourism Organization, in 2014, tourism accounted for 9% of global GDP, employed one of the 11 employees and represented 6% of world exports and 30% of world exports of services. (UNWTO, 2015)

Despite the occasional economic crisis at world level, tourism has demonstrated remarkable vitality and achieved steady growth. According to the data of World Tourism Organization from 2014, the global number of tourists increased from 25 million, in 1950, to 278 million in 1980, then, to 527 million in 1995 and, finally, to 1.133 billion in 2014. It is expected that the number of tourists will be over 1.8 billion in 2030! (UNWTO, 2015)

Similarly, tourism revenues have increased on a global scale. According to the data of World Tourism Organization from 2014, global revenues from tourism amounted to 2 billion USD in 1950, to 104 billion USD in 1980, to 415 billion USD in 1995 while, in 2014, they amounted to over 1.245 billion USD. (UNWTO, 2015)

3. KEY DETERMINANTS OF TOURISM IN SERBIA AND AUSTRIA

As an economic activity, tourism can be one of the key holders of economic development, particularly for developing and underdeveloped countries. Numerous positive effects speak in favor of this: increase in gross domestic product, increasing employment, fostering the development of complementary activities, etc.

Serbia has very attractive, natural and anthropogenic, resources that represent an exceptional basis for the development of tourism. On the other hand, Serbia has no adequate tourism products that can meet the needs of tourism demand. It can be said that Serbia, as a tourist destination, has not been recognized adequately in the modern market, and this has resulted in a bad valorization of its potentials.

The famous events from the end of XX and the beginning of XXI century had a significantly negative impact on the overall economic development of Serbia and, consequently, to the development of tourism. International isolation resulted in the delay of



the privatization process, poor inflow of investments and investment in tourism. All these things resulted in the lack of new forms of offer in Serbian tourism.

Serbia has the potential to build its position in the tourism market, by putting into focus primarily those products that are in demand on the international market. The trend to direct tourists to the new, unexplored destinations is an incentive for the development of tourism in Serbia.

In 2006, Serbia adopted a Tourism Development Strategy for the period 2005-2015, the fourth one in the last 20 years. Since the previous strategies had not contributed to the realization of the set goals, the new strategy was adopted with an aim to promote Serbian tourism. As the period of its validity expired, it can be said that this last strategy did not meet expectations, too. The results are not in line with the high goals. In anticipation of the new tourism strategy, the determinants of Serbian tourism will be presented, on the basis of the above mentioned strategy.

Serbian Tourism Development Strategy for 2005-2015 recognized the strategic potentials of the Republic of Serbia for achieving success in tourism. The key strategic potentials for success in the tourism industry are listed as follows:

- the population of the Republic of Serbia has a positive attitude towards tourism; they are open and hospitable people who establish emotional relationship with guests;
- looking at its geo-strategic position, Serbia is a tourist destination in South East Europe which is still undiscovered;
- the unexploited potential of water and thermal springs is a special tourist attraction in this part of Europe;
- its intact natural expanses can create a unique image and
- its diverse archaeological and architectural heritage refers to the historical significance and the development of civilization in the territory of the Republic of Serbia. (Horwath consulting Zagreb (2005. pp. 103, 15.)

The strategy also identifies the main strategic deficiencies that Serbia must urgently solve, if it wants to succeed in the international tourism market. They are listed as follows:

- there is still no awareness of Serbia as a tourist destination in the international market;
- there is no generally accepted national, regional and local vision of tourism in Serbia;
- spatial urban planning regulations of most tourist destinations are not sufficiently articulated and established; the protection and the maintenance of the main natural and cultural resources is insufficient; there are many “wild” constructions, as well as the non-implementation of laws, control and criminal policy;
- the accessibility, in terms of transport infrastructure, is limited and
- there is not enough qualified personnel to work in the tourism companies. (Horwath consulting Zagreb (2005. pp. 103, 15.)

For a long time, Serbia has been faced with the necessity of the development of appropriate tourism products that will provide better positioning of Serbian tourism in the international market. „The key products, important for the development of tourism in Serbia, are: a city break; touring; business tourism + MICE; health tourism („spa/wellness“); mountain and lake holidays; nautics; events; rural tourism; special interests.“ (Maksin-Mićić, M., 2010., str. 169-170)



In addition to the above, the Strategy has recognized the competitive Serbian market with regard to tourism. In this sense, the strategy sees Slovenia, Hungary, Romania, Bulgaria, Montenegro and Macedonia as key competitors to Serbia in the field of tourism. However, in our opinion, one of the key competitors to Serbia in the field of tourism is Austria. One comes to this conclusion because of the similarities between Serbia and Austria in terms of surface area, population, and almost identical forms of tourism. The key determinants of the Austrian tourism are presented below.

Austria stands out with its unique and various tourist attractions. The magnificent landscape, the internationally recognized hospitality, combined with numerous cultural and culinary attractions – all these things represent a sufficient motive for the arrival of tourists to Austria. Globalization and increasing competition make Austrian tourism continuously improve in order to maintain a high level in the provision of tourism services, as well as the internationally recognized competitiveness. (*Die neue Österreichische Tourismus-strategie*, 2010, p. 10.)

In addition, Austrian tourism is characterized by the attractive extra-board facilities that contribute to achieving extraordinary income, among the highest in Europe/World. One of the key characteristics of Austrian tourism is winter tourism. The summer season in the mountains lasts seven months. Another characteristic is that about 55% of the total number of tourist travels refers to the so-called “festive” travels, i.e. to the short one-day trips. In addition, around 55% of Austrians spend their holidays in their own country. The high share of Austrian tourists in Austria lies in the fact that the offer is varied, interesting and of high quality. (Wallner, J., 2008., p. 10.)

In the context of improving tourism in Austria, the prevailing opinion is that the large investments should not be waited for more than 5 years. The reason lies in the fact that the offer must be constantly refreshed, and the investment will be financially covered by the next satisfied customer.

In 2010, Austria adopted a new strategy for tourism development. Unlike Serbia, it seems that the adopted strategies have been implemented because, from year to year, there is a significant progress in Austrian tourism. The strategy identifies the following challenges regarding Austrian tourism: (*Die neue Österreichische Tourismus-strategie*, 2010, p. 10.)

- previous successes “lull” the further development of tourism,
- lack of investment in tourism throughout the whole year,
- guests' expectations are often not met,
- insufficient allocation of funds for marketing,
- defining the minimum number of nights that leads to the positive financial result,
- high seasonality of tourism.

After the advent of the global financial crisis, the response of economic policy makers in Austria was to develop a new strategy for tourism development. According to the Strategy, the short-term measures, adopted by the Government, were correct and led to the desired success and, after that, the repositioning of tourism in medium and long term was provided.

The current success of Austrian tourism industry is supported by 18,000 accommodation facilities, with capacity of approximately 615,300 commercial beds. In addition, more than 446,600 beds are offered in private houses and other accommodation

facilities (hostels, holiday houses, etc.). Approximately 50,000 restaurants work in order to satisfy Austrian tourists. (Wallner, J., 2008., p. 10.)

4. COMPARATIVE OVERVIEW OF TOURISM IN SERBIA AND AUSTRIA

The Republic of Serbia covers an area of 88,499 km². According to the census from 2011, Serbia has 7,186,862 inhabitants (excluding Kosovo and Metohija). (<http://www.srbija.gov.rs/pages/intro.php?id=35> (22.07.2016.)) In early December 2015, Serbia started negotiations on its accession to the EU. On the other hand, the Republic of Austria occupies an area of 83,858 km² and has about 9 million inhabitants. (<http://www.austria.info/at/service-fakten/uber-osterreich/staatsform-und-einwohner> (22.07.2016.)) Unlike Serbia, Austria has been an EU member since 1995.

Serbia does not realize significant results in tourism, although it has the varied and high-quality resource base. At the same time, Austria has a reputation of a highly developed tourist destination. As already stated, there are huge similarities between Serbia and Austria in the context of tourism. However, there are also significant differences that result in different outcomes of tourist activities.

The key difference can be seen in the area of accommodation capacities. At the end of 2004, 85,867 tourist beds, arranged in 695 business facilities, were registered in the Republic of Serbia. (Horwath consulting Zagreb, 2005.) According to the data from 2014, Serbia had 102,940 beds at disposal, in 834 business facilities. (Republički zavod za statistiku., pp.75, 2016) Although, within a period of ten years, a number of beds and buildings in Serbia increased by 20%, Austria still has 10 times more beds.

The above mentioned Serbian Tourism Development Strategy states that the facilities are, in most cases, old and outdated and that it is difficult to achieve even the approximate results in relation to the competition. The poor structure of hotel accommodation is another important difference between Serbian and Austrian tourism. The table below illustrates the structure of accommodation capacities.

Table 1: The structure of accommodation capacities in Serbia and Austria

Serbia	share	Austria	share
Hotels and the like	54%	Hotels	24%
Campsites	7%	Apartments	34%
Spas	5%	Boarding houses	22%
Resorts	12%	Sanatoriums and holiday	16%
Private accommodation	14%	homes	
Other	8%	Houses for rent	4%

Source: Horwath consulting Zagreb, 2005. pp. 103, 15.); Wirtschaftskammer Österreich, 2008. p. 17):

The presented data clearly indicate that hotels have the dominant share in the accommodation structure in Serbia (54%). They are followed by private accommodation

(14%) and resorts (12%). Although these data are from 2004, there have not been any significant changes. In Austria, however, apartments have the largest share (34%), followed by hotels (24%) and boarding houses (22%). Based on the above, it can be concluded that, in Austria, smaller accommodation units are generally more present.

There are also significant differences between Serbia and Austria regarding the structure of hotel accommodation. The structure of hotel accommodation of these countries is presented in the following table.

Table 2: *The structure of hotel accommodation in Serbia and Austria*

Serbia	share	Austria	share
5 stars	3%	5 stars	1%
4 stars	8%	4 star superior	2%
3 stars	33%	4 stars	38%
2 stars	32%	3 stars	31%
1 star	1%	2 stars	3%
uncategorized	17%	1 stars	0,3%
		uncategorized	24,7%

Source: Horwath consulting Zagreb, 2005. pp. 103,); Wirtschaftskammer Österreich, 2008. p. 17):

The presented data clearly indicate that, in Serbia, the hotels with 2 and 3 stars have the dominant share (65%), in contrast to Austria, where hotels with 4 and 3 stars have the dominant share (69%). Bearing in mind the differences in terms of hotel classification/rating, one should not be surprised by the differences in the tourist turnover, the revenues generated from tourism and the competitiveness of tourism in Serbia and Austria on a global scale. The data from the next table support the above statements.

Table 3: *Tourist arrivals and overnight stays in Serbia and Austria in the period 2012 - 2014, in millions*

Year		Serbia	average length of stay - days	Austria	average length of stay - days
2012	arrivals	2,08	3,1	36,2	3,6
	overnigt stays	6,49		131	
2013	arrivals	2,19	3,0	36,8	3,6
	overnigt stays	6,57		132,6	
2014	arrivals	2,19	2,8	37,6	3,5
	overnigt stays	6,09		131,9	

Source: http://www.statistik.at/web_de/statistiken/wirtschaft/tourismus/index.html (28.07.2016.); Republički zavod za statistiku, 2016)



The given data clearly show that 17 times more guests visit Austria than Serbia, and there are 20 times more overnight stays in Austria than in Serbia. Regarding the average length of stay, it is around 3 days in Serbia, and 3.5 days in Austria.

When speaking about the arrivals of tourists, it should be noted that the Austrian tourism is internationally oriented because over 60% of visits are made by guests from abroad, as opposed to Serbia where about 60% of visits are made by domestic tourists.

Table 4: Revenue from tourism in Serbia and Austria, in EUR billion

Year	Serbia	Austria
2012	0,719	35,4
2013	0,792	35,8
2014	0,863	35,9

Source: www.nbs.rs/export/ (28.07.2016.); http://www.statistik.at/web_de/statistiken/wirtschaft/tourismus/index.html (28.07.2016.)

Based on the above data, it can be clearly seen that the Austrian tourism income is over 45 times higher than the Serbian tourism income. In this context, it should be mentioned that, in the European Union, only Cyprus achieves higher revenues from tourism per capita in relation to Austria.

For a more complete comparison of tourism in Serbia and Austria, one will use Travel and Tourism Competitiveness Report 2015, provided by the World Economic Forum. The competitiveness index in the field of travel and tourism measures factors and policies that stimulate the development of tourism and travel.

This index consists of 14 pillars of competitiveness: Business Environment, Safety and Security, Health and Hygiene, Human Resources and Labor Markets, ICT Readiness, Prioritization of Travel and Tourism, International Openness, Price Competitiveness, Environmental Sustainability, Air Transport Infrastructure, Ground and Port Infrastructure, Tourist Service Infrastructure, Natural resources and Cultural Resources and Business Travel. (World economic forum, 2015.)

According to this Report, Serbia was first ranked on the list of countries in 2007, as the State Union of Serbia and Montenegro, and since 2008 it has been ranked independently. The competitiveness of Serbia in global tourism is not satisfactory because, according to the estimates, Serbia is in the bottom half of the list of countries. The following table illustrates the competitiveness of tourism in Serbia and Austria.

Table 5: Competitiveness of Serbia and Austria in global tourism

Year	2013		2015	
	SRB	A	SRB	A
Rank (world)	89/140	3/140	95/141	12/141
Index value	3,78	5,39	3,34	4,82
Rank (Europe)	40/42	3/42	35/37	7/37

Source: (World economic forum, (2013); pp. XVI, XVIII;
World economic forum, (2015.), pp. 4, 5, 10,)

The presented data clearly indicate that Serbia significantly lags behind Austria in terms of tourism competitiveness. As it can be seen, Serbia is in the second half of the list of countries, at the global level, and it occupies position 95 out of 141. On the list of European countries, Serbia is at the very end. In 2015, it was ranked the 35th among 37 countries!

On the other hand, Austria is in the global and European top although it was ranked lower in 2015 than in 2013. In 2015, at the global level, it occupied position 12 out of 142, while on the list of European countries, it occupied position 7 position out of 37.

Taking the index value into account, it can be clearly seen that the value decreased both in Serbia and Austria. However, the very poor assessment of certain pillars of competitiveness index gives causes for concern. Thus, for example, for the Air Transport Infrastructure pillar, in 2015, Serbia was given a score 1.9 and Austria 4.07. Serbia was given the worst score (1.61) for Cultural Resources and Business Travel pillar, while Austria was given the score 2.92 for the same pillar.

In addition, the problem of transport infrastructure reduces the competitiveness of Serbian tourism to a great extent. According to Global Competitiveness Report 2015-2016, provided by the World Economic Forum, Serbia is ranked the 114th among 144 countries, according to the quality of roads, with a score of 2.9. On the other hand, Austria occupies place 6, with a score of 6.1. With regard to the railway infrastructure, Serbia is ranked the 90th among 144 countries, with a score of 2.1, while Austria is the 12th in the world, with a score of 5.3. (Schwab, K., 2015., pp. 103, 315)

Serious analyses of these data indicate the clearly inefficient regulation, which is the result of the inadequate tourism development strategy, loaded, in the first place, by inefficiency, and then by ideological delusions and tourist utopianism on nationally exaggerated assumptions. Tourism should be returned to the private sector, small businesses and small entrepreneurs and its development should be stimulated in order to allow tourism to rapidly create jobs and become a tool in the fight against poverty, whose dimensions are frightening in Serbia. The poor tourist infrastructure is also a result of poor understanding of the importance of tourism for economic development. (Petrović-Randelović, M.; 2012).

5. SOME RECOMMENDATIONS FOR THE DEVELOPMENT OF SERBIAN TORISM

Economic policy makers have argued, at least declaratively, for the development of tourism, believing that tourism is a large and yet unused opportunity in Serbia because of its



natural resources, cultural and historical heritage, favorable geographical position and already built material base in the field of tourism.

In this context, it is simply inconceivable that tourism development has been, for a longer period of time, only an unused chance for faster economic development of Serbia, especially if one takes into account the fact that the share of tourism in GDP of Serbia is around 5%. It is interesting that the share of tourism in GDP in Austria is also about 5%.

The economic recovery and the acceleration of economic growth are referred to as the key objectives of macroeconomic policy in all documents of the Government of the Republic of Serbia. In order to achieve the set objectives, it is crucial to stimulate the development of those economic activities in which Serbia has a comparative advantages.

The strategic documents of the Republic of Serbia recognize agriculture, energy, infrastructure and, lately, the sector of information and communication technologies as the main carriers of the economic growth and development. Since it is defined that Serbia has great benefits for the development of tourism, it is unclear why there is no mention on tourism as an activity that can accelerate the economic growth and development.

It is necessary for any country, wishing to develop tourism as an economic sector, to have a special ministry dealing exactly with issues and problems in the field of tourism. In our country, it is a longstanding practice that tourism does not have a separate ministry responsible for this domain.

Serbia is among the countries that have a problem with many strategic documents. Namely, many strategies have been adopted and, yet, almost none of them has actually contributed to the realization of the set goals. This situation is also present in tourism. From 1990 to the present day, 4 strategies have been adopted and only „in 2007, one achieved a higher income from tourism compared to that from the 90’s.“ (Miletić, D.; 2010)

Analyzing Serbian and Austrian tourism, it can be concluded that Austria is far better in monitoring the statistical data than Serbia. Without going into an explanation of one of the findings in the Tourism Development Strategy that, more often than not, the turnover generated by tourism in the territory of Serbia is not registered by official government statistics, it can be said that a number of variables that are important for the development of Serbian tourism are not covered statistically. Thus, for example, Austrian Statistical Office publishes data relating to the share of summer and winter season in the total tourist activities, while in Serbia, such information does not exist.

Considering all the above, as well as the strategic shortcomings of Serbian tourism according to the Strategy which was valid until last year, some recommendations for the development of tourism in Serbia will be given:

1. The establishment of a separate ministry for tourism. Any State which intends to be seriously engaged in the development of tourism has a ministry responsible exclusively for this activity. In this way, one shows both seriousness and willingness to formulate an adequate tourism development policy;

2. It is necessary to draw up and adopt a new strategy for tourism development. It has been already mentioned that the results in the implementation of development strategies are very poor, and that there is no a valid strategy in the field of tourism. Therefore, it is necessary



to develop the Strategy with a national vision for the development of tourism, with real goals that can be achieved and, which will rely on the positive experiences of countries whose tourism development is based on realistic grounds.

3. It is necessary to increase investments in tourism and related activities. As already shown, the investments in the renovation of existing and the construction of new facilities are more than necessary. In addition, one of the prerequisites for the development of tourism is the existence of high-quality infrastructure, and the problem existing in this domain can be resolved only through investments. The state has a major role in this domain because the investment in tourism can be stimulated by the formulation of appropriate monetary and fiscal policy.

4. It is necessary to improve the existing human resources in tourism. One of the limiting factors in the development of Serbian tourism is the lack of adequate personnel. Modern business conditions in tourism have imposed the existence of non-formal education, in addition to the necessary formal education. First of all, it refers to the knowledge of several foreign languages, the use of information and communication technologies and the like. Investing in education is the best investment in the future.

5. The capacity utilization should be increased. One of the most urgent problems of Serbian tourism is the insufficient capacity utilization. In order to increase the capacity utilization, it is necessary to determine whether the quality-price ratio is real. Bearing in mind that "the most expensive bed is the empty one," one requires an adequate state policy through the Ministry of Tourism, in terms of price control or subsidies because many foreign destinations are much cheaper when compared to the national. Therefore, the state assistance is necessary in order to help in reducing the cost of doing business in tourism.

6. CONCLUSION

The issue of tourism development and creation of conditions for the development of a respectable and competitive tourism economy is of great importance for countries wishing to accelerate economic growth, including Serbia. Therefore, one systematic approach to the development of tourism is needed. It is necessary to try to take advantages of all opportunities caused by global trends in the tourism economy, with the goal of raising and strengthening the competitiveness of Serbian tourism.

In recent years, Serbia has improved tourism, especially if one takes into account the legacy of the past and the present economic development constraints. Many analysts have given very high scores to Serbia with regard to tourism, and, primarily, in the area of its present resources to break into the international market and increase the gross domestic product on this basis.

Despite its diverse and favorable natural conditions, Serbia does not enjoy the reputation of a developed tourist destination, particularly when compared to Austria. This paper suggests that the quality standards of accommodation and the accompanying catering and extra-services facilities generally do not meet the expectations of the international tourism demand. They are mostly outdated buildings that lack additional facilities intended



to guests. Therefore, it can be concluded that the Serbian touristic offer is not competitive in today's highly demanding tourism market.

The current tourist image of Serbia can be changed only by increasing investments in modernization, especially in accommodation and catering, and by raising the quality of the offer through new investments. Since Serbia does not meet the required quality standards of accommodation and services, the special attention should be paid to the international certification of local hotels, along with the continuous education of employees. In addition, one needs a systemic national promotion and marketing in order to increase the Serbian tourism competitiveness on the international market.

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THE ROLE OF INSTITUTIONS ON RESOURCE INTEGRATION PROCESS IN THE TOURISM INDUSTRY

Invited paper

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Abstract: *S-D logic is an emerging school of thought in marketing literature which posits that service is the fundamental basis of exchange and implies the need for a revised, service-driven framework for all of marketing activities. Central in the S-D logic framework is that value is collaboratively co-created between different actors contrary to the traditional view, which posits that value is delivered by firms to customers. Recently the interest focus on the tourism industry and how value is co-created between actors in the tourism industry. However, it is not yet known how institutions emerge and affect resources integration and value co-creation in the tourism industry. Therefore, drawing on S-D logic, and institutional theory the purpose of this paper is to theoretically understanding the process by which value is co-created through resource integration process in the tourism industry by taking into account the role of institutions. Managerial and practical implications are provided.*

Keywords: *Service Dominant logic, Institutions, institutional logics, resource integration, tourism industry.*

1. INTRODUCTION

Service-Dominant (S-D) logic provides a broader framework for the investigation of how value is created, co-created, destroyed and co-destroyed among multiple actors. Since, its appearance, S-D logic change the traditional view in marketing activities from an output oriented logic to a process oriented logic (Vargo and Lusch 2004, 2008a). Therefore, although traditionally, firms created and delivered value for customers in terms of products and services, in S-D logic value is co-created between firms and customers collaboratively (Vargo and Lusch, 2004, 2006).

After the seminal paper of Vargo and Lusch's (2004) regarding the Service-dominant logic, a paradigm shift has been established with profound influence on marketing and



management. Among others foundational premises authors suggested that customers are always co-producers because they "... always involve in the production of value by ... continuing the marketing, consumption, and value-creation and delivery processes" (Vargo and Lusch, 2004, p. 11). Later, Vargo and Lusch, (2006; 2008) changed that premise from "The customer is always a co-producer" to "The customer is always a co-creator of value" due to the fact that the term "co-production" was a good-dominant logic term and a component of value co-creation (Vargo and Lusch, 2008a).

The value is not new term and it has been examined. In that paper, we follow the definition of Vargo, Maglio, and Akaka (2008, p. 149) who define value as "an improvement in system well-being" which can be measured "in terms of a system's adaptiveness or ability to fit in its environment". They highlight the "central role of resources" to S-D logic and to the co-creation of value as well (Vargo and Lusch, 2011, p. 184). More specifically, value is co-created when service systems (for example individuals and organisations) integrate "operant resources" (the intangible resources that produce effects) and "operand resources" (those resources that must be acted on to be beneficial, such as natural resources, goods, and other generally static matter) in a mutually beneficial way, (Vargo *et al.*, 2008). In line with this, researchers such as Grönroos (2008) argued that companies are not even co-creators of value but simple value facilitators trying to deliver value propositions. Consequently, value is co-created during the interaction between customers and providers (Prahalad and Ramaswamy, 2004; Ramírez, 1999; Vargo and Lusch, 2004) who can actively and directly influence their experiences and therefore also their value creation (Grönroos & Ravald, 2011). Recently institutions have been widely recognized as have an important role in resource integration process (e.g Edvardsson *et al.*, 2014)

Despite the wide interest, it is not yet clear of what is the role of institutions in the tourism sector between employees, customers and other stakeholders. Therefore, drawing from S-D logic, and institutional theory we seek to address these issues, by theoretically explore the role of institutions in resource integration process in the tourism industry.

2. LITERATURE REVIEW

2.1 Service-Dominant logic and Value Co-Creation

Traditionally, firms controlled all business activities and consequently it was their view of value that was dominant (Prahalad & Ramaswamy, 2002). In this firm-centric logic goods are tangible output embedded with value and services are intangible goods or add-on which enhance the value of goods (Vargo and Lusch, 2008b), while the source of value creation is the internal cost efficiency (Prahalad & Ramaswamy, 2002). Customer has little or no influence in the value creation until the point of exchange where the ownership of the product is typically transferred to the consumer from the firm (Prahalad & Ramaswamy, 2002) and value- in- exchange was realized. That is, value- in- exchange characterized the Good-dominant Logic (G-D) logic (Vargo and Lusch, 2004; Vargo *et al.*, 2008) and value is embedded in good or services (Grönroos, 2008; Vargo and Lusch, 2008a), it is created by



the firm and distributed in the market, usually through exchange of goods and money (Vargo et al., 2008).

This prevalent, logic was challenged by a consumer-centric logic (Prahalad & Ramaswamy, 2002; Vargo and Lusch, 2004; Grönroos, 2008) according to which consumers influence value creation in multiple ways. According to this customer-centric logic, also called as Service-Dominant Logic (S-D) logic (see Vargo and Lusch, 2004; Vargo and Lusch, 2008) or Service Logic (see Grönroos, 2006; Grönroos, 2008; Grönroos and Ravald, 2011), the value is created when customers use goods and services (value-in-use) (Grönroos, 2008); therefore value shifts from value-in-exchange to value-in-use (Vargo and Lusch, 2004; Grönroos, 2008) and the basis for value shifts from products to experiences (Prahalad & Ramaswamy, 2002). In the consumer-centric logic service is the application of specialized competences (operant resources knowledge and skills) through deeds, processes, and performances for the benefit of another entity or the entity itself while goods are the distribution mechanisms for service provision (Vargo and Lusch, 2004; 2008b).

In this aforementioned, service-grounded perspective, the concept of co-creation is dominant and has attracted considerable attention. Gradually, the concept of co-creation has become a central issue in conferences presentations and marketing journals. First, Prahalad & Ramaswamy, (2000; 2002) introduce the term of co-creation and argue that “companies must learn to co-create value with their customers”, (Prahalad & Ramaswamy, (2002, p. 4). Later, authors argued that, “value will have to be jointly created by both the firm and the consumer”, (Prahalad & Ramaswamy, 2004a, p.7) and that value of co-creation is realized “through personalized interactions” and that “all the points of consumer-company interaction are critical for creating value” (Prahalad & Ramaswamy, 2004, p.10). Furthermore, authors developed the building blocks of interactions between the firm and consumers that facilitate co-creation experiences, DART model of co-creation which is made up four components: dialogue, access, risk assessment and transparency (Prahalad & Ramaswamy, 2004a; b). At the same time, in their seminal paper Vargo and Lusch (2004) regarding the Service-dominant logic, a paradigm shift has been established with profound influence on marketing and management.

Among others foundational premises authors suggested that customers are always co-producers because they “... always involve in the production of value by ... continuing the marketing, consumption, and value-creation and delivery processes” (Vargo and Lusch, 2004, p. 11). Later, Vargo and Lusch, (2006; 2008a) changed that premise from “The customer is always a co-producer” to “The customer is always a co-creator of value” due to the fact that the term “co-production” was a good-dominant logic term and a component of value co-creation (Vargo and Lusch, 2008a). Contrary to (S-D) logic and following the Nordic school of thought, Grönroos, (2008) argued that customers are not co-creators of value but they are value creators and suppliers are value facilitators, who could be invited to join this process as co-creators (Grönroos, 2011). The author explains that due to the fact that value is created in the customer’s sphere, as value-in-use, in a value creating process in which consumer is in charge (Grönroos, 2000; Grönroos 2008; Grönroos 2011), and therefore customer is the value creator.



The value is not a new term and it has been extensively examined. First, Aristotle made the distinction between value-in-exchange and value-in-use (Aristotle 4th century B.C.) and concluded that value is derived subjectively through the user's experiences with resources, while stated that all consumption involves interactions between a subject and an object. Value-in-exchange is a function of value-in-use (Aristotle, *Ethica*, 1133, 26-29), and according to Smith, 1776/2000, p.31 "the things which have the greatest value in use have frequently little or no value in exchange; and on the contrary, those which have the greatest value in exchange have frequently little or no value in use", cited by Vargo et al., (2008). Although value-in-use is more important than value-in-exchange (Grönroos, 2008), and it is possible to exist without value-in-exchange (Vargo and Lusch, 2006), the latter is required for value creation (Vargo et al., 2008) and can exist at different points during value creation process, where potential value exists (see Grönroos and Voima, 2013).

Value-in-use emerges during consumption process (Becker, 1965; Lusch and Vargo, 2006; Grönroos, 2006; Grönroos, 2008; Grönroos and Voima, 2013). The notion that value is realized through consumption has its roots in Marxian economics. In support of this, I would like to take a step back to the Karl Marx's book, *A Contribution to the Critique of Political Economy*, in which Marx asserts that: "A use-value has value only in use, and is realized only in the process of consumption." The concept of consumption traditionally has been treated as a black box in marketing (Grönroos, 2006). An important contribution in the consumption concept was made by Grönroos, (2006) who extended the consumption concept by arguing that except the customers interactions with physical objects, consumption also encompasses other elements such as information, people-to-people encounters, encounters with systems and infrastructures and customers' perception of elements of any sort with which they interact during the consumption processes that together have an impact on customer's value creation.

Vargo, et al., (2008, p. 149) define value as "an improvement in system well-being" which can be measured "in terms of a system's adaptiveness or ability to fit in its environment". Later, Vargo and Lusch, (2011, p. 184) highlighted the "central role of resources" to S-D logic and to the co-creation of value as well. More specifically, value is co-created when service systems (for example individuals and organisations) integrate "operant resources" (the intangible resources that produce effects, e.g knowledge and skills) and "operand resources" (those resources that must be acted on to be beneficial, such as natural resources, goods, and other generally static matter) in a mutually beneficial way, (Vargo et al., 2008). Consequently, value is co-created during the interaction between customers and providers (Prahalad and Ramaswamy, 2004; Ramírez, 1999; Vargo and Lusch, 2004) who can actively and directly influence their experiences and therefore also their value creation (Grönroos & Ravald, 2011).

2.2 Resources and Resource Integration

According to Hunt (2000, p.138) resources are the "tangible and intangible entities available to the firm that enable it to produce efficiently and/or effectively a market offering that has value for some market segment(s)". Previously literature on resources suggests



different classification. Barney (1991) classifies firm resources into three categories: physical capital resources (e.g technology, equipment), human capital resources (e.g experience, intelligence, relationships) and organizational capital resources (e.g controlling, planning, coordinating systems). Later, Constantin and Lusch (1994) categorize resources as operand and operant resources. Operant resources are employed to act on operand resources (and other operant resources), and operand resources, are resources on which an operation or an act is performed to produce an effect. Hunt & Morgan, (1995) categorize them into tangible and intangible. In their work, in which they proposed a new theory of competition by contrasting the neoclassical theory, they expanded the resources from capital, labor, and land (Neoclassical Theory) to financial, physical, legal, human, organizational, informational, and relational (Comparative Advantage Theory). Similarly, with the categorization of resources into tangible and intangible of Hunt & Morgan, (1995) (regarding the function) and based on Constantin and Lusch (1994), later Vargo and Lusch, (2004) categorized them as operand and operant. Hunt, (2004) by commented the new dominant logic of Vargo and Lusch's, through resource-advantage theory argued that operand resources are typically physical (e.g raw materials), while operant resources are mainly human (e.g., the skills and knowledge of individual employees), organizational (e.g cultures, competences), informational (e.g knowledge about market competitors),and relational (e.g relationships with customers, suppliers, etc.).

According to S-D logic, all economic actors are resource integrators (FP9) (Lusch and Vargo 2006; Vargo and Lusch 2006; 2008a) and value co-creation is realized through resource integration (Vargo and Lusch 2004; 2008a). Integration requires process (es) and forms of collaboration (Kleinaltenkamp et al, 2012), while resources provided by customers into company process are called customer resources (Moeller, 2008).

Most representative paper regarding the process of resource integration is the work of Moeller. Moeller (2008), provides a useful framework (FTU) of service provision to examine customer and firm integration process. She argues that customer integrates his/her resources (physical possessions, nominal goods, and personal data) with company resources, in order to transform them into value. Customer integration enables service provision to be divided into the following stages: facilities, transformation, and usage. The first stage *facilities*, is prerequisite to any offering and includes all company resources (tangible and intangible e.g employees, know-how etc.). In this stage firms *operate autonomously* regarding its decision, and exhibit only *potential value*. The second stage *transformation* is the stage that either company resources are combined with other company resources to accomplish a transformation (company-induced transformation) or customer resources are integrated into the service provision for the purposes transformation (customer-induced transformation). In the former case (company-induced transformation) customers are neither co-producers nor co-creators, while in the latter case, *consumption* begins with the integration(customers are co-creators of value, by using value propositions). In this stage, in case of company-induced transformation, firms continue to operate autonomously and only potential value exists. Contrary, in case of customer-induced transformation, firms' level of autonomy is low and *value-in-transformation* (that can be positive or negative) exists. The transition from transformation to the *usage* (third stage) depends on whether the



transformation is induced by the company or the customer (e.g who is the prime resource integrator). From a company-induced transformation perspective, customers creating value for themselves and assume their roles of co-creators, while from a customer-induced transformation perspective, the transition from transformation to usage occurs when consumers resources exit the company's sphere, therefore benefits and usage begin after the transformation (e.g students graduation). In this stage, from a company-induced perspective, *value-in-use* is accomplished as well as from a customer-induced perspective. Last, in case of *direct service provision*, customers contribute to customer-induced transformation (and to usage with resources and activities, while in the case of *indirect service provision*, customers only contribute during usage in co-creating their own value.

2.4 Institutional theory

In the updated version of S-D logic framework, the fifth axiom focuses on institutions and institutional logics (Vargo and Lusch, 2015). Recently S-D logic recognizes the importance and the application of institutions (Vargo & Lusch, 2011; Akaka et al., 2013) in innovation (Vargo et al., 2015), resource integration (Edvardsson, Kleinaltenkamp, Tronvoll, McHugh, and Windahl, 2014) and value co-creation (Vargo & Lusch, 2011; Vargo and Akaka, 2012; Akaka et al., 2014). *Institutions* can be described as "humanly devised constraints" (North, 1990, p.3), such as rules, norms, meanings, symbols, practices, and similar aids for collaboration (Vargo and Lusch, 2015), that influence and guide actors' behaviors (Edvardsson et al., 2014; Vargo and Lusch, 2015). Institutions enable or constraint actors' actions (Scott, 2001; Vargo and Akaka, 2012; Vargo et al., 2015) and interactions (i.e. resource integration and service-for-service exchange) (Akaka et al., 2013; Akaka et al., 2014) and could be in regulative (formal rules that affect actors' behavior), normative (norms, values, beliefs), or cognitive (perception and representation of actor's reality) nature (Scott, 2001; 2008).

3. CONCEPTUAL FRAMEWORK

Since, institutions have impact on resource integration and value evaluation of the beneficiary (Akaka et al., 2014; Edvardsson et al., 2014), in our context, we view institutions as enabling or constraining the service systems activities as well as guiding the assessment of actors' value in the tourism industry. Our view draws on Edvardsson et al's (2014) perspective that institutions (norms, rules, standards) affect actor's behavior and thus resource integration activities. Thus, we extend the work of Edvardsson et al's (2014) and argue that regulative, normative, or cognitive aspects of institutions and institutional logics affect actors' behaviours by applying it in the hotel sector.

A service ecosystem is a "relatively self-contained, self-adjusting system of resource-integrating actors that are connected by shared institutional logics and mutual value creation through service exchange." *Institutional logics* are sets of interdependent institutions grounded in norms and rules (Vargo and Lusch, 2015) that are shared by actors within their



ecosystem (Lusch and Vargo, 2014). In our context, a service-ecosystems view emphasizes the importance of resource integration and institutions among actors, because service ecosystems need shared institutions to coordinate their activities (Lusch and Vargo, 2014). The emphasis on institutions in service ecosystems suggests that phenomenological views on value of resource integration (FP10) and evaluations of this experience are driven largely by differences in institutions.

We suggest that institutions and institutional logics and the regulative, normative, and cognitive aspects either enable or constrain value co-creation process. Consider for example a service failure with an overbooked hotel. The service employee may want to offer a room to the customer in the nearest luxurious hotel which could also be accepted (as value proposition) by the customer. However, the rules/or the policy of the hotel management (regulative aspect) may not allow this kind of compensation. In this case, the regulative institutions of the hotel service ecosystem (rules, policies) restrain value creation process among actors (employee and customer). Nonetheless, if the employee has greater authorization to deal with critical incidents, he/she could book the room in the nearest hotel, after the interaction with the customer and thus the regulative institutions enable the service resource integration process. At the same time, during the resolution of his/her problem customer may advise the hotels' page on facebook through his/her smartphone in order to seek *information for resolution in similar problems* (information seeking). Thus, other institutions with their logics (norms, rules, and standards) will affect resource integration process in practice; the social network logic as well as the logics linked to information seeking and sharing, etc. From a normative perspective, beliefs, norms and values in the hotel industry may guide the resource integration process. The service employee feels like he or she *ought to* find a solution to a customer's problem and *a moral obligation* to help the customer (norms or standards of the hotel industry), even he or she does not believe that he/she will succeed. Yet, customers' normative expectations which encompass what customers perceive as standards of service recovery or norms, as well as how the employee *should* behave in case of service failure, affect the evaluation of service-for-service exchange and thus the resource integration process. Different standards affect the evaluation of resource integration process and its outcome assessment (value co-creation, and or co-destruction). Cognitive institutions, guide systems (e.g customer and employee) to engage in value behaviors that is consider to be nothing less than the proper way. The employee chooses and adopts a service recovery behavior (e.g cooperation, politeness, participation) as well as the customer does (e.g follow the employ instruction, information sharing about the problem) that is related to actions and routines that are *taken-for- granted* (the way the things are done).

Still, it is important to notice that differences between institutions affect the success of the resource integration process. As suggested by Akaka *et al.*(2013) congruence or difference between actors' shared institutions guide the success of interaction.

However, not only institutions guide actor's behavior but also actors affect institutions through their behavior and thus contribute to an institutional change (Edvardsson *et al.*, 2014), a process also called institutionalization (*i.e* the maintenance, disruption and change of institutions) (Vargo *et al.*, 2015; Vargo and Lusch, 2015). In our context, actors' behavior



in the hotel influence and change institutions if their logic do not fulfill their requirements or expectations. For example, financial compensation as a hotel overbooked compensation (regulative institution) may not be an appropriate value proposition, for a service recovery process. Therefore, this institution *may change* if doesn't fulfill customers' expectations. Hotel management may offer a room in the nearest hotel, a value proposition that the customer may accept as a recovery resource, e.g in case that he or she wants to stay in this area for a specific reason (conference). Therefore, deinstitutionalization and reinstitutionalization of shared institutions (Vargo and Lusch, 2015) between resource integrating actors when it is possible enable service recovery process.

4.CONCLUSIONS

This article contributes to the existing literature by exploring the role of institutions in resource integration process in the hotel industry. We suggest that regular, normative and cognitive institutions with their logics, either enable or constrain co-creation or co-destruction, as well as in value assessment in the tourism industry between multiple service systems. This is in line with the view of Edvardsson *et al's.* (2014) who argued that institutions enable or constrain resource integration process. Moreover, similarities in institutions encourage the resource integration process while differences exhibit the process. This is consistent with Akaka *et al.*,(2013), who posit that differences in institutions guide the success of interaction. Last, institutions may change through institutionalization in order to enable the resource integration process in the hotel industry, when it is possible. Future research the circumstances where is applicable deinstitutionalization and reinstitutionalization process in order to facilitate resource integration process in the tourism industry. For example Lusch and Vargo (2014) argue that in a service ecosystem which is highly dynamic and guided by dominant institutions, destabilizing the dominant institutions could be detrimental to the actor. Empirical investigation in also needed to confirm the role of institutions on value creation process.

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SPORTS FACILITY AND SITE – BASIC ELEMENTS AND TOURISM

Invited paper

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Abstract: *The paper is divided into three parts: Organisation of plots of sports facility, the standards and features of a sports facility and transport and, green in the landscape design. In the first part analyzes relations and influences of the settlement on the organization of the plot, setting position of the central court, zoning parcels sports facility, the characteristic surfaces on the land, security of users' emergency, the ratio of the facility site and the necessary features of the location. In the second part analyzes the world experience in the evaluation of the necessary surface of sports fields per capita as a measure of achieved social progress and civilization standards. The third part analyzes the vehicular, pedestrian and stationary traffic on the plot, the position and influence of vegetation on the Sport facility.*

Keywords: *Settlement and location, to determine the position of the object, necessary properties of the location, standards, regulations and recommendations, zoning on the land, characteristic surfaces of the crop.*

1. INTRODUCTION

This work aimed to assess the functional relationships and urban sports facility and resort to it gravitates, proper settings of the facility, the conditions for positioning of specific functions on the plot of sports facility, the analysis of security zones inside plots sports building and the neighboring buildings, the list of potential locations required characteristics of a sports facility, the recommendations for the organization of the School, the pedestrian and stationary traffic on the plot and the concept of green in the grounds of the sports facility.

2. ORGANIZATION OF PLOT OF SPORTS FACILITY

The settlement and organization of plots of sports facility

Sports facilities are complex and compound systems. If a small part is not working properly the entire system is compromised or unusable. This is why planning construction, reconstruction and renovation of sports facilities is of utmost importance. Therefore, there is necessary to correct alignment of each part of the sports facility.

Sports facilities are usually built step by step, so that it is necessary at the start of construction or reconstruction of the building to look further into the future to allow for proper development stages. The capacity sports facility should always be viewed in the long run so that the space to be reserved for the building to such a development. The capacity sports facility determined by: a village that is connected sports facility and competitive level sports club who uses it.

On the sports facilities refers a large number of the Act, Regulations and Standards which define certain solutions in the organization, structure, installations and other



equipment. Regulations can change with time and need their regular adjustment. Sports facility is designed to comfort and safety of visitors and users, and this element must always be at the forefront when designing the facility.

The positioning of the central court and auditorium

Centre court is a key part of the sports facility. In order to smooth it were sports activities you need to fulfill a number of requirements. The main effects on the central position of the field are:

1. The type of sport that takes place on it,
2. Hemisphere where it is located,
3. The time of year where the most benefit,
4. The time of day and the local microclimate conditions.

In the second step, after setting and design center court, is shaped auditorium, which must be able to phase development. The third step is to define the schedule of ancillary and supporting facilities.

Zoning plots sports facility

Plot sports facility is organized so that it can take place on all the necessary facilities for the current functioning of the sports facility. At the same time there must be areas that are reserved for future development of the facility. (Geraint J., 2007) Plot sports facility includes the following groups of activities:

1. *Sports facilities* (main and auxiliary),
2. The *auditorium* (in one or more stages of realization),
3. *Traffic areas*: for vehicular traffic, pedestrian traffic, parking (for a variety of types and categories of vehicles),
4. *Green areas* (within the parking lots, roads, between the individual functional units and the protection zone near the boundary of the parcel),
5. *Areas reserved for the development* of a sports facility in the future.

Customer safety and facility in the event of a terrorist attack

Every sports facility must have a system to protect the user and the object of vandalism and various types of terrorist attacks. Protection of the object and the user starts at the entrance to the lot and all subsequent access control. Rules protection is carried out through the creation of the facility, organization of traffic on the land, forming protection zones and establishment of security controls between zones in the ground of the facility. Between the individual zones are necessary barriers and can be implemented in different ways.

The attitude of the sports facility locations and settlements

Every sports facility is determined by the position of the village on which it rests. From the village object draws an audience, part of the funds, etc. occupants. In relation to the village sports facility can be located:

1. in the central zone of the city,
2. on the outskirts of the city,
3. outside the city.



The impact on the choice of the site has: price of land, transport accessibility, infrastructure, microclimate location, parking spaces, space for greenery, opportunities for the development of the complex, the ability to organize security. (Russ T., 2009)

The necessary properties location

The location in which to build a sport facility must meet the following requirements:

1. *The topography of the terrain* (it is advised to be flat or a minimum slope),
2. *The orientation of the site* (should provide proper orientation of main and auxiliary sports fields),
3. *The composition of the soil layers* (on which to build a sports facility should provide a rational foundation depth that no landslides, etc),
4. *The level of the groundwater and surface water* (at the site throughout the year must be balanced without a torrent, or temporary basins),
5. *Accessibility to users and visitors* (reflected in the accessibility of private passenger vehicles and public transport vehicles).

3. STANDARDS AND CHARACTERISTICS OF SPORTS FACILITY

All developed countries have enacted standards that are based on the objectives of socially development, experiential needs and financial capabilities of the company. However, experiential recommendation is to keep the relationship need to be sporting activities that take place on the premises and financial opportunities investor. Regulations and standards must always be met to the building after the completion might be able to get permission to use and is used for the purpose for which it was designed.

Within the sports centers are carried out:

1. Organized physical culture,
2. Unorganized physical culture,
3. School activities.

Surfaces sports center per capita of the country taken as the average area per resident (m² / resident) are as follows: USA - 35, Russia - 28, Germany (eastern part) - 26, Germany (western part) - 19, Switzerland - 26, England 20, Cuba 18, Czech Republic and Slovakia – 17, etc. (Ortner, R., 1956)

4. TRAFFIC AND GREEN ON THE PITCH

Connectivity the location and access roads

Sports facility creates a major vehicular and pedestrian traffic on arrival and departure of visitors. Therefore, it is necessary to provide sufficient road capacity to accept traffic in his greatest coup. Also, we need high-quality connection with public transport (bus, tram, train, taxi). However, in the moments when no sport is traffic load is considerably less than at the time of the rush hour.

Domestic traffic on the plot



The plot of the sports facility should be organized following traffic flows (Geraint J., 2007):

1. *Streams of pedestrians* (pedestrians from the entrance to the parking lot of cars, buses from the parking place to the entrance of a sports facility)
2. *Vehicle Flows* (from the entrance to the parking lot to set for a specific type and category of the vehicle or to the entrance for vehicles with special permission)
3. *The views of public transport* (public transport should have near the entrance to plot its position that there should be within the parcel like security controls)
4. *Accessibility* (all flows must be suitable for the movement of persons with disabilities)
5. *Signaling* (all flows pedestrian and motor vehicle traffic must be clearly and unambiguously labeled).

Parking on the plot

All vehicles that are coming spectators, athletes and staff of the sports facility, if retained, should be parked in the lot to designated and equipped areas. Parking outside the plot is allowed only with the consent of the owner of the surface which is occasionally used for that purpose and to be fitted in accordance with the applicable rules and regulations. It must be properly estimate the number of vehicles and their structure in order to form the required number of parking places or defined areas for this purpose in the plot. Particular care should be taken on possibly redundant vehicles for which it is necessary to provide space for parking. (Geraint J., 2007)

The plot should provide parking the vehicle in the following manner:

1. Parking on the ground,
2. Parking in the multi story garage,
3. Additional parking spaces for supernumerary vehicles,
4. Parking on the access and surrounding streets,
5. Parking on the neighboring plot a secured under a special contract,

In terms of the type of vehicles that need to provide parking can be made following grouping:

1. Parking for cars,
2. Parking for buses,
3. Parking for motorcycle,

The following groups of users must be provided by parking spaces:

1. Parking for spectators,
2. Parking for players,
3. Parking for judges,
4. Parking for VIPs,
5. Parking for TV crews,
6. Parking for service and delivery vehicles.

Greenery on the plot

Sports facility must meet certain requirements microclimate. In addition to winds that air currents change the composition and humidity at the site may be additional funds to improve the microclimate. The most economical and efficient means of the high and low vegetation. According to the site in the grounds countryside can be grouped in the grounds of the countryside and the countryside around the sports facility. The greenery around the plot is outside the influence of the Management Board of the sports facility, unless that space is not owned by them.

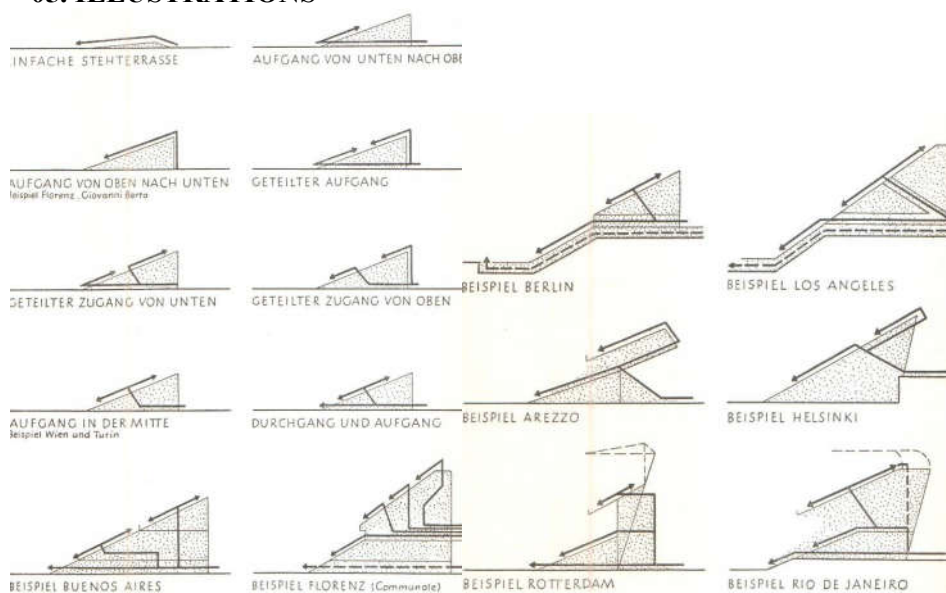
Green by location on the plot is grouped as follows:

1. Green parking lots (between rows and individual groups of parking spaces),
2. Green in the space between the individual functional areas (the area that divide individual functional zones),
3. Green on areas reserved for expansion of the sports facility,
4. Green area along the internal roads (with one or two pages roads),
5. Green area along the border of the parcel (parcel along the edges to form a belt that is covered in greenery and serves to visually parse the microclimate of the area surrounding the sports facility).

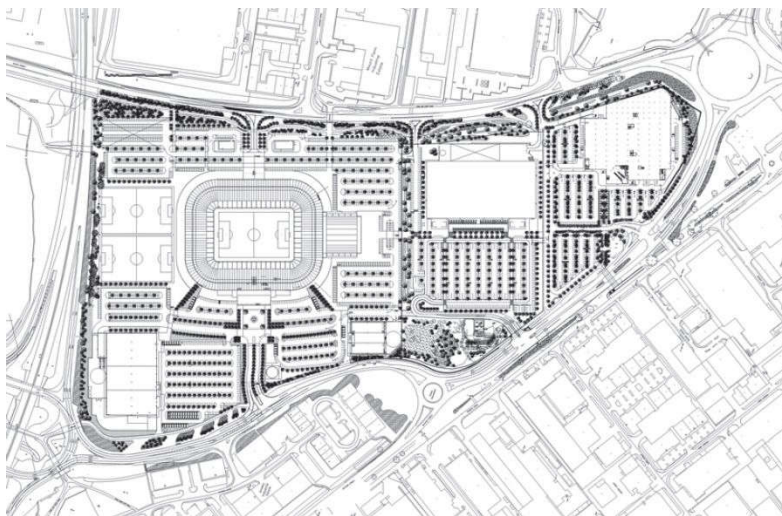
Greenery maintainance

Greenery on the plot requires it to be properly located and maintained regularly. Maintenance of greenery contributes to its longevity and the aesthetic quality of the site and the building in general.

05. ILLUSTRATIONS



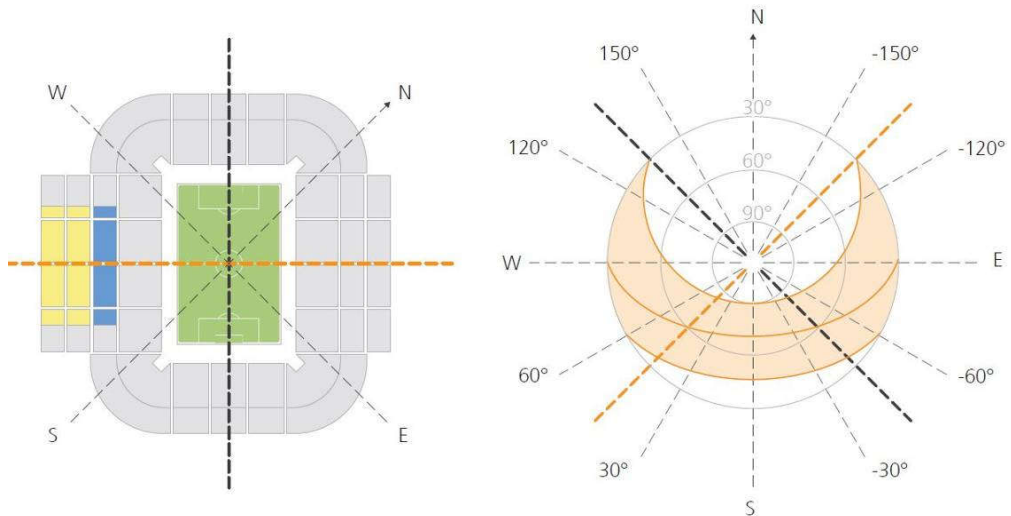
Picture 01: the movement of spectators in the stands of the sports facility (Source: Ortner, R., 1956)



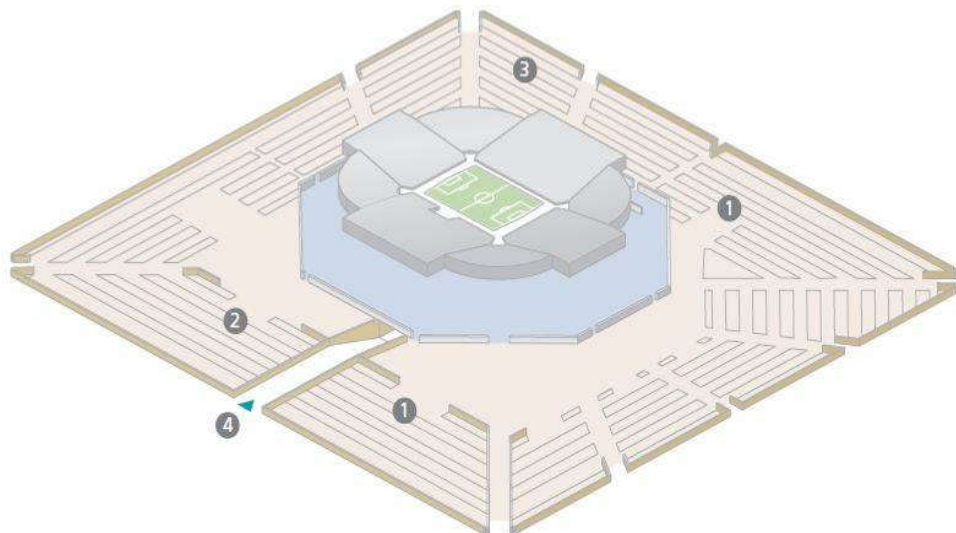
Picture 02: Plan of parking and internal roads on the plot of the sports facility. (Milton Keynes stadium in the UK, Architects: HOK SportArchitecture.) (Source: Geraint J., 2007.)



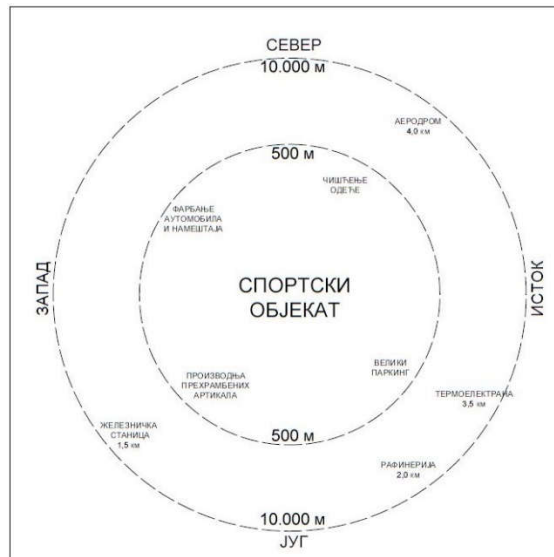
Picture 03: Activities on the plot of the sports facility (Source: FIFA, 2011).



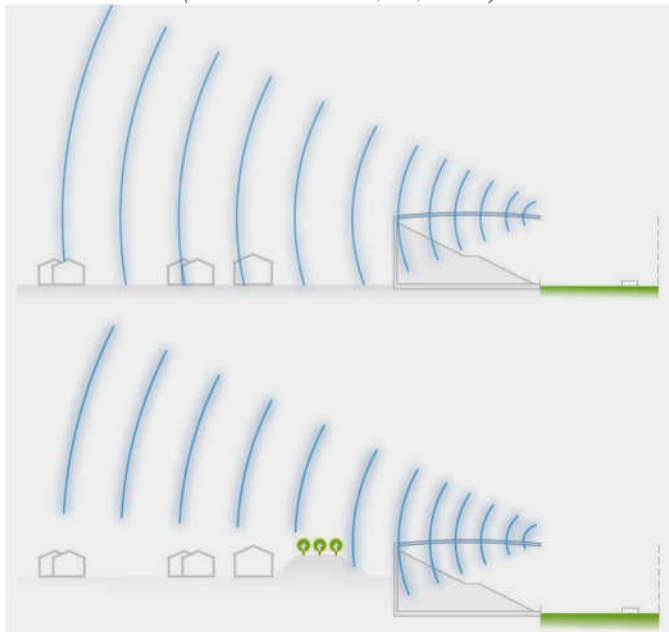
Picture 04: The position and orientation of the central court (Source: UEFA, 2011)



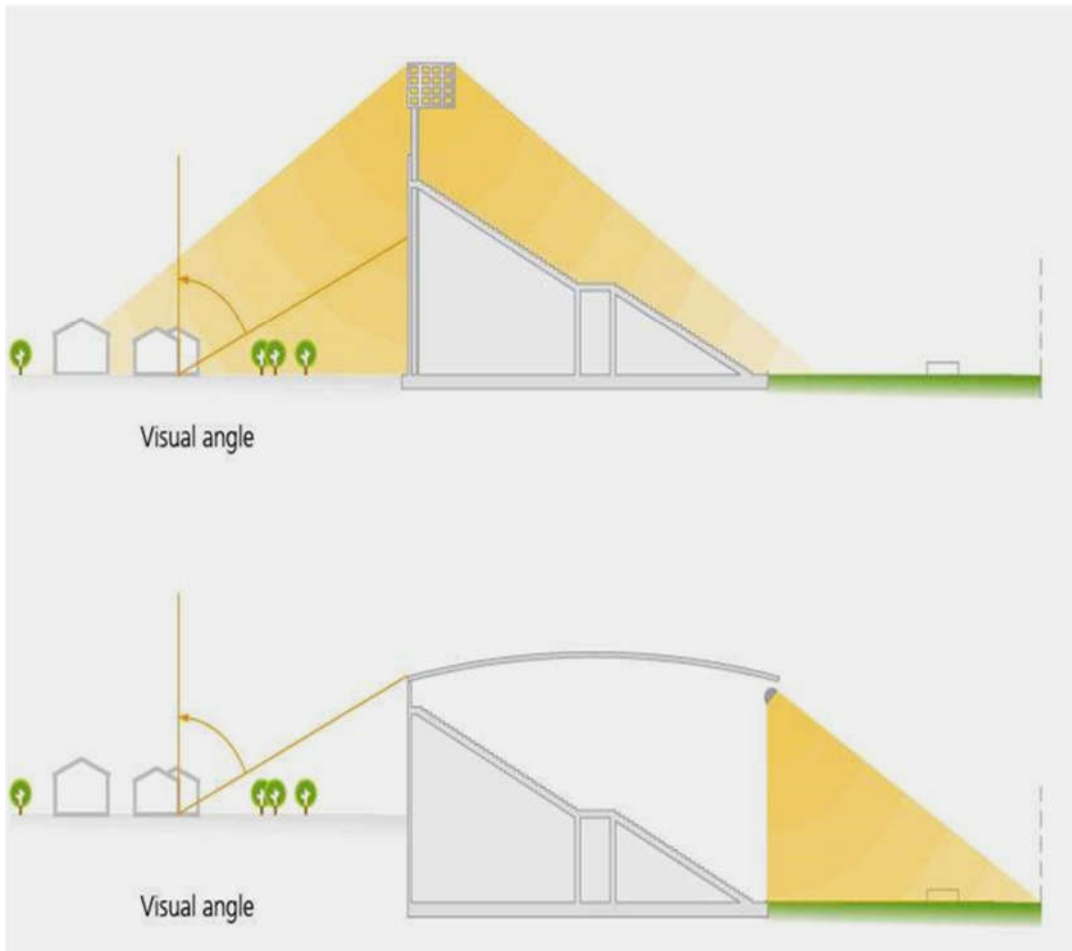
Picture 05: Elements of the sports facility: A) Sports facilities, B) Auditorium, V) Service area for spectators, 1,2,3,4) Parking and public access points (Source: UEFA, 2011)



Picture 06: Minimum distance of sources of pollution from sports facility. (Source: Greeno, R., 2011)



Picture 07: The influence of topography and vegetation on the spread of noise from the sports facility (Source: FIFA, 2011)



Picture 08: *The influence of the position of the reflector in the light pollution around the sports facility.* (Source: FIFA, 2011)



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RESEARCHING THE INFLUENCE OF LOCOMOTIVES WITH DC TRACTION MOTORS AND DIODE RECTIFIERS ON POWER QUALITY IN THE SERBIEN RAILWAY

Invited paper

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***Abstract:** This paper describes an influence of the 25 kV, 50 Hz single-phase AC electric railway system and locomotives with DC traction motors on power quality in 110 kV transmission system. A model of diode locomotive, contact wire and electric railway substation was developed in EMT-PC software in order to calculate an influence of electric railway system on power quality in 110 kV transmission system. Currents and voltages were calculated at 25 kV and 110 kV networks and harmonics spectrum was analyzed. Measured and calculated voltage harmonics were compared to EN 50160. By comparing calculation results and measurement it can be concluded that the influence of electric railways at a connection point is noticeable regarding the voltage harmonics of order $3n$ which are characteristic for electric railways of the Serbian Railways.*

***Keywords:** electric railway, power quality, traction motors.*

1. INTRODUCTION

The 25 kV, 50 Hz single-phase AC supply has been widely adopted in the long-distance electrified railway systems in many countries. Electrical locomotives generate harmonic currents in railway power supply systems. Single-phase traction loads also inject large unbalance currents to the transmission system and cause voltage unbalance subsequently. As the amount of rail traffic increases, the issue of power quality distortion becomes more critical.

Harmonic currents and unbalanced voltages may cause negative effects on the components of the power system such as overheating, vibration and torque reduction of rotating machines, additional losses of lines and transformers, interference with communication systems, malfunctions of protection relays, measuring instrument error, etc.

Therefore, the harmonic current flow must be assessed exactly in the designing and planning stage of the electric railway system of the Serbian Railways. Harmonic current flow through the contact line system has to be accurately modeled to analyze and assess the harmonic effect on the transmission system.

This paper describes the influence of electric railway system on power quality in 110 kV transmission system. Locomotives with DC traction motors and diode rectifiers series ZS 441, 444, and 461 were analyzed. Electric railway system was modeled using EMTP-RV software. Currents and voltages were calculated in 110 kV and 25 kV network. Power quality measurements were performed on 110 kV level in 110/25 kV substation and analyzed according to EN 50160.

2. HARMONIC DISTORTION

Harmonics are steady-state components of periodical alternating voltage or current. They should not be confused with inter-harmonics or transients. Magnitudes of the individual harmonics are often expressed as a percentage of the fundamental component, or of the Root Mean Squared (RMS) magnitude of the overall voltage or current. Due to its negative influence on electrical appliances, harmonic distortion in supply network has become of increasing concern. A non-sinusoidal waveform can always be represented as a sum of a certain number of sinusoidal components with multiple frequencies (Chapman, D., 2001). Harmonic frequencies are integral multiples of the fundamental supply frequency.

Any periodic signal (waveform) can be described by a series of sine and cosine functions, also called Fourier series.

$$u(t) = U_{dc} + \sum_{n=1}^{\infty} (U_{(n)s} \sin(n\omega t) + U_{(n)c} \cos(n\omega t)) \quad (1)$$

The coefficients are obtained as follows:

$$U_{(n)s} = \frac{1}{\pi} \int_0^{2\pi} u(t) \sin(n\omega t) d\omega t \quad (2)$$

$$U_{(n)c} = \frac{1}{\pi} \int_0^{2\pi} u(t) \cos(n\omega t) d\omega t \quad (3)$$

Where n - an integer, $\omega = \frac{2\pi}{T}$, T - the fundamental period time.

Total Harmonic Distortion (THD) is often used as an overall measure of harmonic distortion. THD calculation equation is presented below:

$$THD_U = \frac{\sqrt{\sum_{n=2}^{n=40} U_{(n)}^2}}{U_{(1)}} \quad (4)$$

Where $U_{(1)}/U_{(n)}$ - the RMS of the first harmonic or the nth harmonic component of voltage.

Effective value:

$$U_{RMS} = \sqrt{\frac{1}{T} \int_0^T u(t)^2 dt} = U_{(1)} \sqrt{1 + THD_U^2} \quad (5)$$

For low distortion levels, e.g. for voltage, $U_{RMS} \approx U_{(1)}$.

3. MODELING OF 25 KV ELECTRIC RAILWAY SYSTEM FOR POWER QUALITY STUDIES

The 25 kV, 50 Hz single-phase AC traction system of the Serbian Railways is supplied from electric power system through power transformers located at traction substation. These transformers are connected to two phases of the power transmission system. Traction power supply network is separated by neutral section to the independent sections which are supplied from different traction substations. Fig. 1 shows a principle connection scheme of the 25 kV, 50 Hz electric traction system to 110 kV transmission network.

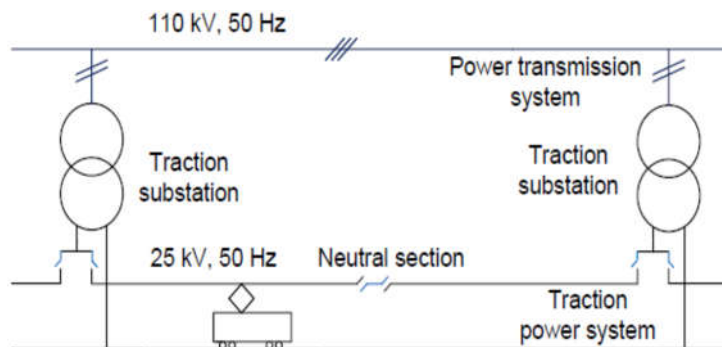


Figure 1: Electric traction system of the Serbian Railways

A model of electric railway system connected to 110 kV network was developed in order to determine power quality parameters of voltage and current. Fig. 2 shows the model in EMTP-RV software (<http://www.emtp.com>) which is used for analysis of electromagnetic transients.

An electric railway substation consists of one 110/25 kV transformer with rated power 7.5 MVA which is connected to the transmission grid. The transformer impedance was calculated from the manufacturer data. 110 kV transmission network is represented by Thevenin equivalent (impedance in series with voltage source). The positive and zero

sequence impedance was calculated from single-phase and three-phase short-circuit currents.

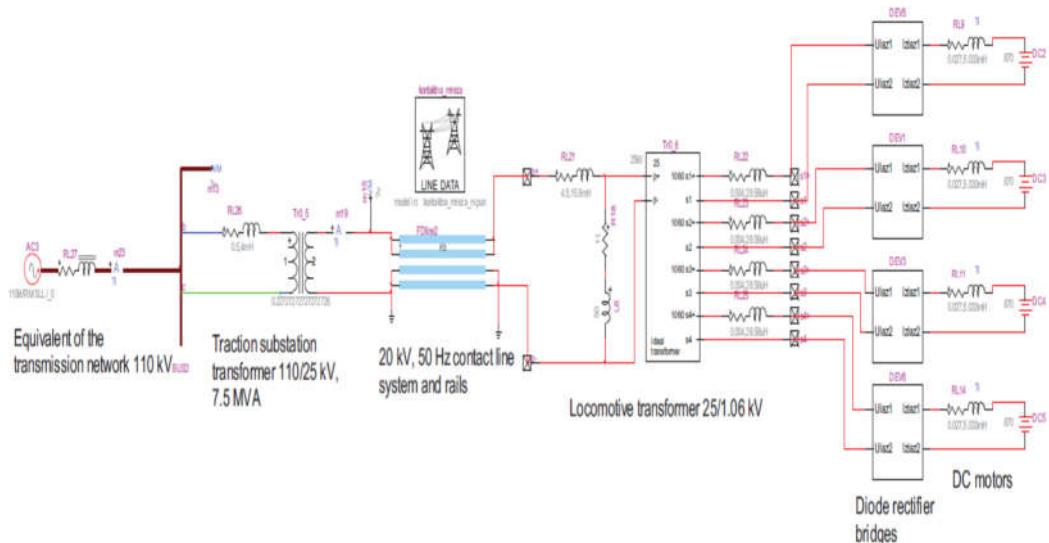


Figure 2: EMTP-RV model of electric railway system

The impedance of 110/25 kV power transformer referred to 110 kV side of the Serbian Railways is $R=0.5 \Omega$ and $L=4 \text{ mH}$ (7.5 MW, $uk\%=10\%$). Contact network impedance is $0.181+j0.447 \Omega/\text{km}$.

The catenary system was modeled using a frequencydependent J. Marti model which is based on the approximation of the line characteristic impedance $Z(\omega)$ and propagation function $A(\omega)$ by rational functions of the higher order. Ground resistivity was assumed $100 \Omega\text{m}$.

Majority of electric locomotives in Serbian electric railway system 25 kV, 50 Hz are equipped with DC motors and diode rectifiers (locomotives series: 441, 444, 461 etc). Diode rectifier bridge causes current waveform distortion and as a consequence voltage distortion in transmission power system. Therefore a model consists of Serbian electric railway substation and contact line feeding electric locomotives equipped with diode rectifiers. An electric railway substation consists of one 110/25 kV transformer with rated power 7.5 MVA which is connected to the transmission grid. The transformer impedance was calculated from the manufacturer data. 110 kV transmission network is represented by Thevenin equivalent (impedance in series with voltage source). The positive and zero sequence impedance was calculated from single-phase and three-phase short-circuit currents.

DC motor model consists of main field inductance, armature and commutating pole resistance and back electromotive force (Dan, A., 2006.; Župan, A., 2016;).

Regarding the rectifier bridge it is represented with the series resistance of the diodes and the parallel RC elements. To smooth the direct current a series reactor is connected between the rectifier bridge and the motor. This reactor together with its resistance was also taken into account in calculations.

4. ANALYSIS OF THE SIMULATION RESULTS

Constant speed of the diode locomotive was analyzed. Electric railway system is connected between phase L2 and L3 of the 110 kV network. All calculated values relate to the single diode locomotive 1 km away from the electric railway substation. Voltage and current waveforms were calculated on 25 kV and 110 kV level at the railway substation.

The diode electric locomotive causes voltage distortion in the 25 kV catenary system. Fig. 3 shows voltage waveform and Fig. 4 current waveform on 25 kV side of railway substation transformer.

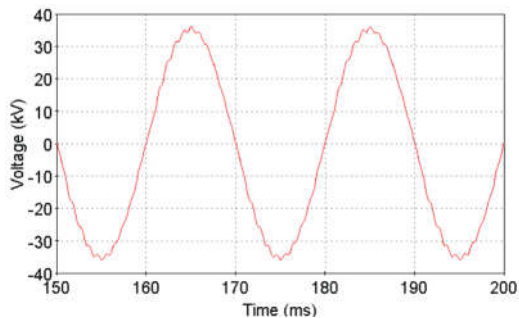


Figure 3: Voltage waveform on 25 kV side of railway substation transformer

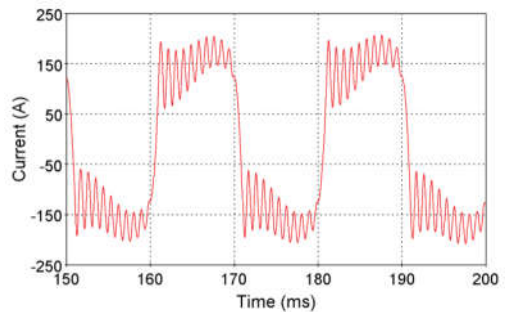


Figure 4: Current waveform on 25 kV side of railway substation transformer

Fig. 5 shows voltage waveform and Fig. 6 voltage harmonic spectrum at 110 kV side of railway substation transformer. The voltage and current harmonics in 25 kV catenary system is shifted through 110/25 kV transformer in electric traction substation to the 110 kV voltage level.

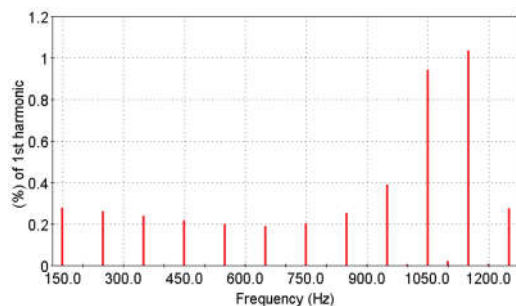
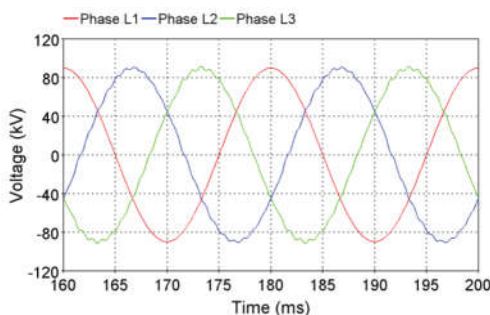


Figure 5: Voltage waveform at 110 kV side of railway substation transformer

Figure 6: Voltage harmonics at 110 kV side of railway substation transformer

There is a significant part of higher odd harmonics (23rd and 21st harmonic are the highest).

Fig. 7 shows current waveform and Fig. 8 current harmonic spectrum at 110 kV side of railway substation transformer. The harmonic distortion of 110 kV voltage is significant only in L2 and L3 phases to which the electric railway system is connected.

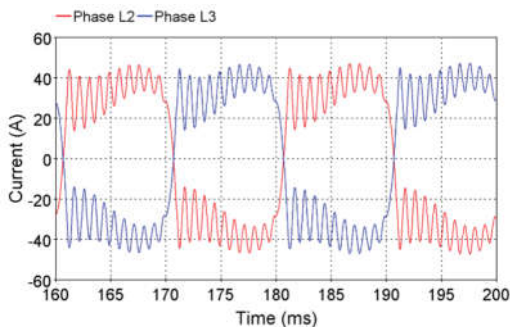


Figure 7: Current waveforms on 110 kV side of railway substation transformer

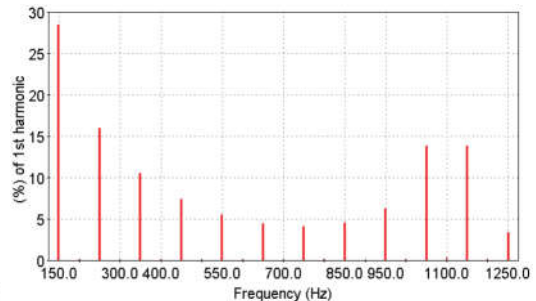


Figure 8: Current harmonics on 110 kV side of railway substation transformer

The 3rd, 5th, 21st and 23rd harmonic contribute the most to the total current distortion.

Simulations showed that total harmonic distortion (THD) of voltage and current is the highest at the point of connection of the locomotive to contact line. Calculated current and voltage THD at 110 kV and 25 kV level is shown in Table 2 and harmonics at 110 kV level are shown in Table 3.

Table 2: Current and voltage THD at 110 kV and 25 kV level

Voltage	THD _U %	THD _I %
110 kV	1,63 %	41,83 %
25 kV	2,06 %	41,83 %

Table 3: Current and voltage harmonics at 110 kV and 25 kV level

Harmonic number	25 kV		110 kV	
	U (V)	I (A)	U (V)	I (A)
1 st	35280	194	89560	40,1

3 rd	125,1	35,2	251,2	11,4
5 th	116,7	31,0	234,4	6,4
7 th	107,7	10,5	216,4	4,2
21 st	421,0	26,7	931,4	5,5
23 rd	462,0	26,7	841,8	5,5

5. MEASUREMENTS AT TRACTION TRANSFORMER SUBSTATIONS

The apparatus used to measure instantaneous values of voltage and current was designed for long term monitoring. The whole equipment consisted of an industrial computer, data acquisition converter card, input transducers, cables, and special software.

Fig. 9 shows a block diagram of the measuring process in the traction transformer substation.

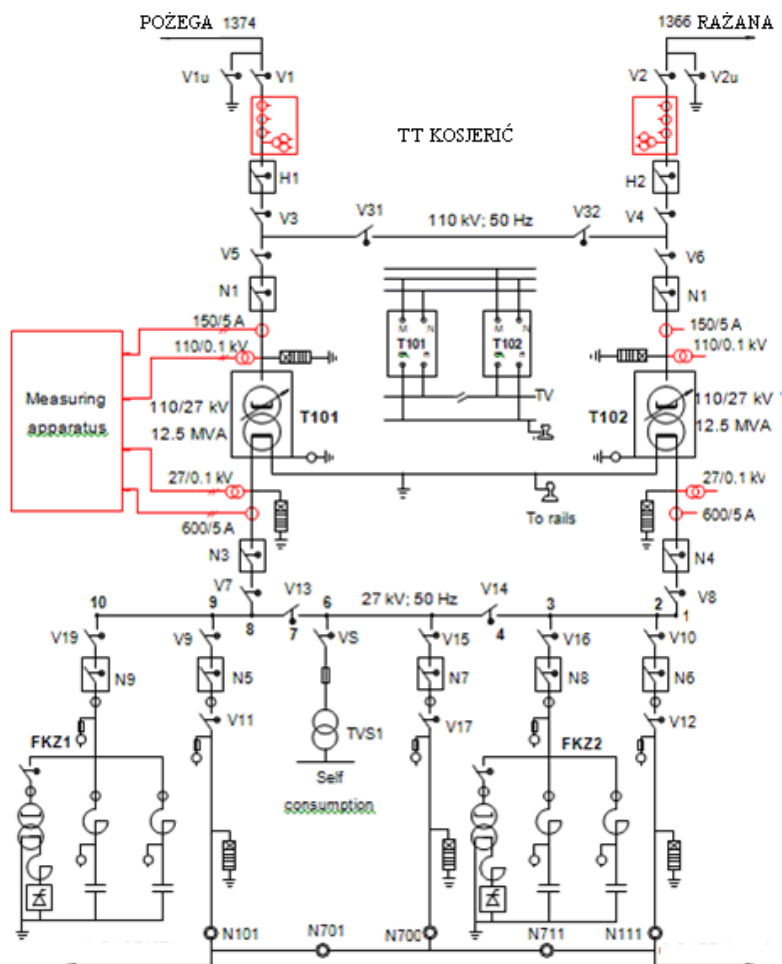


Figure 9: Simplified diagram of traction transformer substation with connected measuring equipment

Measurements were carried out at the traction transformer substation in Kosjerić, Serbian Republic, on July 11-17, 2011. Measurements of harmonics were carried out on 110 kV high voltage network. Total harmonic distortion was calculated according to standards, as a 95% percentile. Illustrations of total harmonic distortions of voltages in 110 kV high voltage network at Kosjerić substation are presented in Figs 10, 11, and 12.

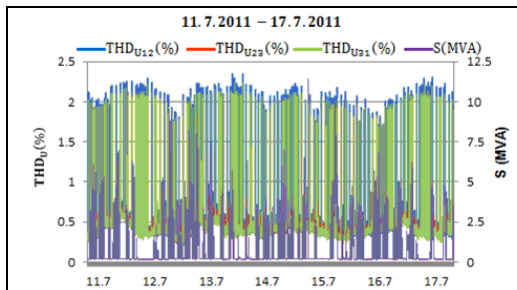


Figure 10: THD_U at Kosjerić substation

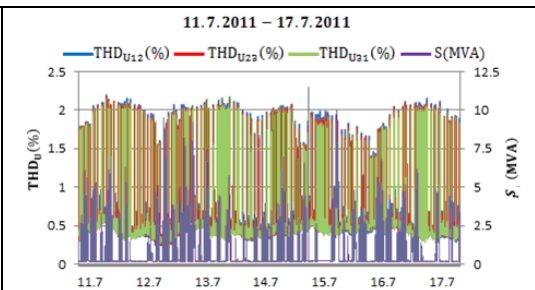


Figure 11: THD_U at 110 kV Požega substation

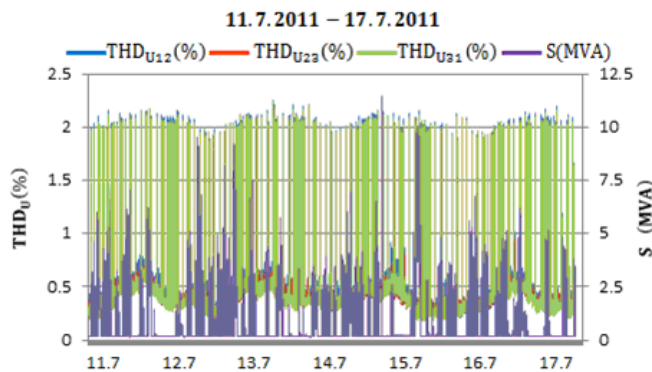


Figure 12: THD_U at Ražana substation

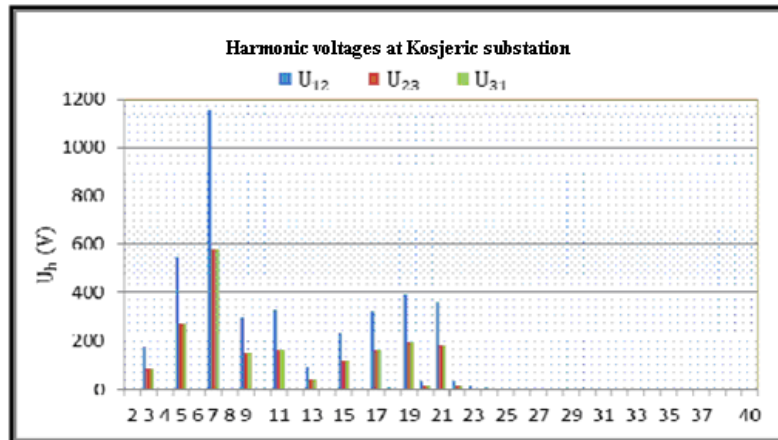


Figure 13: Voltage harmonics at Kosjerić substation: simulation results

Fig 13 shows a simulation results for voltage harmonics at substation Kosjerić and Fig. 14 shows the results of harmonic voltages simulation for all three substations.

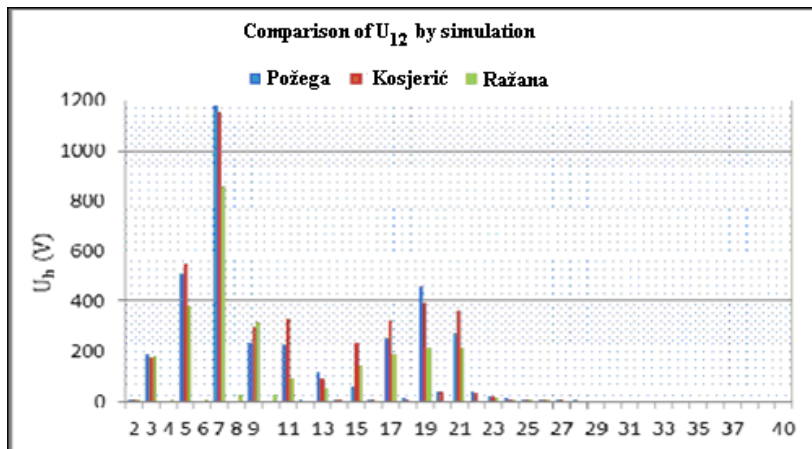


Figure 14: Comparison of voltage harmonics at all three substations- simulation results

Line-to-line voltage U_{12} harmonics are considerable, due to the single phase load connected to the system. This load also causes differences in voltage amplitudes in the threephase system, i.e. voltage unbalance. The highest values are typical of low orders odd harmonics, such as 3rd, 5th and 7th harmonic component. 7th harmonic has the highest value. From 21st harmonic on, values are very low for both substations. Generally speaking, single-phase nonlinear loads cause high 5th and 7th harmonics. The fact that 5th harmonic is

lower than 7th can be attributed to negative sequence impedance of electrical machines, or to long line resonance.

3rd and 7th current harmonics are higher than the rest, 3rd and 9th voltage harmonics are lower than 5th and 7th harmonics, and they show a rather constant level with no obvious load variations. A comparison of current harmonics between measurements and simulation results, is shown in Figs. 15, 16 and 17.

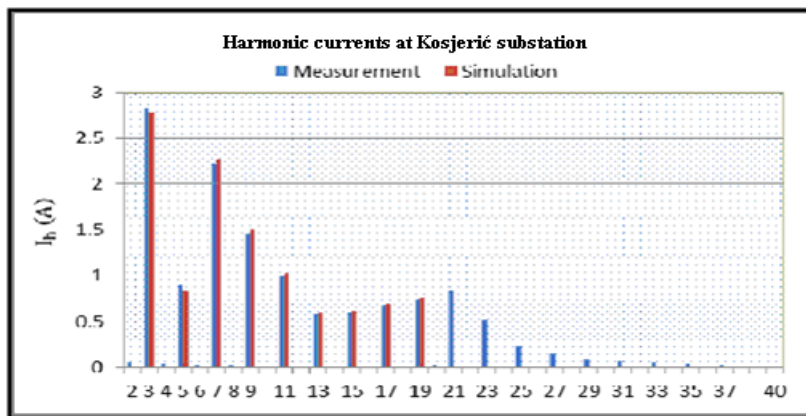


Figure 15: Comparison of current harmonics for measurement and simulation at Kosjerić substation

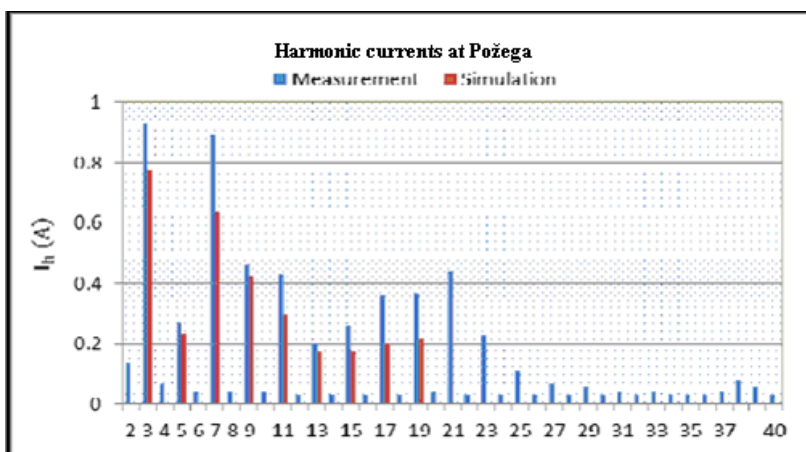


Figure 16: Comparison of current harmonics for measurement and simulation at Požega substation

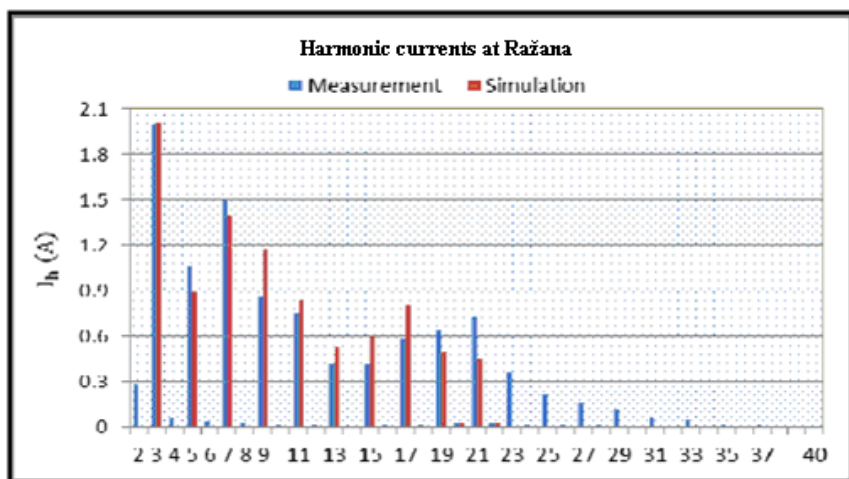


Figure 17: Comparison of current harmonics for measurement and simulation at Ražana substation

Total harmonic distortion for all three substations was larger for simulation than for measurement. At substation Kosjerić, the highest simulated $THD_{U_{12}}(\%) = 1.2787\%$, the highest harmonics being 5th and 7th. At Požega, the highest simulated $THD_{U_{12}}(\%) = 1.2787\%$. At Ražana, the highest simulated $THD_{U_{12}}(\%) = 0.9072\%$. At Kosjerić, the highest recorded $THD_{U_{12}}(\%) = 0.9872\%$, where 5th and 7th harmonics were dominant again. At Požega, the highest recorded $THD_{U_{12}}(\%) = 0.789\%$ at substation Ražana the highest recorded $THD_{U_{12}}(\%) = 0.6839\%$.

Considering the simulation process as opposed to reality, simulation could be more favorable than measurement. These differences can be caused by some error in measurement, the influence of thyristor regulation of current in the decompensating reactor or voltage distortions in the feeding distribution network.

3. CONCLUSION

An analysis of harmonic measurement results was carried out according to international standards and technical reports regarding power quality in distribution networks. Maximum measured values were compared with those given by the standard (maximum 95% weekly values were not reached). Maximum measured values were much lower than limits given in the IEEE Std. 519-1992 standard (2.5% on power supply 110kV) and EN 50160 (8%). Hence, evaluation of the measured data proved that harmonic distortion of the voltages at all three locations (Kosjerić, Požega and Ražana substations) met conditions specified by standards for the operation of distribution systems.

Simulation results for all three substations were compared. Maximum THD_U value was simulated for Kosjerić, for U_{12} line-to-line voltage, the highest harmonic being 5th and 7th. That is caused by single-phase load connected to this phase. Simulation results were



later compared with measurement results for all three measuring points, for all three line-to-line voltages. Both measurement and simulation results were within the limits stated by IEEE Std. 519-1992 and EN 50160. Differences were found between measurement and simulation results for line-to-line voltage U_{12} , while for the other two voltages the differences were insignificant.

The lowest values of harmonic distortion were found out by both measurement and simulation for Razana substation.

Differences between measurement and simulation results may have been caused by a lack of data.

Measurement results for even harmonics were higher than their simulated results, probably due to thyristor regulation of current in the decompensating reactor, or some measurement error.

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SEVNICA IN THE MIDDLE OF THE 2016 AMERICAN PRESIDENTIAL CAMPAIGN

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Abstract: *The Municipality of Sevnica in Slovenia experienced large mass media attention at the beginning of 2016 when Donald Trump successfully emerged in the American Presidential Campaign. The reason that events in the United States' Presidential Campaign affected a micro Municipality of Sevnica on the banks of the Sava River is the fact that Donald Trump's current wife Melania Knavs Trump originates from Sevnica. Thus, a small town of less than 5000 inhabitants suddenly appeared in the majority of the world's most important media, such as ABC, Wahington Post, NBC etc, which had been a big stress for the community at the beginning, but turned out to be a significant potential for the economic development, especially for the local tourism industry. Based on the content analysis and literature review, the article explores the media representation of Sevnica and some of its influences on the community.*

Keywords: *micro-destination, branding, rural tourism, literature, communication, media, logistics*

1. INTRODUCTION

Destination branding, especially branding of micro-destinations, such as the municipality of Sevnica is a highly complex process due to the fact that it involves a lot of stakeholders. For successful branding of the micro-destination and consequently for the successful development of sustainable and green tourism, which is the main objective, according to the development strategy of the municipality of Sevnica, it is significant to consider opinions of all the stakeholders in the community. According to Ramirez (2001), the process of planning tourism development and creating tourism development strategies is a demanding task because stakeholders have different interests. Sometimes interests of different stakeholders can be totally opposite. In fact, as Millar and Aiken (Millar and Aiken, 1995, 629 in Marzano and Scott, 2009, 250), state:

communities are not the embodiment of innocence; on the contrary, they are complex and self-serving entities, as much driven by grievances, prejudices, inequalities, and struggles for power as they are united by kinship, reciprocity, and interdependence. Decision making at the local level can be extraordinarily vicious, personal, and not always bound by legal constraints.

However, it needs to be observed that sustainable tourism development is not possible without taking the will and the opinions of the local inhabitants into account. It is of great importance for the sustainable tourism industry and for the satisfaction of the local people that the locals have the opportunities and are willing to participate in the development (Chiun Lo, Ramayah and Hui Hui, 2014, 84 - 94). The local population supports the development of tourism if they will benefit from tourism (Allen et al. 1993 in Bestard and Rosselló Nadal, 2007, 194). When the development of tourism in rural areas is discussed, a part of which is also the municipality of Sevnica, additional care and



sensitivity are essential in the protection of the resources needed in order to prevent too great a negative impact of tourism on the rural environment.

The destination brand, which is, according to Prideaux and Cooper (2002), the positive outcome of the collaboration among different stakeholders of a destination, needs to take specifics of the rural environment into consideration. An important part of branding also has the public sector with local, regional, and national tourism organizations (Ryan and Zahra, 2004). However, despite the complex process of destination branding and thus, also branding of the rural destinations, it is significant that all the stakeholders in tourism are aware of the countryside capital, which is, according to Slee (2003 in Garrod et al., 2006) and Garrod et al. (2006, 118), “the fabric of the countryside, its villages, and its market towns”, and this capital should be used in a sustainable manner. The only acceptable development of tourism in the municipality of Sevnica is the development of the sustainable tourism. Naturally, when a great number of media expressed interest in Sevnica at the beginning of 2016 due to the fact that Donald Trump's current wife Melania Knavs Trump originates from Sevnica, the community of Sevnica felt pressured by a sudden intrusion of journalists and broadcasting crew members. The community tried to be supportive to the media, and it saw reporting of the world's most important media about Sevnica as an excellent opportunity to push their tourism forward, but still, some of the members of the community started to point out the negative effects of Sevnica's exposure in the media. The commonest comments by the inhabitants of Sevnica were that 'media is all around', 'people have lost their peace', 'reporting is negative', 'journalists are rude', 'media is looking for negative stories instead for the positive', and similar.

2.METHODOLOGY

The current research was based on the content analysis, which is, according to Boterill and Platenkamp (2012), one of the most commonly used methods in tourism research. This method has both quantitative and qualitative functions in the examination of texts (Nelson, 2014). It enables the researcher to identify the frequency of particular words, phrases, or images, however, the “complexity of ‘meaning’ portrayed in text and image requires a more subtle phase of analysis” (Boterill and Platenkamp 2012, 35). When the content analysis is used for qualitative research, as in the current study, the methodology involves a representative, but a small amount of data (Nelson, 2014, 46). For the purposes of this analysis, online media articles published in the second half of 2015 and in the first half of 2016 have been analysed, especially those involving reports on US presidential campaign in connection to Sevnica and Melania Trump. This articles content analysis provides information on the issues and facts presented to the general public about Sevnica. In less than a year, more than hundred articles about Trump’s presidential campaign and his wife from Sevnica were written, mentioning and portraying Sevnica. Further on in this paper, some examples are given.



3. TOURISM IN THE MUNICIPALITY OF SEVNICA

The Sevnica municipality is a part of the Posavje region, where the Sava River frees itself from its canyon and flows onwards peacefully in wider and slower bends through the fertile valley between the Posavje hills on the left and the Dolenjska hills on the right side. The mild climate and favourable location for fruit and wine-growing make living amidst the numerous hills of this picturesque landscape an almost fairy-tale experience. Many old churches (in Dolenjska and Štajerska regions) and forts with the magnificent Sevnica Castle in the foreground all tell a tale of the vibrant life in the past. The castle vineyard, winery, and granary, a cafe, an animated tour of the castle, magical wedding ceremonies in the castle park. These are just a few of the pearls that the central cultural and historical sightseeing site has to offer. The old Sevnica city centre, serene provincial squares, and neatly ordered neighbouring village centres still present an ideal place for social gatherings and meetings. From the Lisca hill, the place with the ultimate view, to vineyard cottages in Malkovec, there are plenty of activities to enjoy for those who seek recreation, ethnological sightseeing, or gourmet treats. In Sevnica, they also offer personally tailored tours and trips (<http://www.dozivljaj.si/images/stories/Katalogi/ImageANGmali.pdf>).

The Sevnica castle, situated on the hill above the old city centre, was first mentioned in writing in the year 1309 with the German name »castellum Lichtenwald«. In the time of the Slovenian and Croatian peasant uprisings in 1537, the castle was one of the rare few that were lucky enough to avoid destruction. At approximately the same time, the Lutheran Cellar was constructed on the slope beneath the castle and was presumably frequented by Jurij Dalmatin, the first man who translated the entire Bible into the Slovene language. The cellar was later used as a vaulted tomb for some of the Sevnica castle lords. Today its acoustic halls host musical concerts and other events (http://www.dozivljaj.si/images/stories/Katalogi/zlozenka_sevnica_ang_2013_splet.pdf).

There are also other beauties such as wonderful curtain of blue blossoms of Clusius' gentian on Lovrenc hill and the yellow blossoms of *Azelea pontica* on habitats above Boštanj and Vrhek above Tržišče.

Ajdovski gradec is an early Cristian settlement, 1500 years old. Barbaric tribes once burnt it down and today it represents an archaeological park.

4. DONALD TRUMP AND MELANIA TRUMP

Donald Trump was born in 1946. Besides being the Republican candidate in the 2016 United States presidential campaign, he is a businessman, media celebrity, and author of several handbooks giving advice on how to do business. Melania Trump was born as Melania Knavs in 1970 in the small Slovene town of Sevnica, at the time part of the former Socialist Federative Republic of Yugoslavia. She originates from an average working-class family. She is a former model, a designer, and she became world famous due to the fact



that she became the wife of Donald Trump, the world-wide famous businessman and at the moment the 2016 United States presidential candidate.

5. ANALYSIS

For the purposes of the current analysis, online media articles on US presidential campaign in connection to Sevnica and Melania Trump, published in the second half of 2015 and in the first half of 2016 have been analysed. More than a hundred articles on the topics concerned were published in less than a year, but due to the space limitations only some examples of typical facts emphasised in the articles are given below. The small town of Sevnica is mentioned in all of them

In the majority of the local media representations enthusiasm about the possibility of Melania Trump becoming the first lady of the United States could be observed. One of the Slovene leading online media 24,ur.com even reported that Trump would visit Slovenia in the near future:

(1) *Najverjetnejši republikanski predsedniški kandidat Donald Trump bo obiskal Slovenijo. A ne kot državnik, temveč kot poslovnež in prijatelj Sevnice, kot so sporočili z njegovega kabineta. V Sevnici se je rodila njegova žena Melanija, visoki obisk pa jo bo čisto spremenil.* (<http://www.24ur.com/novice/slovenija/trump-prihaja-v-slovenijo-z-melanijo-bosta-majske-pocitnice-prezivala-v-sevnici.html>, 1 April 2016)

Croatian RTL has put Sevnica even in the article's title:

(2) *RTL u slovenskoj Sevnici, rodnom mjestu možda prve dame Amerike - Melanie Trump!* [http://www.vijesti.rtl.hr/novosti/svijet/1934097/rtl-u-slovenskoj-sevnici-rodnom-mjestu-mozda-prve-dame-amerike-melanie-trump/\(22.02.2016\)](http://www.vijesti.rtl.hr/novosti/svijet/1934097/rtl-u-slovenskoj-sevnici-rodnom-mjestu-mozda-prve-dame-amerike-melanie-trump/(22.02.2016))

The article on Sevnica and Melania continues with the information that Trump's wife was born in Sevnica:

(3) *Supruga multimiljardera Donalda Trampa i dizajnerica satova, rodila se u Sevnici kod Krškog, gdje danas rijetki nemaju zabranu o njoj pričati. Jedna od njih je i susjeda Ana, koja je poznaje od malena.*

"Ne znam je li bila nevina, ili to, nije ni bitno, ali nije bila pokvarena. Ali je bila sklona, jel se to tako kaže, cijela njena obitelj je bila sklona nečem boljem, višem. I ona je sad to postigla", rekla je Ana Dernač iz Sevnice. <http://www.vijesti.rtl.hr/novosti/svijet/1934097/rtl-u-slovenskoj-sevnici-rodnom-mjestu-mozda-prve-dame-amerike-melanie-trump/>

The majority of media stories about Melania and Sevnica are positive for both, Melania and the town of Sevnica. The following example is an excerpt from ABC News:

(4) *"She was a very good student," Jelancic said during a tour of the town of about 5,000 residents, adding that her friend's favorite subject was geography.*

Jelancic has not seen Melania Trump since their childhood but says she'd like to reconnect with her old friend. After giving birth to her son, Barron, Melania Trump donated \$25,000 to the clinic in Sevnica, most of which went to improve maternal health care.



Her family still owns a house in the industrial town located on the banks of the river Sava, but neighbours have told ABC News they spend most of their time in the United States. (<http://abcnews.go.com/International/glimpse-melania-trumps-childhood-slovenia/story?id=37464229>)

Daily Mail published Melania Trump's life story in short, again mentioning Sevnica, and nick-naming Melania Trump “a Slovenian Communist’s daughter and teenage model”:

(5) EXCLUSIVE: Is this America's next First Lady? As Donald tops the polls, Melania Trump's journey from a Slovenian Communist's daughter and teenage model to White House favorite's wife is revealed

- *Melania Trump, 45, was born and raised in Sevnica, Slovenia to parents Viktor and Amalija Knavs*
- *Document from the Slovenian State Archives that her father was a listed member of the League of Communists*
- *Melania and her sister Ines took part in fashion shows alongside the children of their parents' fellow factory workers*
- *'She would talk about becoming a model. It was her only dream,' said a former friend and classmate*
- *Melania met renowned fashion photographer Stane Jerko in 1987 at a modeling contest*
- *Married Donald Trump in 2005 and they share one son, Barron, who is nine, and is Trump's fifth child*
- *Seen at Wednesday night's presidential debate as her husband remains front-runner in Republican polls*
- *See our full coverage on Donald Trump, his wife Melania and his Presidential campaign*

(<http://www.dailymail.co.uk/news/article-3279399/Will-Lady-Melania-Trump-s-extraordinary-journey-card-carrying-Communist-s-daughter-teenage-model-White-House-favorite-s-wife-revealed.html#ixzz4BauehcuE>)

The following report by Reuters, which is one of the world's leading press agencies, also mentions the fact that Trump's official spokesperson offered some different facts about Melania Trump's childhood from the ones that Reuters discovered:

(6) *SEVNICA, Slovenia (Reuters) - If Melania Trump succeeds Michelle Obama as First Lady, she may trace her road to the White House back to 1987 and a chance encounter in the capital of her native Slovenia.*

“I was leaving a fashion show in Ljubljana and saw her in front of the building. She was probably waiting for a friend,” said Slovenian photographer Stane Jerko. “She was tall and slim so she caught my eye and I approached her and suggested that she come in for a trial photo shoot.”

Jerko says the resulting black-and-white pictures of the 17-year-old known then as Melanija Knavs – round face, bare feet, hair in a ponytail – launched a career that would



take her to Milan and the United States, where she met Donald Trump at a party in New York in 1998.

Though not quite a tale of rags to riches, the lifestyle she leads as the third wife of the billionaire businessman is a far cry from her roots in Slovenia, a tiny former Yugoslav republic of 2 million people comparable in size to New Jersey and nestled below the Julian Alps between Italy, Croatia, Austria and Hungary.

Residents of the small town of Sevnica in south-eastern Slovenia, where Melania grew up on the banks of the River Sava, say her father sold car parts and that her mother worked for a factory that made children's clothing. She was often seen sewing late into the evening at home. Some media reports have said her father was a member of the then ruling Communist Party, like many other people in socialist Yugoslavia, but Reuters could not independently confirm this.

The Trump campaign team offered Reuters a different account of her childhood and career, saying Melania began modelling at the age of five, that her mother was a fashion designer and her father a manager in a car company. "Her father was never a member of the Communist Party," a spokesperson said. (http://www.huffingtonpost.com/entry/melania-trump-history_us_56bdf3b5e4b0c3c55050db11)

Communism is something the majority of reports on Melania Trump did not forget to mention. The following is an example of title published in *Times of Israel*:

(7) *From Communism to catwalk: Mrs Trump's Slovenian hometown*
In the article carrying this title, Sevnica is represented as the town "best known for its lingerie and furniture factories and a charming 900-year-old castle":

(8) *SEVNICA, Slovenia (AFP) — Until recently, Sevnica was best known for its lingerie and furniture factories and a charming 900-year-old castle. But that was before Donald Trump launched his bid to become US president.*

It was in this small industrial Slovenian town of 5,000 people, back when it was part of Communist Yugoslavia, that Trump's current wife, Melania Trump, 24 years his junior, came into the world on April 26, 1970.

"Melania and her sister, they were very beautiful and cute, very kind with neighbours," Emil, a local pensioner, told AFP next to the unremarkable apartment block where Melania, born Melanija Knavs, grew up.

"They were just a regular family, average kids, very kind and calm girls," he recalled.

Her schoolmate and now the head teacher of Sevnica's primary school, Mirjana Jelancic, agreed: "Melania was a very kind girl, who was always willing to help. She was modest, very well brought up, very dignified. She loved reading."

Because of her husband's success so far in the Republican race for the White House candidacy, foreign journalists and tourists have become a frequent sight in Sevnica, set in rolling hills 100 kilometres (60 miles) from the capital Ljubljana. (<http://www.timesofisrael.com/from-communism-to-catwalk-mrs-trumps-slovenian-hometown/>)



Daily Mail portrayed Sevnica as a town with “smoke-filled Yugoslav factories” with a communist past – using the following title:

(9) *How Melania Trump left her bleak Communist upbringing behind: From a childhood apartment overlooking smoke-filled Yugoslav factories all the way to the White House* (<http://www.dailymail.co.uk/news/article-3463450/How-Melania-Trump-left-Communist-upbringing-childhood-apartment-overlooking-smoke-filled-Yugoslav-factories-chance-live-White-House-Lady.html#ixzz4DXSBmXV7>)

Articles on Melania Trump often emphasize her beauty and the fact that she donated 25 thousand dollars to the Sevnica Health Centre:

(10) *Prekrasna Slovenka iz Sevnice pakira kofere za Bijelu kuću Otkad je rodila sina Barrona, Melania u rodnu Sevnicu nije došla. Umjesto toga, roditelje i sestru preselila je k sebi u SAD. Lokalnom domu zdravlja poklonila je 25.000 dolara.* (<http://www.24sata.hr/news/prekrasna-slovenka-iz-sevnice-pakira-kofere-za-bijelu-kucu-461338> - 24sata.hr)

The following example points out the fact that Sevnica has to thank Donald Trump for a new celebrity Ms Trump:

(11) */.../ the candidacy of Donald Trump in the Republican primary graced Sevnica and its 5,000 inhabitants of new celebrity. Ms. Trump the former model Melania Knavs, third wife of billionaire was born and spent his childhood in this town about hundred kilometres from Ljubljana the foreign media, including American, now parading there, hoping breathe the atmosphere of communist Yugoslavia where Melania grew up in the 70s and 80s, far from the luxurious Trump tower in Manhattan, where she now resides.* (<http://www.trulynews.com/news/6721/sevnica-yugoslav-cradle-of-the-american-dream-of-melania-trump.html>)

In its report, *Politico* emphasised new business opportunities arising from the fact that Donald Trump might become the new president of the USA:

(12) *Melania's dainty childhood town of Sevnica, about an hour's drive east of Ljubljana, locals are even hoping for business opportunities with Trump the property mogul. The face of town mayor Srecko Ocvirk lit up when we talked of Melania, making his Amish-style beard, low and gray, jiggle about. On April 1, Ocvirk dreamt up a quixotic joke that [aired](#) on Slovenian TV: Trump was buying the town's medieval hilltop castle, Ocvirk told the presenter, and its garden would be renamed in honor of Melania. In its dimly lit cavern, the castle manager had chosen regional wines for the couple: a fresh yellow Muscat for Melania and an intense red Blaufränkisch for Donald.* (<http://www.politico.com/magazine/story/2016/06/melania-trump-slovenia-immigration-donald-trump-2016-213934#ixzz4Bb07SMSC>)

Reuters also reported that Melania Trump had not visited her birth town since she gave birth to her son Barron:

(13) *The future Mrs Trump did not look back, changing her name to the more easily pronounceable Melania Knauss. No one in Sevnica spoken to by Reuters recalled having seen her there in recent years. She did, however, donate an ambulance to the local health*



clinic to celebrate the birth of her son, Barron, in 2006, a year after marrying Trump, 24 years her senior.

Some speculated that the town might receive another donation or more publicity if Trump wins the presidency. Those Reuters spoke to would not be drawn on his politics, which are stridently anti-immigration. (<http://www.reuters.com/article/usa-election-trump-slovenia-idUSKCN0VL14T>)

6. DISCUSSION

The analysis has shown that some of the most influential media in the world discovered the town of Sevnica when reporting about the past of Donald Trump's wife Melania Knavs. It turned out that the representation of Sevnica in the majority of online reports is positive. Some facts concerning Sevnica and Melania Trump are frequently repeated (Melania Trump's donation, some facts of her childhood, Sevnica's communist past etc.). Due to its repetitions, some of the patterns turned into clichés. Emphasizing Sevnica's 'communist' past, however, also carries additional meanings and connotations, which differ in different cultural environments (the perception of communism in Slovenia is different from the perception of communism in the United States, etc.). All the analysed texts, however, influence the promotion of Sevnica directly because the media articles have reached many readers (some of the media are influential locally and other globally), who heard about Sevnica for the first time, were reminded of the town again, or perhaps saw some leisure or business opportunity in Sevnica. It should be pointed out that the fact that only online articles and reports have been analysed presents the limitations of this analysis.

7. CONCLUSION

The research has shown that during the US presidential campaign the Municipality of Sevnica has gained a lot of media attention due to the fact that presidential candidate's wife Melania Trump originates from Sevnica. Thus, on the basis of the current research, which is limited by the fact that only online sources were analysed, it could be concluded that the United States presidential campaign had a positive impact on the promotion of the small Slovene town of Sevnica. Due to the mentioning of Sevnica, reporting about it and all the publicity concerning Trump's wife and her birth town, some readers of the analysed articles heard about Sevnica for the first time, some were reminded of the town again, and some, perhaps, saw some leisure or business opportunities in Sevnica. The number of journalists in Sevnica has increased, but as far as the number of tourists is concerned, the official data will be available in the end of the year.



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TRAVEL AGENCIES FRANCHISING AS A BUSINESS CONCEPT FOR ECONOMIC DEVELOPMENT IN SERBIA

Invited paper

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Abstract: *One type of partnership that has been growing in popularity is business format franchising. When it comes to tourism, it was found that franchising had a dominant impact on development and growth of economy of a country, through the contribution to local tourism development and the regeneration of local communities by stimulating entrepreneurship and innovation. The impact of transition that is underway on the development of entrepreneurship and entrepreneurial training is still insufficient, and the selection of those with entrepreneurial aptitude in Serbia is negligible, whereas the general level of risk is much higher than in the modern world. This results in insufficient selection of adequate forms of business activities and grading of both active and potential entrepreneurs. We conclude with a brief discussion of the reasons for including the study of franchising, franchisors, and franchisees as integral areas within the distinctive domain of travel agencies industry research, and similarly exhort franchising researchers to explore the implications of their work for the study of entrepreneurship.*

Keywords: *franchising, entrepreneurship, growth/development, tourism*

1. INTRODUCTION

Entrepreneurship is a multifaceted phenomenon and cuts across many disciplinary boundaries (e.g., management, economics, sociology, marketing, finance, history, psychology, social anthropology, etc.). Consequently, entrepreneurship researchers have pursued a wide range of goals, adopted different units of analysis, and espoused diverse theoretical perspectives and methodologies (Low, M.B., 1988.). Further, entrepreneurship entails a complex set of contiguous and overlapping constructs like management of change, innovation, technological and environmental turbulence, new product development, small



business management, individualism, and industry evolution (Low, M.B., 1988.). Franchising is a privilege or a right given to an individual or group enabling the franchisee to undertake a certain type of commercial activities (<http://www.vibilia.rs>). Franchise is a contractual relation between the franchisor and franchisee in which the franchisor offers or undertakes to keep a continuing interest in business dealings of the franchisee, in know-how and its training, whereas the franchisee undertakes to conduct business under the brand, commercial signs or procedure of franchisor's or controlled by it, as well as to invest the initial capital into business, although certain financial support by the franchisor is also possible (Kapor, P. 2012.).

It is the fact that big corporations dictate rules, whereas small companies have to comply with them, for otherwise they would be pushed out of the market. Due to that, as one of the ways to stay present on the market and do business in the best possible way is to cooperate with those big and powerful corporations with already built image. A renowned brand, marketing and production support and education teams facilitate business dealings greatly. In addition to that, small and medium-sized enterprises can survive on the market through franchising. There is a great development of franchising worldwide. As far as the Republic of Serbia is concerned, it is almost on the bottom of the list of franchises in Europe, meaning that there is a great potential in it for the development of this form of business activity. Franchising is a business strategy of an enterprise, as well as a marketing concept, with a great impact on the economy of a society of a country and therefore on the economy of global society. Through franchising it is possible to have an impact on different aspects of social life, such as employment, balance of payments position of a country and thereby the position of consumers and their behaviour (Rakić, M., 2010.). Franchising is deemed to be a fast way of spreading business, accompanied by a lower rate of market and financial risk, which is an imperative on the markets of countries in transition. Business format franchising is also the true locus of franchising entrepreneurship.

Having in mind the significance of franchising, if Serbia uses its potential, that would be an opportunity for its faster and more efficient development. On the territory of the Republic of Serbia, *there* is some example of a successful operating and expansion in the sphere of tourism through the franchise system. One of these examples is Fly Fly Travel. The aim of this paper is to point out to the importance of franchising as a modern form of financing international business and a form of business cooperation. Practically, the task is, to indicate the significance of franchise systems and stimulate both agency business and growth of other business entities on the territory of the Republic of Serbia. In this paper, the benchmarking method was applied and stressed as an impetus to the research, as well as its integration into a broader context of business governance.

2. RESEARCH MEDODOLOGY

The method of collating and analysis of data obtained from different secondary data sources was used. *Desk research*, as a method, was employed for this paper, within which



the Internet and extensive literature on different aspects of franchise dealings were used to obtain as appropriate data as possible. The other method employed for this paper was the method of presenting information on positive examples in practice - benchmarking. As a technique, the analysis by comparing performance (**benchmarking**) is a worked out and systematic approach aimed at improvement of processes and activities within an organization through their comparison with identical or similar processes that are objectively and justifiably deemed better, whether taking place in other parts of the organization or outside it. The analysis by comparing performance therefore consists of finding, determining and understanding processes and tasks that are conducted in other place in a better or the best way and their transfer and adaptation to them of other (identical or similar) processes within an organization. The aim of benchmarking is to improve processes and tasks within an organization, set new work standards that will contribute to better satisfaction of customers' requirements and add value that would make the organization itself different from its competition and distinctive. The essence of the analysis by comparing performance is a clear, natural and understandable desire to learn from those that are better in some aspect (Đuričić, Z., 2010.) . Fly Fly Travel is a domestic company founded in 2009 which has in a very short period of time succeeded to place itself as one of the leaders in the area of civil aviation and tourism, in South-eastern Europe, especially in Serbia, Montenegro, BIH, and Turkey.

3. RESULTS AND DISCUSSION

With franchising, a national economy may improve its balance-of-payments position. It is achieved because local companies operate their franchise abroad and receive commission for that. That way, there is an inflow of certain monetary assets into that country and its balance-of-payments position is improved (Kandić, Gligorijević, 1991; Stakić, 2007) (Kandić, V., 1991.;] Stakić, B. 2007) . As the American Institute of Commerce assesses, the slower growth in human population, increasing migration of population to bigger cities and development of new technologies enable a further growth in franchise operations. One of the biggest advisory companies, PriceWaterhouseCoopers, concludes in one of its studies that in the course of 2004, over 900,000 franchised businesses generated more than \$880 billion output, accounting for 4.4% of the total economic sector of the USA. Their operating provided jobs for more than 11 million employees in the States, i.e. 8% of the total number of jobs in private sector (Privredna komora Srbije., 2013).

In 2013, there were franchise systems in Europe in over 145,000 locations with approximately 3,700 franchisors. The annual turnover amounted to approx. EUR 75 billion, and the number of employees in this region was approx. 1.3 million (Stakić, B., 2007). In addition to that, it should be mentioned that in the countries in transition, such as Hungary there were 400 franchise chains, out of which 50% were local franchises. Hungary was followed by Poland and Slovenia with approx. 120 franchises, 55.7% of which were local. In Croatia, there are currently approx. 120 franchises, 30 of which are local, in the



Czech Republic there are approx. 55 franchises, whereas in Serbia there are only approx. 20 franchises (Stakić, B. 2007). As far as franchises in the USA are concerned, it should be mentioned that there are approx. 2,500 franchisors, i.e. suppliers of franchises with 900,000 franchise systems in total. Franchises are present in some 75 industries, employing directly more than 8 million people. The total income within the turnover these franchise have, amounts to \$850 billion on an annual level. When small enterprises in the USA are concerned, only 4% of them use franchising as a form of expanding business.

The biggest franchisors in the USA are certainly Subway and Mc Donald's. Subway, as one of the biggest and most successful franchises in the world, is a company operating in the sector of the so called fast food restaurants (Stojanović, I., 2005.). Subway has over 38,000 restaurants in 99 countries worldwide and in the last 22 years it was 17 times ranked the top franchise (according to a prominent magazine, *Entrepreneur*). In its history, Subway increased the value of its brand by 12 % in comparison to the previous year, but also by 5798 % in comparison to the first financial statement published in 2006. Subway still has a fast growth rate and the best indicator of that is the fact that Subway is faster and faster successfully spreading its operations and franchise in the Central and Eastern Europe (Czech Republic, Romania, Poland, Hungary). It is also planning market penetration in Ukraine and Kazakhstan (<http://www.franchising.rs>).

Table 1: Biggest franchises in the World – 2013

2013 Rank	Franchise
1	Subway
2	7-Eleven
3	McDonald's
4	KFC
5	Burger King
6	Pizza Hut
7	Wyndham Hotel Group
8	Hertz
9	Ace Hardware Corporation
10	InterContinental Hotel Group

(Source: www.franchising.rs)

It is important to mention that franchising is employed to a small extent in the operating of businesses in Serbia, although predispositions for its development are multiple. These predispositions for development of franchising relate to: relatively big market in Europe, increasing purchasing power, western products in demand, laws harmonized with the European Union laws, no restrictions as to arrival of American franchises. Franchise, as a form of operating of an enterprise, can to a great extent eliminate certain problems the Republic of Serbia is encountering. These issues are foreign-trade balance-of-payments deficit (Stojanović, I., 2005.) and unpreparedness of domestic enterprises to respond to



competition. Foreign-trade balance-of-payments deficit is a consequence of excessive imports of goods and services and shortage of quality products that can be exported. Consequently, there is an outflow of the local instrument of payment (local paper money). This has a further impact on enterprises which reduce their production as it is not possible sell their products and there is also an adverse effect on employees who are made redundant (Unković, M. 2009.).

The strategy of the Government of Serbia, relating to establishing small and medium-sized enterprises, can be successfully supported through franchising, as, it was already stated, franchising significantly improves entrepreneurial processes in an economy. Besides, franchising could help and to a great extent make possible a shift from industrial to service economy, which is, as it is known, in accordance with global trends. However, in order to have a positive performance through franchising, it is necessary to satisfy certain conditions. Conditions under which business is done in an economy must be stable. That is why franchise contracts are long-term contracts concluded for a period exceeding five years. Likewise, there has to be an orderly system, so that a franchisor, being an economically stronger party, could enforce its rights. In addition to that, there has to be legislation on that. It is widely known that such conditions do not exist in the Republic of Serbia. In our case, there is no law banning franchising, however, it is necessary to have certain regulations that would regulate this area to enable its functioning in the best possible way. We could take as good examples in our efforts to define this area franchise acts of 15 US states and Canada, system laws of the countries of the European Union relating to distribution of goods, international trade and services or finances, as well as the European Code of Ethics for Franchising of the European Franchise Federation. All these legal instruments are of great importance because they are, in the event of a dispute, a point of departure for making court awards. Beside the lack of legislation, it should be mentioned that in Serbia there is also a problem of credit potential of banks and the amount of interest rates.

Nevertheless, some positive advancements in the development of franchising can be spotted in Serbia, such as holding the First Conference on Franchising in 2007 and websites promoting franchise operations. It is also worth mentioning that the Chamber of Commerce and Industry of Serbia published a promotional brochure on franchising. There is a relatively great number of domestic franchise systems operating in Serbia (Roma Company, ComTrade Group, Fly Fly Travel, AMC - Afrodite Mode Collection etc.), as well as of foreign systems (Re/Max, Office1 Superstore, Costa Coffee, KFC etc.). In 2012 and in the first half of 2013, 54 domestic franchise systems operated in Serbia (Radojević, T., 2012.). Taken by sectors, there were 30 commercial and 24 services sector franchise systems. When services sector is concerned, there is a dominant share of *gastronomy and catering industry* in it with as many as 15 franchise systems, which is more than a half of the total number of franchise systems in services sector. There are four franchise systems in *tourism and hotel industry* and three in *business services and internet*, as well as one franchise system within activities classified as *hairdresser's, beauty salons, fitness and other services*. Out of 54 domestic franchise systems, 18 systems operate out of Serbia's



borders, accounting for only 33% of total domestic franchise systems. Among those franchise systems, seven are in services sector and eleven in commerce.

Therefore, the advantages of franchise system are numerous, and one of probably most important, in addition to minimum investments, is the use of resources of a proven brand to open own sub-branch office, and with highly motivated individuals (investors, future franchisees) there is an opportunity of faster growth and development of a business. Entering entrepreneurship by obtaining a franchise is faster and easier. It is the fact that approximately 80% of newly established businesses (non-franchise) go bust in the first year of their operating (Radojević, T., 2012.). The main reason of such a high failure rate is inexperience of owners. Owners first need to learn how to run a certain type of business and gain experience through attempts and mistakes. Unfortunately, the market is not always tolerant to a novice trying to learn how to run business. On the present-day market place, the form of business offered by franchising is the most promising in terms of a guarantee to success.

The franchisees of Fly Fly Travel will receive a number of benefits for facilitating their path to success: the right to use a recognizable brand; a wide range of products and services; developed methods; experience and knowledge (know how); the programs needed to work; training; technical, logistical and marketing support; an attractive franchise package; the system of operation involves redirecting the existing and potential clients in the region of the franchisee to his franchise unit. In this way, everyone has a facilitated way to enter into the business, and an easier way to expand the client base. Experienced sales agents are constantly available to franchisees, for any problem, advice and specific assistance. Also, what is especially characteristic is constant communication with franchisees and help in organizing all marketing and promotional activities, as well as in connection with as many clients as possible. In support of a franchise unit, Fly Fly Travel performs regularly at all the local tourism fairs, as well as at fairs in the region, where we have franchise units. Fly Fly Travel is recognizable for its constant marketing campaign and the presence in electronic and print media at the national level, much of which can benefit all franchise units. What is important to mention is that initial investments in franchise business, depending on the contract and market on which a new sub-branch office is opened within the system, are minimum. Business partners offered two types of contracts, i.e.: an exclusive contract for the place of registration (excluding Belgrade) and the surrounding area, as well as a contract that does not imply exclusivity in the place of registration or in which there is already a franchise-related business (<http://www.entrepreneur.co>). In both cases, a one-off payment is made in the amount of EUR 7,500 for one the license, as well as up to EUR 11,500 for master franchise.

4. CONCLUSION

Gradually, franchise system has developed greatly and supported development of economies of countries worldwide. Through good management and quality products and services, franchise systems have gained trust of a great number of consumers. From an



aspect of swift development of technology, needs of consumers, economies of scale, product standardization and increase in competitiveness, franchising is a promising strategy. This form provides certain market values both to the franchisor and franchisee. The franchisor is renowned on foreign markets and enables the franchisee an access to the international marketing system, entire know-how to deal with production, organizational and operating issues. On the other hand, it is an alternative for the franchisor to get involved in development of international marketing strategies on a targeted international market. International franchising has become a key factor of internationalization reflected through a great interest of American franchisors in foreign markets and readiness of other environments to accept this type of operating. In recent years, there has been a tendency of increase in the number of programs such as education of children, care of elderly persons, as well as technical consulting, which have been directly initiated by the participants in franchise systems.

Operating through franchise is based on a common business interest. That common interest is a business success and further development on a highly sensitive and selective tourism market. Although in tourism the biggest portion of sale is made by big, integrated companies, the market is dominated by small entities, and in franchising those two paradoxes are combined, as by belonging to a big brand, it is easier to get a market share and quality guarantee, while, on the other hand, as each sub-branch office is independently owned, that gives it a certain level of freedom to adapt to any specific local market. Each sub-branch office is at the same time both a small entrepreneur and a member of a franchise chain, and that combination gives advantages to those who are ready to comply with the laws regulating local market and rules of franchisor's business, as well as to adapt to the transition that is underway in Serbia by using new technologies, and with high professionalism, high quality that is being offered and innovations (<http://www.franchising.rs>).

From all stated, it can be concluded that this form of doing business should be developed to the greatest possible extent, as it would speed up and improve the advancement of both an individual franchisor and its franchisees, as well as of any country and the international community as a whole. The market of Serbia looks very attractive and convenient for development of franchise business, both for activities of agencies and other entities. What is needed is to raise awareness in the business community and society in general on its significance by keeping them properly informed. In practice, franchising has proved to be successful. Why don't we then use its advantages against a gradual correction of its deficiencies to make a faster progress? We should not be suspicious of new ways of generating profit; contrary to that, we should be well informed on innovations that proved to be successful and profitable on the international plan, as this is the very essence and condition of survival on the local and international market.

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INTEGRATION OF TRAVEL AGENCIES WITH TRADITIONAL FARM HOUSES IN RURAL DESTINATION

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Abstract: *A significant role in the performance of the tourism supply chain is played by travel agencies. The purpose of this study is to analyse the effects of integration between travel agencies and traditional farms. Based on the data obtained from PanaComp Wonderland Travel agency this study analyze cooperation with two traditional farms in Čenej, Vojvodina. The paper is based on empirical research carried out amongst a 108 foreign tourists from Germany that were visited the two traditional farm houses (Salaši) in rural destination of Vojvodina (Serbia) in August 2015. and were traveled in the organization of the agency. Depending on the responses received, we could select the most important effects that a travel agency must consider to properly manage their future activity.*

Keywords: *travel agencies, farm houses, rural tourism*

5. INTRODUCTION

The performance of the tourism supply chain depends on the efficiency of the members involved (Topolšek, D., 2019.; Oroian, M., 2012). A significant role in the performance of the tourism supply chain is played by travel agencies. The level of travel agencies' integration with hospitality service providers is an important indicator of a companies' performance, yet it has not been sufficiently examined so far.

According to Fuentes (Fuentes, R. 2011) Travel agencies work in the tourism services sector and given the importance and global scope of today's tourism sector, it seems important to carry out an analysis of the efficiency of agencies whose main aim is to help connect supply of rural destination to demand. Traditional farms (so called *Salaši* - pl. of the word *Salaš*, Hun. *Szállás*) in Vojvodina Province represent unique monuments of ethnology and culture of people who lived in these regions (Gavrić, Đ., 1994.; Todorović, M., 2007). The most famous farms (Salaši) in Vojvodina are located in Bačka, near Sombor, Subotica, Srbobran, Bečej and Čenej. Rural tourism is given priority in *Serbian National Sustainable Development Strategy (2007)*, since it is observed as a high potential sector with vertical insitutional structure supporting its development. About



1,000 rural households have been registered offering tourism and hospitality services in Serbia. Rural tourism is a primary activity for about 300 household members. The total offer comprises about 8,000 beds. Average length of stay in a household is 2.8 days (Petrović, M. D., 2014). It is evident that the number of households constantly increases. However, rural tourism development in Serbia would be enhanced by the statistical analysis of this tourism form and its offer.

Panacomp Rural Hospitality Net operates rural vacations and rural arrangements in Serbia with special related activities – picking up fruits, vegetables and medicinal herbs, mowing, donkey and horse race, colorful festivals and traditional events, mountain biking, tractor race, culinary courses, making bread traditional way, preparation of Serbian homemade gibanica, folklore classes, ancient customs and old crafts and handwork workshops, discovering rich cultural heritage of Serbia, with catering services based on bed and breakfast, half board or full board of only genuine products and locally grown food. Panacomp Rural Hospitality Net consists of nearly 300 specially chosen rural households of Serbia, and in the course of the Serbian tradition.

The purpose of this study is to analyse the level of integration between travel agency and traditional farm houses in rural destination (Salaš 137 and Brkin salaš in Čenej village). Based on the data obtained from tourists that are travel in organization of Panacomp Rural Hospitality Net included in the survey, the study indicates that travel agency cooperate with traditional farm houses in rural destination, and that this cooperation is very important for all three sides (tourists, travel agencies and rural destinations).

1. RESEARCH MEDODOLOGY

The research was a combination of quantitative methods (statistics and web analysis) and qualitative methods (questionnaire, discussion and written documents). Bibliographic speculative was used in the phase of defining the theoretical framework, and descriptive method for data processing and results interpretation. The sample included 108 foreign tourists from Germany. Within the five-point scale the item 'Excellent' refers to the respondents' favourite opinions about the participants satisfaction with the agency, and their feeling "value for money", and the item 'poor' to their unfavourable opinions. The questionnaire was piloted in the summer of 2015. By applying the appropriate research instruments the survey included variables that were primarily concerned about opinions of the participants about the linkage between farm houses in rural destination and travel agency Panacomp Rural Hospitality Net.

The following farms have been analysed: Salaš 137 and Brkin salaš in Čenej, near Novi Sad, and the variables reflect the participants opinion about received information of this rural destination, expectations of participants about this rural destination in Serbia, and their tendency to return to the destination without mediation of agency. The collected data was analysed by employing the Statistical Package for the Social Sciences (SPSS) programme. The obtained data were analyzed by appropriate statistical methods which



were descriptive and comparative and enabling the explication of the research results and the performance of certain conclusions.

2. RESULTS AND DISCUSSION

Čenej village is located in close proximity of Novi Sad and represents the largest group of traditional farms in Vojvodina. Salaš 137 is one of the most romantic farm among salashes. The Salaš 137 is situated in the central part of Vojvodina known for its outstanding fertility, well-developed agriculture due to abundance of dark soil especially in Čenej village. This part of the central Vojvodina province, thanks to this farm, became the premium quality countryside and nature lovers relaxing and resting oasis. Salaš 137 in Čenej is farming community which keeps the tradition and authenticity of Vojvodina lifestyle in a specific way: horse ride, carriage ride, wine tasting, slow-food movement organization, weddings and parties choice, meeting venue. The whole estate now covers 11 hectares, and is entirely surrounded with orchards, nuts and greenery. Former old structures, built out of mud and load hundred years ago, are used nowadays as the riding stables boasting over 20 thorough bred. Accommodation capacity of the Salaš 137 is total of 15 comfortable, nicely appointed rooms of which are 5 comfortable twin rooms, 5 double rooms – with king size beds and 6 triple rooms, designed and decorated in “Alt Deutsche” style (restored antique furniture that was carefully collected by curious and enterprising owner during years, authentic furnaces, wooden floors and ceilings, walls of loaded earth painted with most imaginative murals). Visitors of the Salaš 137 in Čenej are served by organic zucchini, tomato, lettuce, reddish, spinach, carrot, green beans, peas, beans, potato and herbs, picked up directly from the garden of the salash-farm. Other salaš in Čenej is the Brkin salaš – of Matić Family. Brkin salaš is only 10 km out of Novi Sad, that is 15 minutes of drive away from the center of Novi Sad, apart from everyday traffic jam and noise. This original farm is located on the old road from Novi Sad to Subotica, close to the sport Airport of Čenej. Three generations of the Matić Family take care of the farm, animals and agricultural activities which are part of their everyday life. Beside truly original domestic surroundings visitors can enjoy in delicious, traditionally prepared, gastronomical specialties. Accommodating capacity of Brkin salaš consists of four comfortable double-twin rooms with bathrooms and central heating, equipped with wooden stylish furniture.

Travel agencies play a vital role in the promotion of tourism. Today the travel and tourism industry is one of the biggest and most dynamic industries in the world. Table 1 show how did participants get the information about Serbia. We can see that the largest number of participants (70.4%) said that they get information from travel agency.

Expectation can be defined as performance of establishment, ideal performance or desired performance (Teas, R.K.,1994). According to Akin et al (Aksu, A., 2010.) tourists have expectations after selecting a destination for a holiday and that their satisfaction levels during and after their holiday period are functions of their expectations. Table 2 show that 85.2% of participants meet their expectations and that they are satisfied.

Table 1: Informations of participants about Serbia rural destination

Where you get informations about this rural destination in Serbia?		Frequency	Percent
Valid	Travel agency	76	70.4
	Internet	13	12.0
	Family/friends	2	1.9
	Newspapers/magazines	3	2.8
	Travel brochures	4	3.7
	Travel guides	2	1.9
	TV	3	2.8
	Tourist fair	4	3.7
	Other	1	0.9
	Total	108	100

Table 2: Expectations of participants about this rural destination in Serbia

Did your trip to this rural destination in Serbia meet your expectations?		Frequency	Percent
Valid	Completely	92	85.2
	For the greater part	5	4.6
	Partly	7	6.5
	Not really	2	1.9
	Absolutely not	2	1.9
	Total	108	100

It is recognized that satisfaction affects destination selection decisions, consumption of goods and services at a destination, and intention to revisit. Related research indicates that satisfaction is a function of expectations and overall performance [8]. Table 3 show that the percentage of satisfaction of sampled tourists is 80.6%, and according to this it can be concluded that most of the expectations were met.

Table 3: Evaluations of participants about their satisfaction with the travel agency

Please evaluate the satisfaction with the agency?		Frequency	Percent
Valid	1: Poor	2	1.9
	2: Average	1	0.9
	3: Good	3	2.8
	4: Very Good	15	13.9
	5: Excellent	87	80.6
	Total	108	100

Value for Money is the term used to assess whether or not a customer has obtained the maximum benefit from the goods and services acquired and/ or provided. It not only measures the cost of goods and services, but also takes account of the mix of quality, cost, resource use, fitness for purpose, timeliness and convenience. Tourists are resistant to paying more (instead, they prefer to get more for less) and the key word today is "satisfaction". Table 4 provide informations about participant overall satisfaction. It is interesting that the majority of participants (90.7%) were very satisfied with total service.

Table 4: *Participants feeling of "value for money"*

Please evaluate the value for money		Frequency	Percent
?			
Valid	Poor	1	0.9
	Average	1	0.9
	Good	6	5.6
	Very Good	2	1.9
	Excellent	98	90.7
	Total	108	100

Today, Travel Agencies have been recognised as a vital component of travel and tourism and have become an integral part of travel and tourism industry at global. Table 5 show that 97.2% of participants will not visit a destination without the mediation of the Agency.

Table 5: *Participants tendency to return to the destination without mediation of agency*

Would you visit a destination without the mediation of agency?		Frequency	Percent
Valid	Yes	1	0.9
	No	105	97.2
	I dont know	2	1.9
	Total	108	100

3. CONCLUSION

Depending on the responses received, we could conclude that the most important factors that a travel agency must consider is linkage. The travel agency is a link between the customers, i.e., traveller or tourist and the principle suppliers, i.e., primary service providers such as tour wholesalers, hotels, airlines, etc. It is the first stop for anyone considering travel, especially to a distant place, i.e., tourist destination, in order to make travel arrangements. The primary job of a travel agency is to provide easy and trouble free travel to the traveller. It is also important for a travel agency to provide enough information



to the tourist so that the tourist is not cheated during his or her travel and has a hassle free trip.

As a tourism destination, Vojvodina has advantages such as appropriateness for family holidays in rural destinations, food and beverage services, cultural values, nature, accommodation services and hospitality of the population. The results that we show in our research support these areas of achievement. For future marketing efforts of the rural destinations in Vojvodina, these attributes must be specially mentioned and used in marketing strategies both for short-term and long-term recommendations.

Most of the above mentioned activities cannot be participated without any specialist intermediary such as a travel agency or a tour operator. In spite of that, travel agencies are not just intermediaries, they act like as an interface between supply and different segments of demand. With that in mind, it is necessary to improve cooperation between all those involved in the tourism activity in rural destination of Vojvodina, and to find solutions to improve the quality of tourism services.

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SEGMENTATION OF TOURIST MARKET IN MODERN CONDITIONS

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Abstract: In modern conditions demand in the tourism market is characterized by the tourists who are environmentally aware, look for products enriched with special programs and environmentally conscientious. The segmentation of the tourism market is a useful marketing tool that destination managers can use for planning tourism in accordance with the requirements of demand.

This paper analyzes the market segmentation of the tourism destination Zlatibor-Zlatar as the basis for the creation of various forms of tourist offer. The goal of the analysis is the identification of potential advantages and disadvantages in reliance segmentation of the tourism market.

Keywords: segmentation, tourist markets, tourist offer

1. INTRODUCTION

The concept of segmentation as a differentiated marketing approach to a variety of products appears in the literature in 1956 in the work of Wendell Smith (1956). Many authors deal with this issue (Jenkins&McDonald, 1997; Bailey, 2009; Coviello, 2002, Wilson et al. 2002, Rigby, 2002).

However, the reality on the field segmentation produces little done. Thus, in 2006 the market USA placed 30 000 new products of which 85% were unsuccessful due to poor marketing segmentation (Christensen, 2006).

The segmentation of the tourism market as the identification and mapping of distinct groups of consumer literature is mentioned in the works of Chen & Hsu (1999) and Dolnicar (2004).

Market segmentation is a part of the tourism industry by using geographical, socio-economic, psychographic and behavioral characteristics.

Classical segmentation used geographic, demographic, psychographic and behavioral characteristics of potential users of tourist services. Special segmentation used as features for segmentation using consumer benefits, expectations and perceptions. The evolution and advancement criteria segmentation provides an important place in the tourism economic development (Johns&Gyimothy, 2002).

There are numerous examples of tourism segmentation created by combining the characteristics of a classic and special segmentation. The integration of demographic, socioeconomic, psychographic, and behavioral characteristics of segmentation gives satisfactory results (Decrop&Snalders, 2005).

When talking about the segmentation of the tourism market must be given its multiple uses. The importance of segmentation is reflected in: focus marketing efforts in



the most effective way (Dibb, 1998; Yang et al. 2002); understand distinct types of tourists and to develop marketing strategies (Bieger&Lasser, 2002; Bloom, 2004; Lee et al. 2006); useful information for strategy formulation, product development and service delivery (Chen&Hsu, 1994).

2.MARKETING SEGMENTATION IN THE TOURISM REGION-DESTINATION ZLATIBOR-ZLATAR

According to the Tourism Development Strategy (2006) the main mountain destinations in Serbia are Zlatibor, Kopaonik, Stara Planina, Divcibare and Tara. The basis for the development of mountain documents that are intended to complement the development of destination Zlatibor-Zlatar is Tourism Development Strategy.

2.1. Complementary development as a basic of success tourism segmentation

Complementary development of these destinations can be seen in the following segments (shapes) of tourism: mountain, health and rural. These forms of tourism can significantly affect the growth of tourist traffic where particular stresses the growing importance of mountain tourism in contemporary (Todorović&Maksimović, 2014).

a) mountain tourism

Tornik Zlatibor is ski resort located at an altitude of 1.110-1.490 m. The total capacity of the ski resort is about 5.400 skiers per hour. Ski center equipped with six-seat ski lift capacity of 3.000 skiers per hour and two ski lift type "anchor", the total capacity of 2.400 skiers per hour.

On Zlatar is a ski resort Brijezda. The track is equipped with modern four-seat ski lift capacity of 1.200 skiers per hour which can be used for sightseeing.

b) health tourism

Institute for thyroid gland "Cigota" Zlatibor is a medical institution specializing in the diagnosis, treatment and rehabilitation of disorders of the thyroid gland and the problem of obesity.

Special rehabilitation hospital "Zlatar" on Zlatar is a health tourist facility of greater regional importance. Air Zlatar favorable treatment of heart disease and lung disease, the treatment of neurological diseases, cardiovascular diseases, arterial pressure disturbed, disorders in the function of peripheral blood circulation and elevated blood fat and blood sugar levels.

c) rural tourism

Primary importance in tourism planning and development of Zlatibor-Zlatar should have, in addition, to health and rural tourism. According to the data of the Tourist Organization of beds in accommodation facilities in Zlatibor is 360 and Zlatar 104 (Table 1).

Within the development of rural tourism is possible to develop specific events related to the village such as camps, fairs, folklore and ethnographic revival of the village but it must be preceded by the development of transport infrastructure and the education



of the host. With rural tourism can be developed ecotourism. The main potential for ecotourism development in Zlatibor villages is protected Stopica cave and Gostilje waterfall, as well as, the richness of the vegetation (meadows, pastures forests). On Zlatar the possible development of specific environmental programs and catering services, ethno-tourism related to eco-camps or rural tourism.

Table 1: Summary of accommodation facilities in Zlatibor and Zlatar

Name of the village	Number of beds in rural households Zlatibor	Name of the village	Number of beds in rural households Zlatar
Sirogojno	25	Botići	4
Gostilje	70	Drmanovići	14
Rožanstvo	40	Akmačići	25
Ljubiš	30	Radoinja	40
Tripkova	45	Jasenovo	4
Mačkat	20	Radjevićevi	4
Rudine	40	Vilovi	13
Semegnjevo	10		
Kriva Reka	80		
In total	360	In total	104

Source: Tourist Organization of Zlatibor, Holiday Sports Centre Zlatar

2.2. Features of market segments

Segmentation of the tourism market in the region of Western Serbia a tourist destination Zlatibor-Zlatar used variables: gender, age, education, marital status, means of transportation to the destination, length of stay, they enjoy (preferences) which deals with (sports, running) and additional requirements (traditional cuisine) which corresponds to the classical segmentation. Based on these variables were identified market segments: DINKS and SINKS, families with young children, families with great kids, empty nesters, golden oldies, business guests, athletes and backpacker (Strategic and operational plan tourism destination Zlatibor-Zlatar, 2013).

The key feature of the market segments are:

- *Segment DINKS* (double income, no kids) and *SINKS* (single income, no kids) include tourists aged 25-35 years with higher education and higher income. They have limited time for rest. The entire income directed at satisfying own needs. In preferences of this group there are three possibilities: a group of tourists on holiday expecting excitement, couples looking for opportunities to jointly to implement, a single opportunity to start a relationship and/or convenience.

- *Segment Families with young children* include tourists aged 30-45 years with different levels of education and income. Children are younger, preschool and elementary school. These groups take the time to prepare to go on vacation with the kids. Destination



is selected in accordance with the wishes and needs of children. Travel during the peak season due to school holidays. Preferences of this group of tourists are related to the benefits of destination: the beach, amusement and theme parks and centers, facilities destinations tailored to the younger children and services: restaurants, shops, city facilities.

- *Segment Families with older children* include tourists aged 35-45 years with different levels of education and income. The kids are teens (high school). In this case it is the holiday with compromises that would satisfy the needs of youth and adults. Travel during the peak season and sometimes during the holidays. Preferences of this group are related to joint activities in terms of parents and children need more activities, controlled environment (safety) and the variety of content and entertainment.

- *Segment Empty Nesters* includes tourists aged 45 to 65 who are employed in positions of responsibility and higher salaries. Their children have grown up. They travel throughout the season, often use last-minute deals. Their preferences are related to health, nutrition, activity, quality of life, wellness and treatment. Do sports, maintain fitness, revitalize the body, discovers old and finding new interests.

- *Golden Oldies* are people older than 65 and relatively good health. They seek new experiences, new activities and events. They have a limited budget that they'd need to travel and additional activities. Preferences are related to the activities, a sense of safety and care. Some of them go to places where they stayed in their youth, as well as world famous destinations while others have experienced traveling educated and demanding.

- *Segment Business and MICE* (Meetings Incentives, Conventions, Events) are persons between 25 and 65 years in various positions: top management, middle management and lower management and employees. MICE tourists require large available capacity, level of service and value for money, use technology before travel and during their stay. Preferences are related to gastro offer additional activities at the destination. Destination should be transportation available. This market segment is growing tendency to give priority undiscovered destinations.

- *Athletes* are people of different ages from the youngest to the pensioners. Within this segment vary following groups: professional athletes, coaches and judges, recreational athletes and novice athletes. Athletes travel throughout the year: the pre-season preparation for the main season as a time of camping. Preferences of this market segment are related to custom nutrition, special services (cleaning sports equipment), adapted and functional sports facilities.

- *Backpackers* are people from 15 to 35 different social characteristics (pupils, students, youth, employed, unemployed persons). They travel mostly on long periods in remote destinations. Prefer a cheaper way to travel, cheaper housing, adventure and as a source of information using the Internet.

3. ANALYSIS RELATION BETWEEN MARKET SEGMENTS AND FORMS OF TOURISM

Based on the defined market segments are defined forms of tourist offer with each segment individually.

For the market *segment DINKS and SINKS* tourist offer should include: city break, relax and wellness packages, sun & beach with entertainment segment offers, good restaurants, scuba diving, sailing and active & adventure products.

For the market *segment of families with young children* tourist offer should contain: sun & beach products with suitable facilities and city holidays.

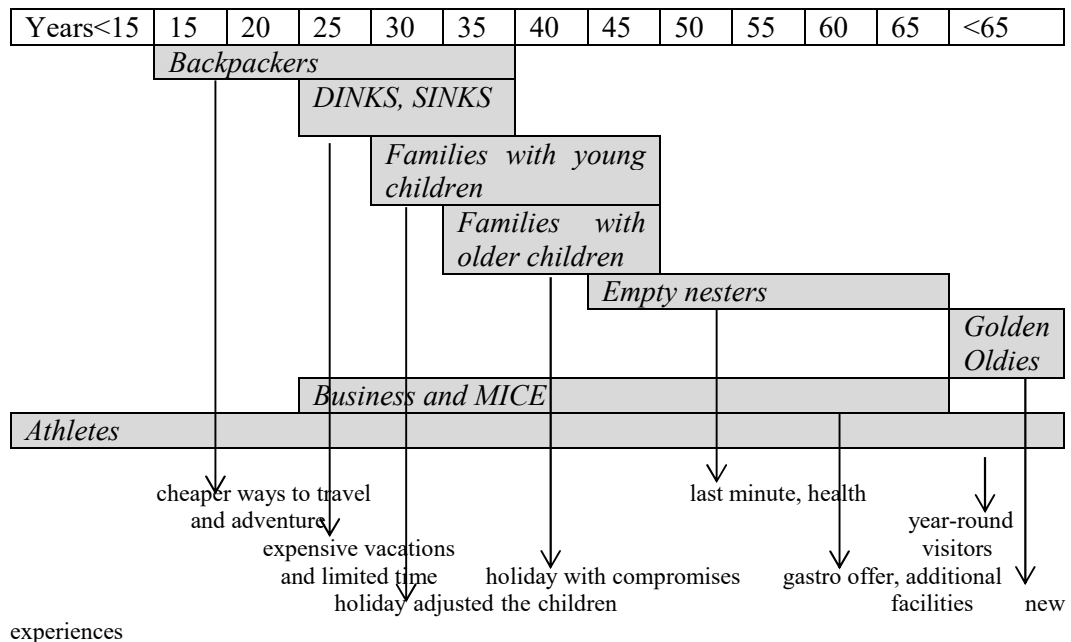


Figure 1: Market segments by age and instrumental characteristics (Source: author)

For the market *segment families with older children* tourist offer should contain: sun & beach products with suitable facilities, city holiday, active & adventure and cruising.

For the market *segment empty nesters* tourist offer should include: wellness, relaxation and holistic packages, city breaks, events and culture, good restaurants, cruising and active & adventure products.

For the market *segment golden oldies* tourist offer should contain: sun & beach, tours, city breaks, cruising, events, culture and health tourism.

For the market *segment business and MICE* tourist offer should contain: congresses and meetings, fairs and the like.

The preferred products for the market *segment athletes* are: sports training, sports competitions, tournaments, cups, summer sports camps and regattas.

For the market *segment backpackers* preferred products are: events, active & adventure tours, city vacations, special interests and sun & beach.



The analysis of the segments and proposed forms of tourism expressed in the frequency of certain forms of tourism shows that the city break occurs in most market segments (6) (Table 2).

Table 2: Frequency of certain forms of tourism in targeted market segments

Types of tourist offer	Targeted market segments	Frequency
City break	DINKS and SINKS Families with young children Families with older children Empty nesters Golden oldies Backpackers	6
Wellness and relaxation packages and holistic packages	DINKS and SINKS Empty nesters	2
Sun & beach with entertainment segment offers	DINKS and SINKS Families with young children Families with older children Golden oldies Backpackers	5
Gastro offer	DINKS and SINKS Empty nesters	2
Navigation	DINKS and SINKS Families with older children Empty nesters	3
Scuba diving	DINKS and SINKS	1
Sailing	DINKS and SINKS	1
Active & adventure products	DINKS and SINKS Families with older children Empty nesters Backpackers	4
Cruise	Families with older children Empty nesters Golden oldies	3
Events and Culture	Empty nesters Golden oldies Backpackers	3
Health tourism	Golden oldies	1
Congresses, fairs, meetings	Business and MICE	1
Sports training, competitions, tournaments, cups, summer camps	Athletes	1
Regatta	Athletes	1
Special interests, tours	Backpackers	1

Sun & beach with entertainment segment offers. Also, has a strong incidence of the five market segments. Active & adventure products occur in four segments of the market.

Seven forms of tourism that occur in only one market segment are: diving; sailing; medical tourism; congresses, fairs, meetings; sports training, competitions, tournaments, cups, summer camps; race and special interests tours.

If we observe the relationship between forms of tourism and proposed market segments shows that for certain types of tourism interested in a small number of segments. Mountain tourism with higher or lower limits can be attractive to all market segments. However, perceptions and interests of market segments for a health or a farm are questionable (Table 3).

Table 3: Relation of tourism and proposed market segments

Mountain tourism	Health tourism	Rural tourism
DINKS and SINKS	DINKS and SINKS	
Families with young children		
Families with older children		
Empty Nesters		
Golden Oldies		Golden Oldies
Business and MICE		
Athletes	Athletes	
Backpackers	Backpackers	



aren't represented by individual market segments

Generally speaking above market segmentation has a number of advantages. Accurate assessment of its effectiveness and implementation can be given in the future. However, like any segmentation and this is subject to possible limitations: the segments are too large groups (Wind, 1982) which raises the question of the formation of sub-segments and the application of criteria identifying segments must be done with particular care (Jain&Dubes, 1988).

4.CONCLUSION

Planning the development of a complementary destination in certain forms of tourism can be conducted successful segmentation of the tourism market. Based on the segmentation form management of destination create shapes of tourist attractions. Attractive destination with a wealth of natural resources is necessary to enrich the content that will satisfy the needs of different parts of the market in terms of years, of education, money.



Also, the improvement of tourism infrastructure by improving the quality of accommodation capacity, modernization of roads and the training of personnel in the tourism industry can improve the existing segmentation.

Development destination in modern conditions is to be complementary rather than competitive to the importance of segmentation to be increasing. Comprehensive analysis of the destination and to promote the development of different starting points will be achieved through increased tourist traffic and achieve the effects of tourism on regional and economic development.

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RISK MANAGEMENT IN E-BUSINESS IN TOURISM

Invited paper

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Abstract: *An increasing usage of communications and information technology has contributed to development of a new form of doing business – e-business. This type of business is being used in different areas such as banking, trade or tourism where the number of travel agencies which offer their clients the possibility of booking tickets or tour packages online, increases every day. Despite the numerous positive effects that this kind of business has, we cannot but mentioned that this new kind of conducting business operations and transactions leads to an appearance of great number of new risks with a tendency of intensifying. Risks particularity in e-business stems from the specifics of performing business operations and transactions online, possibility of identity theft and misuse, etc. Therefore, the aim of this paper is to stress the importance of risk management in e-business with which both banks and other companies, tourist agencies and their clients are faced.*

Keywords: *e-business, travel agencies, risk management, tourism.*

1. INTRODUCTION

The process of globalization together with the process of internalization have imposed, on all business entities, a constant need for adjustment to modern business trends. For this reason, taking into account the importance of linking of business entities and their wish to differentiate in relation to competition, business entities come up with new ways of doing business that would enable them to meet their clients' needs in a faster and more efficient way. Undoubtedly, one of the new ways of doing business is e-business which becomes more important as more and more communications and information technology is used. E-business is increasingly being developed and used in banking and trade. Tourism is a new area in which e-business is finding its use in the operating of travel agencies, hotels and many other subjects in this area.

Despite its numerous positive effects such as a more efficient time management, reduction of costs and number of errors occurring with electronic transactions, presence on the global market and a more efficient adjustment to individual client needs, we must familiarize ourselves with a large number of risks this type of doing business implies. Having said this, the rest of this paper will, in great detail, explain the risk management process with which business entities in the field of banking, trade and tourism are faced with.

2. CONTEMPORARY TRENDS IN E-BUSINESS

When it comes to doing business in any area, a survival on the global market depends on “keeping up” with modern business trends, on an exchange of a rather great amount of information together with their fast transfer (with a tendency for it to become even faster). In the last ten years, an increase in the number of personal computers per citizen, the usage and spread of public Internet network has led to a development of e-business in our surroundings (despite the fact that this region is considered to be technologically underdeveloped) (Gavrilović, D.; 2011).

The importance of implementation of e-business in areas such as banking, trade as well as tourism is visible through the numbers representing the number of people using computers and the number of internet network connections. In the period between 2006. and 2013. these numbers have drastically increased, as can be seen in the following figures:

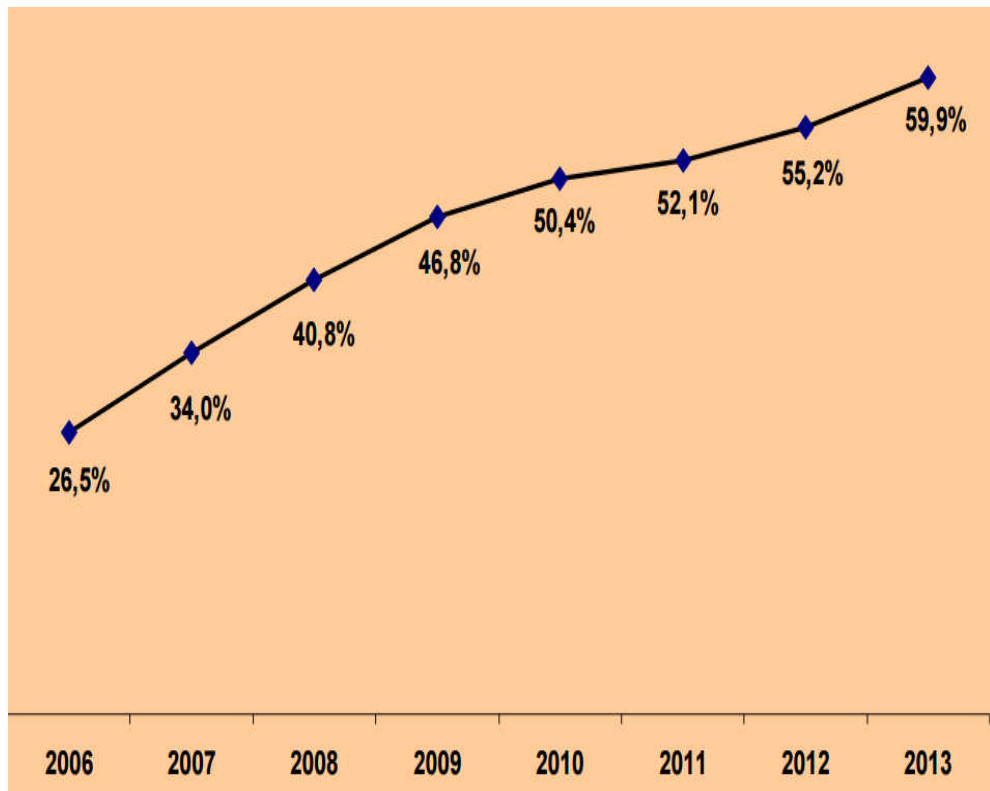


Figure 1: Trend in the number of computers in households in Serbia from 2006. to 2013. (in %) (<http://webrzs.stat.gov.rs/WebSite/repository/documents/00/01/14/03/PrezICT2011.pdf>)

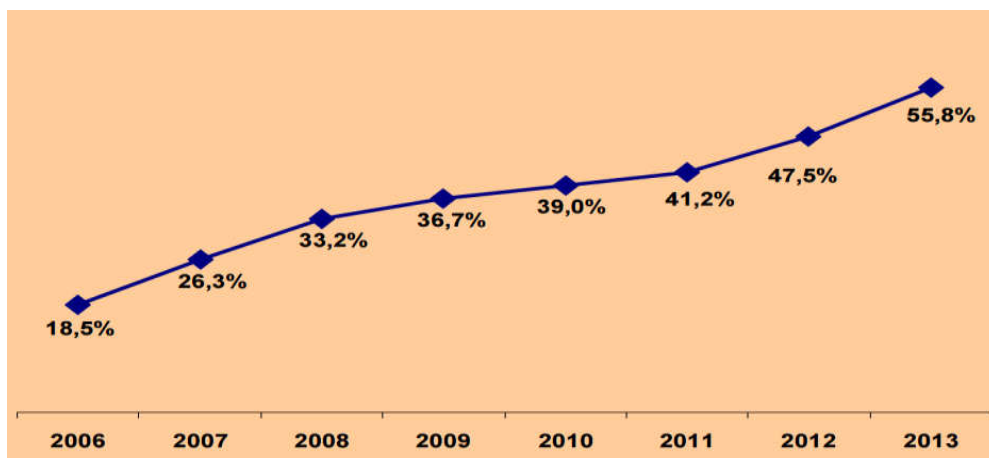


Figure 2: Trend in the number of internet network connections in households in Serbia from 2006. to 2013. (in %) [<http://webrzs.stat.gov.rs/WebSite/repository/documents/00/01/14/03/PrezICT2011.pdf>]

In difference to the previous two, figure 3 shows the percentage of households in Europe with internet connections in 2012.

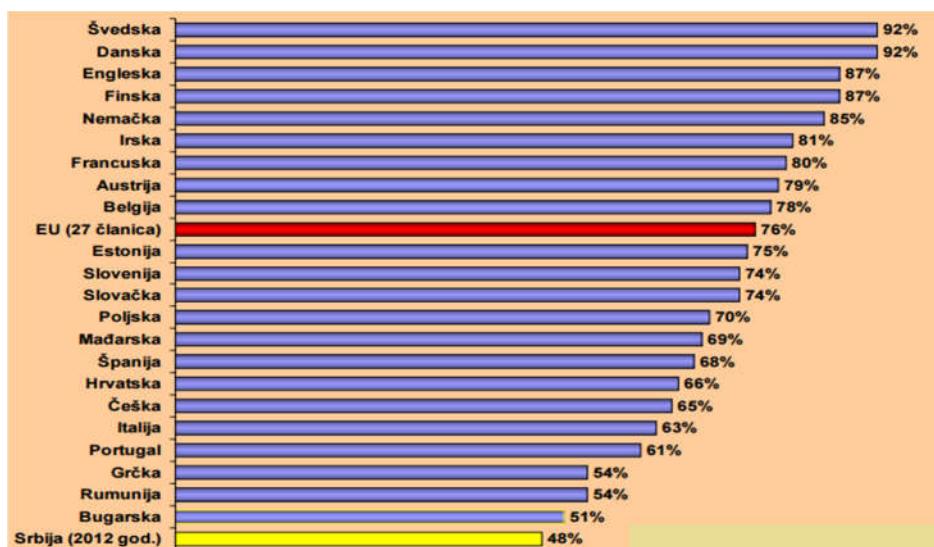


Figure 3: Percentage of households with internet connections in EU countries in 2012. [[http://webrzs.stat.gov.rs/ WebSite/repository/documents/00/01/14/03/PrezICT2011.pdf](http://webrzs.stat.gov.rs/WebSite/repository/documents/00/01/14/03/PrezICT2011.pdf)]

E-business is a general concept which encompasses all forms of business transactions or exchange of information which are the result of the usage of information and communications technology (Simović, V., (2013).



Due to the fact that the terms e-business and e-commerce are often used interchangeably, it is important to stress that e-commerce is but a part of e-business. E-commerce can be defined from two aspects. The first one refers to communication (delivery of goods, helpdesk, information and payment using computer networks), while the second one refers to trade (buying and selling of goods, helpdesk, providing information over the Internet) (Simović, V., (2013).

Economic-financial sector and banking systems have changed drastically with the introduction of plastic money i.e. credit cards, ATMs and electronic transfer of money from the „trade spot“. Internet banking and paying of bills over the Internet is a good example of the use of new information technology in modern business which brings with it very high risks [4]. Basically, the foundation of these kinds of systems is a particular infrastructure made up of a network of processors, card systems, clearing centers, financial messaging systems and similar. All of their business concepts are based on modern technology i.e. on e-banking (Simović, V., (2013).

Travel agencies and big tour operators, transport companies and airlines, tour operators and large hotel chains are increasingly using information technology in their business. On one hand, information technology is used for decision making processes in tourist organizations to assist in maintaining a particular business policy, be it a long term or a short term one. On the other hand, this technology is used for providing quick and quality information to potential clients. All of this involves working with a great amount of data where the security, reliability and accuracy of information must be ensured (Gavrilović, D.; 2011). This leads to a conclusion that the usage of Internet has caused a revolution when it comes to distribution of tourist information, selling of tour packages and providing tourist services (Chulwon, K., (2004).

In this sense, the concept of E-tourism represents a digitalization of all processes in tourism and hospitality which enable the organizations to maximize their efficiency and effectiveness. E-tourism includes all business functions such as (Jago, L):

- E-commerce and E-marketing;
- E-finance and E-accounting;
- E-HRM;
- E-procurement;
- E-Strategy;
- E-Planning;
- E-Management.

3. E-BUSINESS RISKS

In a most general sense, if risk involves a set of circumstances under which a certain damage can occur Vujović, R., (2009), i.e. a risk that an undertaken particular activity can lead to undesirable consequences, it is necessary to explain the risks related to e-business in different areas as that of tourism.



Basic categories of prohibited information activities are (www.velimirsrica.com):

- Attacks on resources of a business entity – attempts of unauthorized access to physical and/or logistical resources of an organization;
- Privacy attacks and identity theft – false representation, unauthorized reading or copying of data;
- Endangerment of integrity (credibility) of data – reduction of reliability and credibility of information in order to cause damage to an individual or an organization;
- Disruption of regular work and operation – attack on IT resources of a business entity in order to cause a reduction of quality of services provided to the customers.

When it comes to activities which involve the usage of IT, the risk lies in the fact that the usage of IT could lead to undesirable consequences i.e. damages to an individual or organizational units. This is why it is necessary to develop an adequate IT protection system. In order to protect IS from risks, when talking about e-business, there are two basic measures that are used: physical security measures (locking of rooms and other areas, setting up fences, etc.) and logical protection measures which include identification of IS users. The process of user identification includes the control whether a user is authorized to access IS. It can be performed in two ways – physical identification of a user and logical identification of a user. Physical identification assumes that a user possesses a certain object (for example an identification card with coded data necessary for identity check, some form of key for activation of a particular device, etc.), or has some biological characteristic (fingerprint, voice) which is unique for that person.

On the other hand, logical identification of users is based on the usage of passwords, identification keys (ID, User ID), User Names, Keywords, etc., where that kind of data is known only to authorized IS user. When talking about computer viruses, the so called malware software that can cause great damage with any kind of business entity's system, it is necessary to mention that besides them, there exist network worms (worm) known for their ability to multiply and sent themselves into a computer network where they attack other computers in the network. Then there are spyware programs which, without permission, oversee the activities of a computer user, record them and then send that information to people or organizations which are unauthorized to possess or use that information. Another software we should mention is the Advertising software (Adware) which disturbs computer users with advertisements that appear without their permission (www.velimirsrica.com).

One of IS protection measures is cryptographic data protection measure whose aim is not to make the data inaccessible to unauthorized users but to make that data unintelligible for those who do not have permission to read or use that data. This measure is mostly used with transfer of data with unprotected computer networks (<http://www.velimirsrica.com>).

Safety and privacy are very important in e-business. There exist safety mechanisms which enhance the protection of buyers' data and confidentiality of business information. Some of the usual safety threats are (<http://www.eposlovanje.biz/CMS/download/e-poslovanje-za-konkurentnost-vaseg-preduzeca-2015.pdf>):



- Spam: spam e-mails.
- Viruses: programs that cause damage on other computer programs.
- Phishing: e-mail which looks like it's coming from an official source and yet the link takes you to a fake website where your personal information might be disclosed.
- Theft of computers and/or information.

We can mention even more risks with which business entities in tourism are faced (when it comes to their e-business) and those are: inadequacy of the virtual layout of the website, inability to easily access relevant and most important information, inadequate protection system in relation to online payment and safety of such systems as well as the fact that sometimes, it is far too complicated to find the desired information and to make a reservation for a particular tour (particular hotel, etc.) One of the risks lies behind the insufficient funds invested in the training of tourism employees in e-business area. Another problem that can occur is the lack of forums where clients (those who use services of travel agencies or guests in a hotel) could post comments. This is directly related to yet another problem – inability to connect with other websites (of other agencies).

4. CHARACTERISTICS OF E-BUSINESS RISK MANAGEMENT PROCESS IN TOURISM

Risk management plays an important role when it comes to the survival of any business entity both on a local and global market. The efficiency of risk management process is an important component for the success of IT technology and with it e-business itself. The main objective of risk management process, whether we are talking about a small or a large business entity, is to reduce a specific risk to an acceptable level by using the process of risk identification i.e. risk assessment and taking measures to reduce the risk. This creates guidelines for the development of risk management programs which contain both definitions and practical advice necessary for assessment and mitigation of risks identified in IT systems and e-business (Gavrilović, D., 2011)

Risk management has become an established practice in the business world in the last couple of decades. Numerous companies operating in tourism area have become aware of the necessity and need to deal with high-frequency financial and operative risks which affect their e-business. Organizations in this area manage their risks in order to maximize the value of their organization, ensure a sufficient level of liquidity and maintain their solvency. In order to achieve such goals, organizations must create a risk management program focusing on one or more strategies such as loss control, financial losses and risk reduction (Ural, M., 2016).

Risk management is a rational approach to dealing with risk. Risk management includes determining the level of exposure which is acceptable for tourism and tourists, identification of threats to tourism and tourists, appraisal of threats, the choice of adequate strategies, implementations of these strategies and an adequate response to emergencies (Stojanović, D., 2016).

The main phases of risk management process can be seen on the following figure:

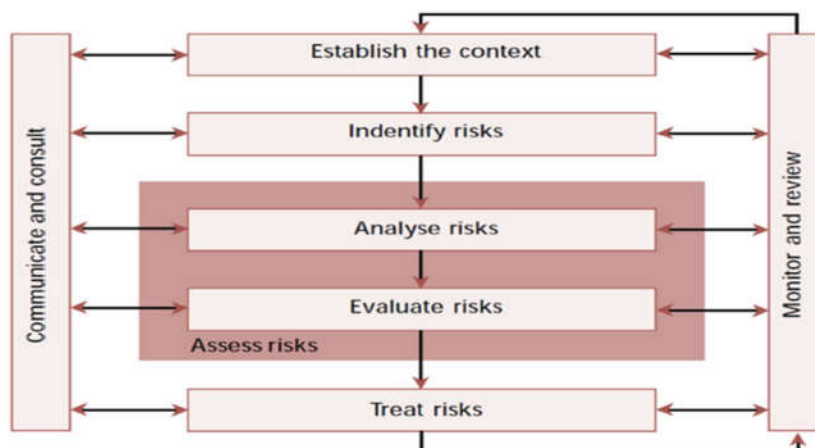


Figure 4: Phases of risk management process (Ural, M.,2016)

When it comes to risk management and its reduction to the lowest level possible in relation to e-business, it is necessary to mention the fact that it is important to manage risk in terms of privacy and safety. This is achieved through password system where each computer used for business purposes has a password as a security measure against unauthorized access. Another method is to have the latest version of an antivirus program and to keep a backup copy of its software and a data base copy. All this should be accompanied with the activity of opening only well-known (checked) web pages and e-mails from familiar senders. Providers of e-business services often offer a range of safety measures all with the aim of protecting information. Some of those services are antivirus protection, installation of firewalls and firewall support, computer and server insurance, spam detection and system intrusion, encryption of important data, etc. (<http://www.eposlovanje.biz/CMS/download/e-poslovanje-za-konkurentnost-vaseg-preduzeca-2015.pdf>)

Hotel business management of today is impossible to imagine without the use of an intelligent, integrated information system with e-business elements. Such system should contain elements of both transactional (for management of current operations) and analytical system (support to a decision making system) with Web functionalities. The so called Smart hotel integrates all system components, from hotel information system to central surveillance system and complete network communication. Its very task is to eliminate and reduce to the lowest level possible all risks of e-business that management, at some moment, might be faced with (Njeguš, A. 2011).

Two integral components of hotel system are Computer Reservation Systems (CRSs) and Property Management Systems (PMSs) which play an important part in hotel management. CRS provides an overview of room status and availability, reservation, monitoring the guest history, CRM, interface with global distribution systems and so on. Systems for the management of hotel assets are important for management of hotel



incomes, monitoring of guest information, number of overnight stays, stock management. These systems include general type of administration, planning and specific functions such as: accounting, marketing, research and planning, staff management, centralized control with chains of hotels etc. (Njeguš, A. 2011)

One of the most effective e-business risk management system is the introduction of intelligent hotel room system. This system enables efficient management of hotel rooms, hotel contents, guests and hotel staff. Furthermore, this system enables (Njeguš, A. 2011):

- Enormous energy savings – on air-conditioning, electricity consumption, water consumptions;
- Resource management – management of air-conditioning, lighting, welcome, blinds, electric locks, blockage of external phone lines when the guest is not in the room, etc;
- Surveillance and warnings – SOS alarm, alarm in case of leakage, notification that windows or doors are open, control of electrical installations in the rooms and power failure warning;
- Monitoring guest status – guest in the room, room cleaned, “do not disturb”, SOS, unauthorized entrance;
- Control of access and passage – access to rooms and other hotel facilities;
- Paying – paying with credit cards where there exist POS terminals which are connected with the main hotel system.

Development of smart cards in recent years has greatly contributed to improvement of intelligent room system functionality. Advantages of the usage of smart cards in hotel business are (Njeguš, A. 2011): 1) problem of losing or copying of rooms keys is eliminated; 2) cards have an expiration date that can be altered according to specific needs; 3) personnel can be assigned cards with pre-defined access zones; 4) reading lock records can enable subsequent entry analysis; 5) several cards can be issued for one room; 6) the same card can be used to open a gate or lift hotel parking lot ramp or enter a recreational center; 7) cards can be prepared well before the arrival of large groups thus avoiding crowds or delays in rooms assignment and increasing tourist satisfaction and loyalty so that they return to a particular hotel, etc.

Based on the analysis performed in the area of hospitality in developing countries, a conclusion was made that 60% of hotels included in the analysis, only use photography to enhance interactivity of their web sites, 20% use multimedia, while the rest only use e-mails to improve interactivity with their clients. However, managers gave a positive response to creating a more pleasant virtual experience. One manager expressed particular concern for sending polite e-mails. Still, e-mails are not an adequate means to creating an interactive internet portal having in mind that first impressions are mostly based on web interface. Two managers have pointed out a necessity of removing redundant information from the websites and posting only relevant information which is, for them, the main strategy for maintenance of a productive web portal. Yet, only one manager was familiar with the one click stream paradox – he pointed out the necessity for sites to be designed in such manner that the most important information are reached with two mouse clicks. Lack



of management of this risk has been spotted in e-business of 80% of hotels so that research shows that most websites are such where potential clients have to click more than three times to access basic information. On the other hand, almost all hotels have an online reservation option (available on their websites), but only 40% have an efficient payment system (this being yet another of risks in e-business). 80% of hotels do not have a risk management plan and 60% of hotels allocates less than 15% of their annual income for safety budgets. 60% of hotels have efficient procedural measures for protection of their clients such as detailed information on safe payment modes, sending e-mails on reservation (confirmation e-mails) etc. An adequate plan of risk management and a computerized CRM system are main critical conditions for competitive focus (Sambhanthan, A).

Operation of travel agencies with the use of information technology moves more and more towards online business which leads to bankruptcy and reorganization of great number of agencies with a traditional *modus operandi*. More and more tourists want to avoid intermediaries when it comes to buying traveling services. This in turn leads to a change in politics when it comes to selling of accommodation services, transport, rent-a-car, etc. It is possible that, in the future, global distribution systems will become mainstay for *dynamic packaging* (dynamical making of packages means that tourists will, by using the Internet, on their own, buy accommodation, transport and other content of a chosen destination thus creating an individual package). Internet has enabled agencies (especially smaller ones) to remove barriers and create new *modi operandi*. Today we have “virtual agencies” offering information and other benefits to those travelers which, by using the Internet, what to save time, money and make a right decision. Virtual travel agencies are not successful unless they have an online sale option. In that case, virtual agencies become electronic online agencies. One of the examples is a small Italian travel agency, Run21, with only five employees. This agency realized the importance of last minute booking as well as that of providing online services. Run21 has efficiently implemented an integrated e-business system by integrating and connecting the business over Internet with the agency’s Intranet. Run21’s Intranet enables better communication between its employees so that they can answer any question a client may ask them. Whether e-business system will be implemented sometimes depends of the personal characteristics of a manager. This decision also depends on the readiness to face the risk. It also depends on the application of strategies whose aim is to reduce risk. Accepting risks has a positive effect on implementation of e-business. Agencies in Taiwan can serve as a positive example for implementation of e-business (based on a research). This research shows that the agencies have implemented an information system via the most important e-business fields such as online booking, online payment and communication with customers all with the aim of building trust with customers and obtaining their loyalty (Pavlović, D., 2008).



5. CONCLUSION

Having in mind that there exist numerous risks in relation to e-business in almost all areas (tourism being no exception) and having in mind that risk cannot be avoided, every business entity should incorporate an efficient risk management system in its operation. The basic purpose of risk management would be to reduce the financial risks to the lowest level possible, without jeopardizing the survival of an organization.

Certain facts that need to be considered by business entities in the area of tourism are full assessment of risk which includes assessment and risk management – these activities should be performed not only by the very organization but by external firms specialized in the area. They will give answers to questions where the risk is the highest and where the biggest losses occur, as well as which risk management techniques to utilize in order to avoid such scenarios. It is also necessary to consider every risk and then rank it after which it is necessary to make a distinction between physical and psychological risks (physical risks refer to dissatisfaction of a potential tourist with the website or with electronic payment system which can have a negative effect on agency's reputation). What follows are monitoring and evaluation of results in relation to risk assessment which is preceded by application of certain risk mitigating techniques. Bear in mind that risk management is good only insofar the assumptions on which decisions are based are adequate (Tarlow, P., 2004).

Another thing to consider is an ever growing need for globalization of entire e-business in tourism by introducing local language support, providing additional services via personalized content on web pages of a particular travel agency, by introducing an innovative interface which enables an easier and faster access to information to tourists all over the world as well as introducing a safety system in relation to online payment. It is also necessary to consider the importance of offering interactive help to tourists with the utmost flexibility to demands of a growing market – all with the aim of increasing business performance and risk reduction in relation to electronic business.

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IMPACT ON TOURISM DEVELOPMENT STRATEGY OF THE REPUBLIC OF SERBIAN

Invited paper

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***Abstract:** Today maturing knowledge about tourism as a propulsive industry as it opens numerous perspectives, allowing the growth of social and individual standards and job creation. The World Tourism Organization (WTO) estimates that by 2020, world travel 1.5 billion passengers, which is twice more than in 2006, three times more than in 1995. Europe will receive the 2020 projection, even 717 million tourists. It is expected that in the next twenty years, Europe will remain the continent with the most travel in the world. This is valuable information for those at the macro and micro level devise receptive tourism strategy. Existing offer should be qualitatively and quantitatively adapt to market demands and needs.*

***Keywords:** strategy, tourism, multiplicity, human resources, foreign currency inflow*

1. INTRODUCTION

On the tourist market, more and more products tailored to specific market segments, or individual preferences and requirements of certain groups of tourists, with the highlight comparative advantages and characteristics of the tourist destinations. Modern tourists want to obtain adequate value for money, and is the modern tourism business a little bit of all the inhabitants of tourist destinations. There is a wide range of selection criteria of modern tourist destinations, such as: landscape, healthy climate, cost of travel, accommodation cost, cultural and historical attractions, preserved environment, a complete change of environment, restaurants, the cost of living in the destination, leisure, visiting friends, personal safety, easy availability of accommodation, sporting, activities for children, understanding of language, proximity and association with domicile and the like. It is important to create a management group (composed of key figures of the private and public sectors under the professional leadership) responsible for the development of tourism. Tourism is most interested in the sustainability of human resources because they are the foundation of its development. Tourism is often credited with knowledge of the need for sustainable development. The concept of sustainable tourism development conditions the protection and sustainability of tourism resources. Sustainable tourism aims,



in terms of development, all needs temporary visitors (tourists), with long-term maintenance of environmental quality.

People are a key factor for sustainable development in tourism. Their different roles and activities determines the first place include:

- all tourists with their behavior, requirements and other features directly affect the sustainability of development,
- employees also directly affect the sustainability of development,
- companies (within basic, and related activities in tourism) may directly or indirectly affect the sustainability of development,
- public service have a direct or indirect impact on the sustainability of development,
- local population plays an important role in the sustainability of tourist destinations.

Modern tourists seeking trips, with a focus on so-called. 6E tourism (Experience, Excitement, Escape, Education, Entertainment, Ecology), as opposed to the mass tourism of the twentieth century, which was based on the 4S (Sun, Sea, Sand and love).

2. TOURISM IS ONE OF THE MOST IMPORTANT SOCIO-ECONOMIC ACTIVITY

Although tourism was initially privilege few individuals, today the tourist trends are more than a billion people a year. Globalization, more leisure, industrial, technological and transport revolution and the development of the middle class, influenced the positioning of tourism as one of najvažanijih factors of economic development in the world. Tourism generates more than 9% of the total gross domestic product in the world, with annual revenues of 1.3 billion dollars. One of the eleven employees worldwide working in the tourism industry, while every third service provided in the world exists thanks to tourism. Tourism is a major generator of new investments, create new jobs and new business opportunities in the destinations in which it develops. It is particularly significant multiplier effect of tourism on the local economy. Multiplicity is reflected in the multiple "spread" means that tourists spend. The tourists of the money left to stay in a hotel, the hotel will spend on salaries, pay local suppliers of food, drinks and other materials, then to some other service providers, tax, tourist tax, etc. The staff at the hotel would spend their pay later on housing, utilities, food, children's education, medical examination, fuel, servicing the car, go to the theater and others. So the money that is earned from tourism entering every pore of the local, but also national economy. He, in addition to being directly funded by the hospitality, transportation, trade ..., directly funded agriculture, industry, energy, education, health, culture ... In other words, tourism is funded jobs in all other sectors. The more employees in a society, and as their incomes increased, it is the social situation in the society at a higher level. Multiplicity of tourism can be nice to look at this chart:

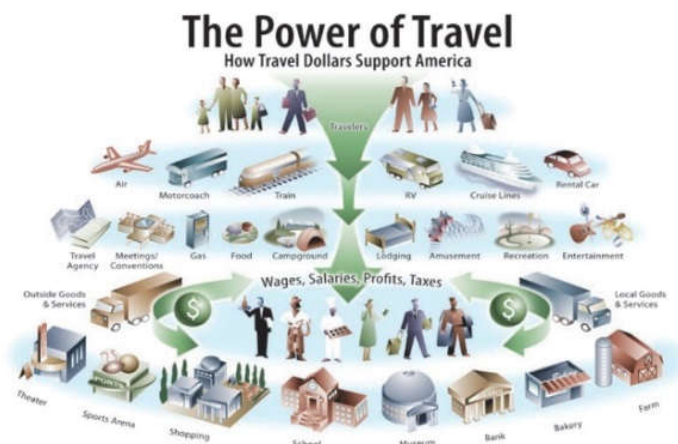


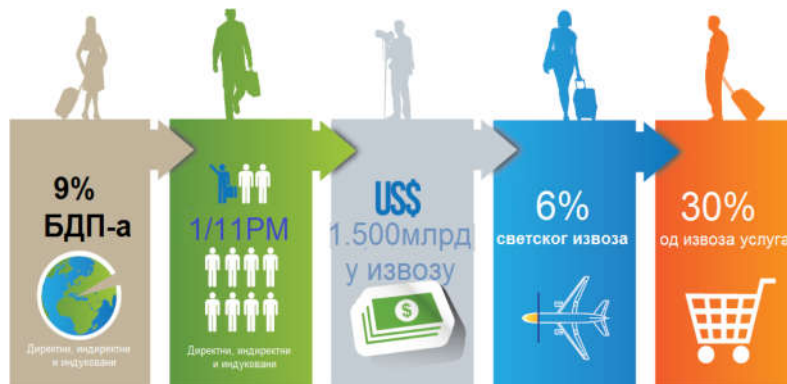
Figure 1: *The multiplicity of tourism*

It is particularly significant foreign money coming in destination in economic terms. Once you meet their basic living expenses, part of funds to spend on your trip, which means that cash, created abroad, spend in another country, and to inject the cash into our economy. Thus, the destination receives money for whose creation has not spent any local resource, no cost of production. Such foreign money is immensely important for a country's economy, and in fact represents the so-called. "Invisible exports", which is one of the characteristics of tourism. The development of domestic tourism is also very important, especially to local tourists the money spent in some domestic mines spent in their country, or to avoid a surplus created in the country made abroad. Unfortunately, in Serbia this is not the case now, but the consumption of domestic tourists in Serbia much less compared to what the Serbs spent on trips to other countries. This could replace a large number of foreign tourist arrivals to Serbia, or by increasing the inflow of foreign exchange from tourism. The difference is, however, really drastic, but the reality is much worse than the data you see, since the official statistics in tourist receipts account and the money they spend workers of foreign companies in Serbia or "guest workers" during the summer months, and really is the categories can not be included in the tourists. Developing countries realize that tourism can be a springboard for their socio-economic progress but more efforts are invested in tourism development. For more than half of the poor countries in the world tourism is a priority and the only activity that generates income and reduces poverty. The problem of development of tourism in these countries is usually poor development policy. In fact, most of the tourist spending in these destinations goes on air transport to the destination and accommodation in the area. Air transport is not owned by these poor countries, but mostly are not even hotels where tourists are staying. So the biggest piece of the pie does not go into the local economy already returned to the developed countries, even though it seems like tourism flourishes in an island country of the Indian Ocean, the local population has a minimal benefit from this development. We

see that in our region there are more foreign hotel companies, which are published in the media with great pride and success of our country. The truth is that this is devastating for the local economy because most of the revenues to be made in these hotels will remain in Serbia and will circulate through the local economy, but will go into the economy of Germany, Austria, America, Russia. What we are left with is a small part of employees' salaries, payment of the expenses (although this is also debatable), income tax and residence tax.

3. BACKGROUND OF TOURISM IN THE WORLD AND SERBIA ⁷

In the world in 2014, the total contribution of travel and tourism to GDP is US \$ 7.580.9 billion or 9.8% of GDP, and will grow by 3.8% per year and dostoći 2025 over 11,000 billion or 10.5% of GDP.



*Figure 1: Condition of Travel & Tourism in the world 2015,
the Ministry of Trade, Tourism and Telecommunications*

In the same period, the total contribution of travel and tourism employment, including jobs indirectly related to tourism, was 276,845,000 jobs or 9.4% of total world employment (one in eleven employees worked in tourism and related activities). It is expected that in 2025 the annual growth of 2.3%, with a total of 356,911,000 employees or 10.7% of total employment in the world. Exports tourism industry generated US \$ 1,383 billion (5.7% of total exports) in 2014.

In 2025 is expected to reach US \$ 2.140 billion or 5.6% of total exports in the world. Investments in travel and tourism in 2014 is the world amounted to over US \$ 814 billion or 4.3% of total investments. Expectations are that it will grow by 4.6% to reach US \$ 1.336 billion in 2025, or 4.9% of the total amount of investments in the world.

⁷ UNWTO Tourism Highlights, 2015 Edition



3.1. The situation and conditions for the development of tourism in Serbia in 2015.

Despite numerous disadvantages expressed in the implementation of the previous Strategy, primarily thanks to the owners and employees in the tourism industry, and the last two years (2014 and 2015) and the activities of the Government and relevant ministries have been created preconditions for stronger development and growth of tourism as one of the priority branches of economy:

- Serbia confirmed and accelerated accession process to the EU;
- Enhanced is an international activity, the position and image of Serbia;
- Serbia has been recognized as a factor in promoting regional cooperation;
- intensified work on the construction of international road Corridor X and XI, began the reconstruction of international railway Corridor X, contracted the Building of tracks for high speed trains from Budapest to Belgrade;
- He was promoted to regional and international air traffic, airport Nikola Tesla in 2015 was over 4.7 million passengers;
- In order to develop air transport in Serbia formed a new public company Airports of Serbia, which should be put to use a larger number of unused airport and create the conditions for low-cost airlines and the improvement of air traffic and the availability of a large number of tourist destinations in Serbia;
- The introduction of regular air lines Belgrade - New York;
- Fiscal consolidation and reforms enabling the creation of new market and sustainable model of efficient use of state property, reducing subsidies, creating a non-budgetary funds and sustainable market models of development funding (micro-credit funds, funds bold capital, mixed investment and guarantee funds);
- Development of entrepreneurship and SME development as a long-term commitment of the Government should allow for raising the competitiveness of the domestic economy the entry of new SMEs and create a favorable business environment existing for further growth and development;
- Improved legislative framework in the field of investment, tourism, planning and construction and the necessary changes in legislation in the field of public investment and public private partnership will create conditions for the improvement of investment in tourism of Serbia;
- Support the Prime Minister, who recognized the importance of tourism to the achievement of key development targets set by the Government;
- The Ministry of Trade, Tourism and Telecommunications prepared strategy;
- In relation to 2005, there are well-known hotel brands (Radisson Blu, Crowne Plaza, Luxury Collection - Starwood, Radisson Blu Carlton, Holiday Inn, Best Western, Marriott);
- Significant investments in reconstruction, renovation and construction of new hotel capacities were carried out by local companies and administered by the local of management such as "MK Group" (Kopaonik, Belgrade), "Mona" (Zlatibor, Belgrade,

Kušići, "A "hotels (Arandelovac, Novi Sad, Sabac, hotels in Zlatibor and Vrnjacka banja," Silver Lake Resort "(Silver Lake) and others; — in 2015, the first time since 2008, the increase in the number of arrivals (12 %) and night (8%) of domestic tourists to what has significantly influenced the decision of the Government to support the social vouchers ugružene layers of the population, and that the Ministry of fast and effective decision is implemented.



Figure 2: Status of travel & tourism in Serbia 2015 Ministry trade, tourism and telecommunications

All this points to the creation of a favorable environment to the new strategic planning of tourist industry in Serbia to get the status of one of the priority development of industries and the characteristics of the tourism sector in 2015 and even more to improve the tourism and related industries are a factor of stable and sustainable growth development. In this regard, according to national and international analysis, (the Methodology of Oxford Economics), the tourism sector has a good starting point for a new ten-year development:

- Total doprinosturizma GDP in Serbia in 2015 was 5.4%;
- Tourism directly contributes with 2.67% of GDP in Serbia;
- Tourism directly generates 32,100 jobs, representing a share of 2.6% in the total number of employees;
- An additional 48,100 jobs were generated in other industries (indirect effects of tourism development), which represents a share of 5% of total employment;
- By 2025 tourism will generate 7.7% of jobs;
- "invisible export" represents 7.3% of total export of Serbia, ie almost 29% of the value of exports of services;
- Investments in tourism make up 12.1% of total investments in Serbia.

3.2. Tourist traffic and the characteristics of tourism demand

Tourism in Serbia is going through a strong restructuring of sources of demand. It is significant that since 2008 was the weakening of the domestic tourist traffic, mainly under the influence of the economic crisis on the standard of living in Serbia. On the other hand, has continuously increased inflow of foreign tourists to the European market, with a traditionally high number of visitors from the region. In 2015 showed the first signs of recovery in domestic demand.

Table 1: *Tourist arrivals in Serbia between 2006 and 2015 (in thousands)*

Year	Total	Index	Domestic	Index	Pages	Index
2006.	2.007	101	1.380	100	469	103
2007.	2.306	115	1.610	105	696	148
2008.	2.266	98	1.619	101	646	93
2009.	2.021	89	1.376	85	645	100
2010.	2.000	99	1.318	96	683	106
2011.	2.068	103	1.304	99	764	112
2012.	2.079	100	1.270	97	810	106
2013.	2.192	105	1.271	100	922	114
2014.	2.192	100	1.160	92	1.029	112
2015.	2.437	111	1.305	112	1.132	110

Source: Statistical Office - Statistical Yearbook of the Republic of Serbia 2015.

According to data from the table, in 2015:

- A total of 2,437,000 tourist arrivals, an increase of 11% compared to 2014;
- In the category of domestic tourists recorded 1,305,000 arrivals (an increase of 12% compared to 2014), representing a share of 53.5% of the total arrivals, while foreign arrivals were registered 1,132,000 thousand (10% more than to 2014), or 46.5% of total tourist arrivals.

Table 2: *Tourist overnight stays in Serbia from 2006 to 2015 (in thousands)*

Year	Total	Index	Domestic	Index	Pages	Index
2006.	6.592	101	5.577	101	1.015	102
2007.	7.329	111	5.853	105	1.476	145
2008.	7.334	100	5.935	101	1.398	95
2009.	6.776	92	5.307	89	1.469	105
2010.	6.413	95	4.961	94	1.452	99
2011.	6.645	104	5.002	101	1.643	113
2012.	6.485	98	4.688	94	1.796	109
2013.	6.567	101	4.579	98	1.988	111
2014.	6.086	92	3.925	86	2.161	109
2015.	6.652	109	4.242	108	2.410	112



Source: Statistical Office - Statistical Yearbook of the Republic of Serbia 2015.

According to the Statistical Office of the table, in 2015:

- A total of 6,652,000 nights by domestic tourists made 4,242,000 overnight stays or 8% more than in 2014, which is the first sign of growth after 8 years of decline and makes 64% of the total number of overnight stays. When foreign tourists were registered 2,410,000 overnight stays (12% more than in 2014), representing a share of 36% in the total number of overnight stays in Serbia;
- Measured by the number of overnight stays, in 2015 the biggest turnover had spas (1,855,000 overnight stays), which is at the same level compared to 2014, with the recorded increase in the number of foreign tourists (231,000) for 14, 7%;
- In Belgrade was an increase of the total number of overnight stays by 13% compared to 2014, with the domestic (262,000) and side (1,247,000) tourists recorded an increase of 13%;
- The registered number of nights, domestic tourists are after spa centers, most stayed in mountain areas (1,419,000 overnight stays), with an increase of 19% compared to the year 2014;
- Foreign guests, who in 2015 recorded 2,410,000 overnight stays in the Republic of Serbia, the most visited Belgrade (1,247,000), representing an increase of 13%. The largest increase in the color of foreign tourists was recorded in spas (15%);
- The structure of foreign tourists, in 2015, dominated by tourists from the region (45%), as follows:
 - Bosnia and Herzegovina (87,000 arrivals / + 17%; 192,000 overnight stays / + 17%),
 - Montenegro (71,000 arrivals / + 15%; 171,000 overnight stays / + 25%)
 - Croatia (66,000 arrivals / + 3%; 121,000 overnight stays / + 4%),
 - Slovenia (66,000 arrivals / + 2%; 115.000noćenja / + 3%),
- from non-European countries, the largest increase in the number of arrivals was recorded for tourists from South Africa (+ 58%) and China and Hong Kong (+ 48%).

3.3. Accommodation facilities in Serbia

Structure properties, ie their capacity changed in the last few years. In offer hotel-type properties, there was a dynamic development and, primarily of a 4*.

Compared to 2005, the share of famous hotel brands (Radisson Blu, Crowne Plaza, Luxury Collection - Starwood, Radisson Blu Carlton, Holiday Inn, Best Western) and, for the most part, in Belgrade, Subotica, Novi Sad and Nis. It also intensifies the construction or reconstruction and adaptation of one color of hotel facilities, which are owned by local companies and administered by the local of management such as "MK Group" (Kopaonik, Belgrade), "Mona" (Zlatibor, Belgrade, Kušići), "A" hotels (Arandelovac, Novi Sad, Sabac, hotels in Zlatibor and Vrnjacka banja," Silver Lake Resort "(Silver Lake) and

others. the total number of catering facilities for accommodation in Serbia, hotels have the largest share in terms of number of objects , and the number of units and beds.

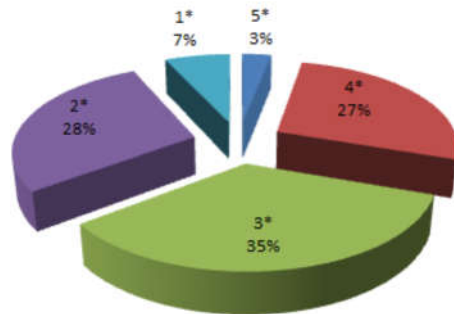


Chart 3: Percentage share deals by categories in total properties from 2011 to 2014 in Serbia (Source: Tourism Development Strategy of the Republic of Serbia 2016-2025 years)

Table 3: Capacity categorized facilities for accommodation in Serbia in 2014.

Red. no.	Type of accommodation object	Red. no. Type of accommodation object	Number of buildings	Number of beds
1.	Hotels	332	17.283	28.979
2.	Motels	12	295	498
3.	Pensions	3	78	122
4.	Resorts	5	241	491
	TOTAL	352	17.897	30.090

Source: Tourism Development Strategy of the Republic of Serbia 2016-2025 years

Between 2010.do 2014, the number of properties types hotels (including garni and apart hotels) rose from 251 to 328, ie. 30.7%. This increase was somewhat followed the units which is in 2010.bilo 15,357, in 2014 16,961, representing an increase of 10.4%, while capacity increased during this period from 24,186 to 28,501, or za17,8%.

According to the Department of Tourism relevant ministry, by the end of 2014, the number of categorized facilities for accommodation types hotels, motels, inns, tourist villages (without private houses, rooms, apartments, rural households villas and hunting camps), was 348 Number of units in these facilities has reached the figure of 17,555, the capacity of 29.5092 ležaja.Do August 2015, aforementioned properties was 352, which are disposed of 17,897 units, and 30,090 beds.

Hotel market in Belgrade is leading in Serbia based on their performance, considering that most of the properties are concentrated in the city of Belgrade - every fourth ranked an object (85), one in three accommodation units (6,005) and almost every third bed (8715) . As given that this market segment relies on foreign business guests,



which is characterized by continuous growth, assessment of further movement of the performance of the hotel market capital are positive.

As for the qualitative structure of Belgrade and Vojvodina region have noticeably higher standard, while in Sumadija and Western Serbia and the Southern and Eastern Serbia accommodation facilities that meet international standards are limited to major destinations (Kopaonik, Zlatibor, Stara Planina, Vrnjacka Banja, and more recently the lower Danube).

Overall, it can be concluded that the hotels in the upper numerous in urban centers, while the objects of other categories and types typical for smaller cities and traditional mountain and spa destinations.

Based on the above analysis, in recent years, a trend of declining average realized price per room (AverageDailyRate - ADR), or on the other side and the trend of increasing the rate of room occupancy and total annual revenue per available room (RevenueperAvailableRoom - RevPAR), which is reflected in the price policy of most Belgrade hotels.

Hotels in higher categories (upscale segment) in 2013 on average achieved an average occupancy rate of 57% (measured room occupancy at the annual level), average daily room rate (ADR) of 89 euros, while the average annual income per room (RevPAR) in the average for the analyzed hotels totaled 18,500 euro.

Mid-Range (midscalesegment) in 2013 achieved an average occupancy rate of 48%, average daily room rate (ADR) of 55 euros, and the average annual total revenue per room (RevPAR) of 9,600 euros.

3.4. Catering in Serbia

According to the data of the Statistical Office of catering turnover in the Republic of Serbia in 2014, in current prices, totaled 65,105 million. RSD and was by 0.6% higher than in 2013, while sales expressed in constant prices fell by 0.2%. Compared to 2010. ukupan turnover of catering in current prices was increasing by 18.4%, while sales expressed in constant prices was at the same level.

Table 4: Basic indicators of catering 2011.do 2014

	2011.	2012.	2013.	2014.
Transport, hilj. RSD	58.219.574	60.841.400	64.685.091	65.104.515
Bearings	127.664	113.385	107.256	102.940
Transport, hilj. RSD	55.872.912	55.032.101	55.249.090	55.166.002
Index, 2010 =100				
Transport, hilj. RSD	105,8	110,6	117,6	118,4
Bearings	106,9	94,9	89,8	86,2
Transport, hilj. RSD	101,6	100,1	100,4	100,3

Source: Statistical Office - Statistical Yearbook of the Republic of Serbia 2015.



Regarded annual turnover indices at constant prices (taking 2005 as the base year), there has been a downward trend, but again the question of the reliability of the data, given the significant unregistered sales in the gray ekonomije. Po structure of turnover in catering 2013. year, the largest share of food and beverages (51.1%), followed by alcoholic and non-alcoholic beverages (26.7%), overnight stays (19.8%) and so on.

4. TRANSPORT INFRASTRUCTURE IN SERBIA

In the last three years have significantly improved work on transport infrastructure, road and rail corridors, improvement of air transport and capacity building for receptions and departures of passengers.

Intensified works on construction of Corridor X on both arms (to Bulgaria and Macedonia) successfully works on Corridor XI (Belgrade - South Adriatic), set the reconstruction of Corridor X, which will allow greater speeds, and purchased more modern passenger composition, contracted the construction of the railway for high-speed trains between Budapest and Belgrade.

Restructured the domestic airline that is renewed earlier flights lines in the region and re-opened direct flights from Belgrade to New York. Nikola Tesla Airport in Belgrade in 2015 received 4.7 million passengers, becoming the largest regional center for air transport. In order to improve air traffic and its equitable access to the territory of Serbia, formed the company Airports of Serbia, which will contribute to creating conditions for the arrival of low-cost air carriers and increase the number of airports in operation.

5. FINANCIAL PARAMETERS THE HOSPITALITY AND TOURISM ACTIVITY

Obvious increase in traffic of tourists from the region and European markets, contributed to a significant increase in foreign currency prilivapo based on tourism, and the average gross wage tourism.

5.1. Gross earnings in the economy

In the table number 5 presents the average earnings total in the field of tourism and hospitality industry.

Table 5: Average earnings by activities in 2014 and 2015

Average gross earnings in RSD		
Years	2014.	2015.
Total	61.426	61.145
Food and accommodation services	33.620	36.449



Source: Statistical Office - Statistical Yearbook of the Republic of Serbia 2014.
And 2015.

The average gross salary in Serbia in 2014 amounted to 61,426 dinars. In the services sector, food and accommodation of average gross earnings in 2014 amounted to 33,620, or 45.27% less than the average gross salary in the Republic. 2015, average gross salary in the Republic of Serbia was 61,145 dinars, while the service sector food and accommodation of 36,449 dinars, an increase compared to the national average. 5.2. Foreign exchange turnover of catering - tourist activities In 2015, the overall total foreign currency inflow amounted to 1,119 million US. In the period from 2007 to 2015 there was a growth of foreign exchange earnings from tourism by 36.9%, as shown in the following table.

Table 6: Foreign currency inflow from tourism in Serbia from 2007 to 2015

Years	Eur (000)	Index	USD(000)	Index
2007.	630	/	531	130
2008.	640	101	944	109
2009.	617	97	865	92
2010.	605	98	798	92
2011.	710	117	992	124
2012.	708	100	906	91
2013.	792	110	1.053	116
2014.	863	109	1.139	108
2015.	945	109	1.04810	92

Source: National Bank of Serbia, February 2016.

In relation to the period after the economic crisis (2010) foreign currency income from tourism in 2015, increased by 42.6%.

6. CONCLUSION

Serbia has not historically been predominantly tourism-oriented country, but tourism has been developing since the Second World War, primarily based on business travel and health tourism development turizma.Strategija RS 2006.do of 2015, which was



supposed to pave a new, modern and competitive development direction of the overall tourism industry of Serbia achieved a limited utility:

1. There has been projected goal total contribution to GDP of US \$ 1.6 billion due to high growth in foreign arrivals / nights of over 170% in 2015 compared to 2005 .

2. There was also a significant qualitative restructuring properties with less quantitative growth thanks mainly to private domestic and foreign investors.

3. Increased the number of registered enterprises in the field of tourism for 5 times the projected Strategy

4. In 2015. achieved the projected goal of foreign exchange earnings of 1.19 billion dollars thanks to the increase in the number of foreign tourist arrivals to 127.2% and overnight stays to 117.9% compared to 2005.

5. Nevertheless, tourism Serbia still lags behind comparable to the countries of central Europe;

6. In 2014, 2015, the Government has recognized the contribution and potential for development of tourism and its related activities in Serbia and has shown willingness to support its future development which is why the new strategy has great significance.

The circumstances that occur in the environment of the Republic of Serbia, especially in the European Community, clearly show that the country needs a thoughtful, organized and quality development of the education system because it is one of the key conditions for the development of the Republic of Serbia towards the knowledge-based society capable of providing good employment population. These circumstances are warning that, otherwise, Serbia remained on the European periphery, poor competitiveness, little attractive for investment in sectors that create more new value, subject to further emigration of talented and creative and with quite little capacity for the development of a democratic and just society. These circumstances call for harmonization of the education system in the Republic of Serbia with the European area of education.

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IMPACT OF FINANCIAL ANALYSIS ON QUALITY OF DECISION MAKING IN TOURIST ORGANIZATIONS

Invited paper

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Abstract: *In order to bring high-quality decisions in the tourism organization is necessary to do the analysis. The point is that financial analysis on the basis of analyzing and comparing the obtained relevant data and information on development tendencies of the analyzed phenomena. Based on these data, we can take appropriate measures and make the right decisions. How to use financial analysis to make decisions in tourist organizations will be discussed in this paper.*

Keywords: *The financial analysis, decision, tourist organizations, ratio*

1. INTRODUCTION

The financial analysis is based on accounting data. That data has containing in the balance sheet and income statement. Putting it in the relative position of the individual components of the balance sheet and income statement we have given compatible indicators, ie ratio numbers. It could be seen interdependence of individual indicators and positions between them only if there is a causal link. In order to evaluate the individual indicators, we should be calculated in advance to respect the norms and standards. Standards can be used, as: (Bojović, P., 2010).

- Experiential standards analyst,
- Indicators of the past,
- Data of other companies,
- Standards based on the planned size,
- Indicators of the industry it belongs to the company.

Each of these standards has its analytical value. Most often it is assumed that the industry standards, which show average financial conditions specified branches, valid criteria for evaluating performance and financial and business activities associated organizations. Depending on what it needs to serve, all ratio numbers can be classified into several groups of indicators of operations or financial indicators (Hrustić, H, 2004)

- Liquidity Ratios,
- Indicators of activity,
- Indicators of financial structure,
- Indicators of profitability,
- Indicators earnings per share,



- The financial leverage,
- DuPont analysis system.

These indicators are not the only and their order is not stable and unchanging, but most authors put the indicators or principles of liquidity, on the first place, because they speak of the primary safety and creditors, according to the criteria of survival of the organization.

2. FINANCIAL RATIOS

When we say the word "ratio" in the sense in which we use this word when analyzing the financial statements, we refer to each number that represents the ratio between the two values in the annual accounts. Usually, it is expressed as a percentage, ratio or a fraction. In order to be usable in rating of organization must be the product of those facing partial value in the annual accounts which are connectible rational. (Stevanović, N., i dr., 2011.)

Ratios its surface are funding in vertical to the horizontal rules. Ratios safeties of its surface are vertical financing rules, a ratio numbers liquidity in funding to the horizontal rules. (Cvetković, N., 2004.)

Conditionality Balance between positions, which are stated ratio numbers need to be checked and measured, adjusted to compare the same periods in different time periods of the current and previous year. (Benković, S., 2006.)

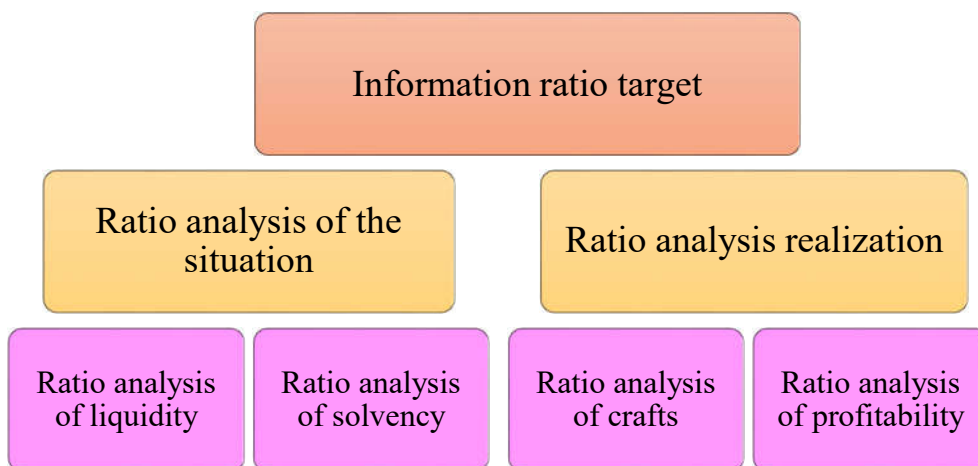
Ratio analysis is engaged in research and quantifying the relationships that exist between balance indicators of one individual organizations, in order to allow authentic assessment of financial position and activities of the organization. Ratio analysis is a tool that an analyst is using to reach the numerical display of the situation in which the organization is based, and that this information is compared with the previous period, other similar organizations, industry sectors or the economy as a whole. Testing the relationship between logically connected parts of financial reports highlight the key relations for the assessment of financial position and earning power of the company. Ratio analysis is broader than simple calculations raids because it includes: (Stevanović, N., i dr., 2011.)

- Calculation of characteristic raids,
- Interpretation of ratios.

The calculation of the characteristic ratios analytical technique, are interpretation of ratio shows the informational value ratios, how it is used and so on. Based on the criteria of information goals distinguish ratio analysis and ratio analysis realization (picture 1).

There are 3 (three) main types of comparisons that are used for the assessment of financial ratios numbers. (Cvetković, N., 2004.)

- With our own organization ratio numbers from the past (the time of comparison)
- With the general rules of past experience or benchmarks,
- With the ratio numbers of other organizations or scratched in the branch (cross of branch).



Pictures 1: Information ratio targets (source: Authors)

3. TYPES OF FINANSIAL RATIOS

There is no uniform division of ratio numbers. In practice, use two basic types of financial ratios. The first kind of sums, up the aspect of "financial condition" of the organization is at a time when it is done the balance sheet. We call this ratio of balance sheet, because the numerator and denominator of each ratio are taken directly from the balance sheet. Another type of aspect ratios summarizes the performance of the organization, usually for one year. These raids are called or income statement ratios or income statement / balance sheet. Ratios income statement is comparing one item "flow" of the income statement with the second sentence of the flow from the income statement. The ratios of income statement / balance sheet item comparing current (income statement) in the numerator with the statement, "The Situation" (from the balance sheet in the denominator).

Comparing the current item with the sentence conditions may be disagreement variables. Item sheet represents an image taken from the balance sheet and cannot show well how these variables look like during the time in which the flow originated. We can compare the "average" size of the balance sheet in the denominator raids income statement / balance sheet to the denominator was the representative for the entire period. (www.biznisvodivc.net/finasije/budzet.2012)

3.1. Indicators of liquidity

A liquidity organization is the ability of the organization to pay on time due of its short-term liabilities. Liquidity ratios demonstrate the organization's ability to pay



outstanding liabilities, while maintaining the necessary scope and structure of working capital and the preservation of good credit standing.

Liquidity indicators are: (Krasulja, D., i dr., 2007)

- Current Ratio
- Quick ratio,
- Net working capital.

Current ratio is obtained by dividing total current assets to total short-term liabilities.

Quick ratio is the ratio of liquidity funds and short-term obligations.

Net working capital is ratio of net working capital and total capital.

3.2. Indicators of activity or efficiency ratios

Activity indicators have to measure the efficiency of operations using the assets of the organization. The efficiency is expressed through raids, taking into account the business category by which evaluates business activity, such as:

- Coefficient trade customers,
- Inventory turnover ratio,
- Coefficient of craft vendors,
- Coefficient crafts fiscal resources
- Ratio of current assets turnover,
- Ratio of the total turnover of business assets.

3.3. Indicators of financial structure

The relationship between borrowed and own sources of financing called the financial structure of the organization. Indicators of financial structure, expressed as the relative ratio of borrowings to total sources of financing, borrowings under its own sources of funding and the ratio of coverage of fixed expenses on behalf of the interest. Those are:

- The ratio of debt to total capital ratio is between the amount of debt to total capital,
- The ratio of long-term debt to total assets, as the ratio between long-term debt and total operating assets,
- The ratio of long-term debt to equity ratio as business income in the denominator sum of interest and repayment of principal $1/1$ times - p (rate of income tax)
- Interest coverage ratio as the ratio between business net income and expense on interest rates there.

3.4. Indicators of profitability ratio

Profitability indicators are relating to the measurement of profit or business to achieve as many results. The most prominent indicators are:

- Capital turnover ratio as the ratio of net income and average capital
- The net margin,



- The rate of growth capital.

3.5. Indicators of earnings per share (dividend)

Indicators of dividends are:

- Net income per share,
- Dividend rate ratio relationship of the amount of dividend per share and market price per share,
- Dividend payout ratio shows the share of the amount of dividends in net profit,
- The ratio of undistributed net profit prepared according to =

$$\frac{\text{Net income} - \text{dividend}}{\text{Net income}} = \frac{\text{Undistributed profit}}{\text{Net income}}$$

3.6. Financial leverage and ratio

Leverage ratio estimated effect of the business and the organization's ability in submitting the risk of borrowing. The financial leverage quantifies operational risk caused by the height of the fixed financial expenses, interest on borrowings and capital.

There are two types of financial leverage ratios:

- The ratio of long-term debt balance or leverage ratio, which is obtained from the ratio of the amount of long-term debt to total capital,
- Leverage coverage ratio, which measures how many times they have obligations to fixed costs covered by income, or the amount of cash.

3.7. DuPont system of analyze

This system analyzes the perception component of growth or decomposition:

- Turnover ratio of total capital,
- The net margin on total capital as a ratio of net profit and average capital.
- The rate of net profit on equity.

4. CONCLUSION

Modern business decision of tourism organizations is based on previous detailed and comprehensive analysis. The adoption of business decisions means directing the organization's activities towards the implementation of these decisions and taking responsibility for decision-makers to the results that will arise from the realization that decision. A financial analysis contributes to making basic business decisions.

Information about the past and the present are useful only in so far as help to make the right decisions about the future. Using financial analysis assesses the situation



financially and activity of tourism organizations. The analysis is based on accounting data containing the balance sheet and the income statement, but the accuracy depends on the accuracy, completeness and timeliness of accounting data. If we are putting the relative position of individual causal components of the balance sheet and income statement obtained by appropriate indicators, i.e. the ratio numbers.

The relationship between the balance sheet that are recorded ratio numbers should be checked continuously using a pre-set norms or standards to complete the assessment of the financial situation of tourism organizations and estimates of future tendencies in business.

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ENVIRONMENTAL SUSTAINABILITY OF NATIONAL ECONOMY AS A COMPONENT OF ACCOUNTING AND ECONOMIC DEVELOPMENT

Invited paper

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Abstract: *The paper was written with the aim of emphasizing the importance of including the accounting aspects of the Ecological Footprint and Biocapacity and application to global and national levels. The theoretical part of the paper gives an overview of current accounting methodology and concepts capture the Ecological Footprint and Biocapacity. The empirical part of the paper provides an analysis of:*

1) the relationship between the level of economic development and the existence of ecological deficit and

2) ecological deficit/surplus countries in the Mediterranean area exposed as tourist consumption.

The goal of the analysis is to point out the importance of focusing and quantitative expression of environmental sustainability and analysis of ecological deficits and defining strategies for its elimination in all countries irrespective of the level of development. Also, indicates to the importance of management accounting as for preserving biocapacity.

Key words: *accounting, ecological footprint, biocapacity, tourism*

1. INTRODUCTION

The first written document with environmental indicators of economic development was created in 1993 under the name of System of Integrated Environmental and Economic Accounting (SEEA) as a part of Handbook of National Accounting⁸.

SEEA (2000) in the calculation of social wealth includes indicator EDP (environmentally adjusted).

SEEA (2003) proposes a concept of the National Footprint Accounts which represent data Global Footprint Network and Biocapacity.

Global Footprint Network is used as an indicator of the early 90's (Rees, 1992; Wackernagel et al. 1998, 1999, 2002). This indicator expresses the ecological deficit or the maximum load that the population may impose environment.

Biocapacity is indicator of sustainable development which is calculated by multiplying the surface area by a factor of yield from a given ecosystem and the appropriate equivalence factor.

⁸ Handbook of National Accounting is created by United Nations Statistic Division (UNSD). Before formulating a system of national accounts system is tested in a number of countries: Canada, Colombia, Ghana, Indonesia, Japan, Mexico, Papua New Guinea, the Philippines, Thailand, the Republic of Korea and the United States of America.

Redefining concept of SEEA was created in 2005 as a result of increased spending natural capital without adequate compensation.

The calculation methodology of the NFA is described in calculation methodology for National Footprint Accounts 2009 edition. The implementation of the National Footprint Accounts is described in Guidebook to the National Footprint Accounts 2009.

The level of economic development is the most important economic indicator which shows no correlation with the size of the ecological deficit/surplus. Also, there are differences between countries in terms of ways of limiting the consumption of natural resources and mechanisms of their compensation in the form of environmental taxes.

In terms of system development of the National Footprint Accounts important place receives a management accounting cost accounting as a way of coverage and reimbursement the consumption of natural capital.

2.NATURAL RESOURCES AS A ELEMENT OF NATIONAL ACCOUNT

Natural resources are an important element of the production factor of sustainable development and the provision of resources, evidence of damage resulting from their use and protection of the environment.

Protective functions of natural resources affect sustainable development both directly and indirectly. The direct impact is reflected in the clean air, water, earth and the balance in the ecosystem. The indirect effect is achieved through the economic system as a manufacturer which means that economic activities using natural resources but also cause harmful effects on the environment (Integrated Environment and Economic Accounting, 2000, p. 5).

On the basis of the system of national accounts within official statistics to formulate indicators of sustainable development into three groups: economic, environmental and social indicators.

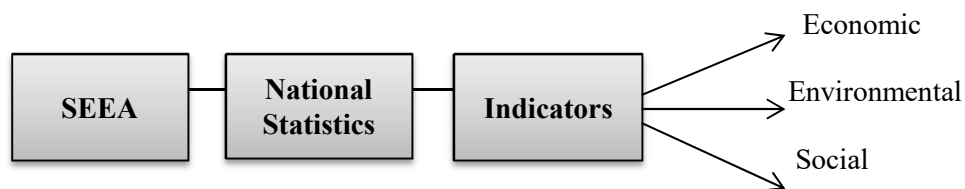


Figure 1: *The ratio of SEEA, national statistics and indicators of economic development*

The aim of the use of natural resources is creating material prosperity which, according to the national accounts expressed by economic indicators: GDP and NDP (EDP). NDP and EDP are net indicators of social well-being unlike gross indicators BDP. EDP is a net value created by an economy during an accounting period after deducting the consumption of produced assets and non-produced natural assets.

The difference between GDP and EDP is in purpose of use. Use of GDP indicates the importance of development and investment opportunities. EDP indicates the importance economic role of natural resources in the promotion of economic growth.

Example of production and consumption in the national economy in one year through the contribution of different activities creating net value added and GDP is given in table 1. Data are in units of thousands of monetary units rounded to the nearest thousand. For the calculation of aggregates are used the following accounting identities:

$$O + M = IC + C + CF + X \quad (1)$$

Table 1: Production and distribution of the created value

	Agriculture	Forestry	Fishing	Mining	Electricity, gas and water	Construction	Manufacturing	Public administration	Other	Total industries	Imports	Exports	Final consumption	Gross capital formation	Total
Output	27,127	9,183	2,201	20,608	240,81	9,618	60,808	29,329	131,78	531,47	71,840				603,31
Intermediate consumption	13,406	4,490	1,016	11,916	174,1	4,333	27,938	10,505	42,388	290,091		69,432	155,846	87,941	603,31
Gross value added	13,721	4,693	1,185	8,692	66,71	5,285	32,871	18,824	89,398	241,379					
Consumption of fixed capital	4,528	885	272	2,303	7,436	1,307	2,311	916	3,967	23,925					
Net value added	9,193	3,808	913	6,389	59,274	3,978	30,560	17,908	85,431	217,454					
Compensation of employees	2,923	2,281	235	2,14	31,701	1,104	21,553	17,904	32,837	112,588					
Operating surplus	5,728	1,34	664	3,827	17,903	2,641	6,336	4	37,790	76,233					
Taxes less subsidies	542	187	14	422	9,67	323	2,671		14,804	28,633					

Source: Handbook of National Accounting "Integrated Environmental and Economic Accounting" (2000) p. 65

Accounting identity (1) shows the supply of goods and services produced (O), imported (M) equals their use in intermediate (IC) and final consumption (C), capital formation (CF) and export (X).

$$EVA_i = O_i - IC_i - CC_i - EC_i = NVA_i - E_{ci} \quad (2)$$

Accounting identity (2) shows value added generated by an industry (EVA_i) as the difference of output and cost, including fixed capital consumption (CC) and environmental depletion and degradation costs (EC_i) or equivalently as the difference of net value added (NVA_i) and environmental costs (EC_i).

$$EDP = 3 EVA_i - E_{ch} = NDP - EC = C + CF - CC - EC + X - M \quad (3)$$

Domestic product identity (environmentally adjusted) (3) shows EDP as the sum of environmentally adjusted value added of industries (EVA_i) with a further deduction of environmental costs generated by households (E_{ch}).

Consumption of fixed capital makes 9.91% of gross value added (23.925 of 241.379) and shows that this percentage should be fixed capital compensated.

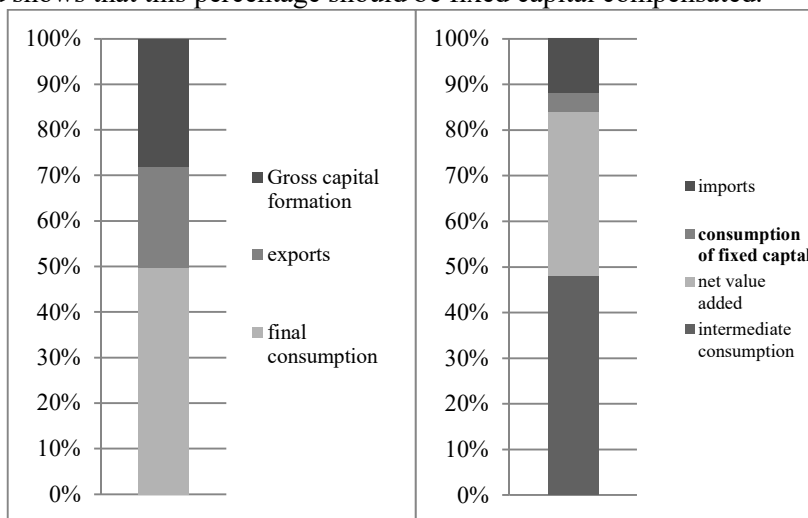


Figure 2: Consumption of fixed capital an element produced and consumed values

3. THE IMPORTANCE OF ECOLOGICAL FOOTPRINT AND BIOCAPACITY

The Ecological Footprint (EF) and Biocapacity (BC) accounting is based on six fundamental assumptions (Wackernagel et al. 2002):

1. The majority of the resources people or activities consume and the wastes they generate can be tracked;
2. These resources and waste flows can be measured in terms of biologically productive area necessary to maintain them;



3. By scaling each area in proportion to its bioproduct, different types of areas can be converted into the common unit of average bioproduct the global hectare (gha). This unit is used to express both the Ecological Footprint and the Biocapacity.

4. Ecological Footprint and the Biocapacity are an aggregate because each hectare of productive area can be scaled according to its bioproductivity, they can be summed;

5. Ecological Footprint and the Biocapacity are expressed in global hectares human demand can be directly compared to global, regional, national or local biocapacity;

6. Area demanded can exceed the area available. If demand on a particular ecosystem exceeds the ecosystem renewal capacity, the ecological assets are being diminished. When the human demand exceeds available biocapacity this is referred to as overshoot "exceeding the limits".

A major benefit of EFA over related metrics such as energy use and human appropriation of net primary production is that provides a clear non-arbitrary threshold of sustainability: the level at which ecological footprint exceeds biocapacity (Haberl et al. 2004).

EFA may be used as a decision-making tool to help consumers, businesses and governments, evaluate the environmental impact of different product, process, policy and lifestyle options (Stoeglehner&Narodoslawsky, 2008).

EFA is useful for products and activities that are highly energy-intensive or land demanding, it is inadequate for evaluating product categories associated with high levels of mineral extraction or toxic metal waste, since these impacts are beyond the scope of the ecological footprint (Huijbregts et al. 2008).

The relationship between the Ecological Footprint and Biocapacity shows the existence of ecological deficit/surplus in national economies or ecological sustainability in the long term. Contemporary theories mean that economic development in one period should enable further development of the economy both in economic, social and environmental terms.

The Global Footprint Network calculates that high income countries have an average footprint of 6,4 global hectares per person more than six times that of low income countries and three times what the earth could sustain if its entire population lived similarly rich lifestyles (Ewing et al. 2008).

Relationship between Total Ecological Footprint and Biocapacity expressed in terms of ratio of the number shows that since 1980 the world's ecological footprint larger than biocapacity indicating a decrease in biocapacity in relation to the spatial possibilities of the country (Table 2).

Ecological Footprints are calculated also for regions, cities and towns. Applying ecological footprint to small areas and cities "sweeping up the output of whole regions vastly larger than themselves" (Rees&Wackernagel, 1996).

If we observe the relationship between Biocapacity and Ecological Footprint at the level of the national economy can be noticed that from the state 93 to state 20 (21,5%) was higher biocapacity than ecological footprint (1961-2010).

Bolivia, Brazil, Cameroon, Canada, Central African Republic Chad, Congo, Côte d'Ivoire, Democratic Republic of Congo, Lao, Madagascar, Mali, Mozambique,

Myanmar, Nicaragua, Papua NG, Russian Federation, Senegal, Sweden and Zambia have richer ecosystems of other countries (forests, water, arable land) live within their ecological production.

Table 2: Ecological Footprint and Biocapacity ratio in the world

Year	Global population (billion)	Total Ecological Footprint	Total Biocapacity	Ecological Footprint to Biocapacity ratio
1961	3,1	2,4	3,7	0,63
1965	3,3	2,5	3,5	0,73
1970	3,7	2,8	3,1	0,88
1975	4,1	2,8	2,9	0,97
1980	4,4	2,8	2,6	1,06
1985	4,8	2,6	2,4	1,07
1990	5,3	2,7	2,3	1,18
1995	5,7	2,6	2,1	1,24
2000	6,1	2,5	2,0	1,25
2005	6,5	2,7	1,8	1,5
2007	6,7	2,7	1,8	1,5
2010	6,67	2,7	1,8	1,5

Source: National ecological footprint and biocapacity (2010), www.footprintnetwork.org

4. RELATIONSHIP BETWEEN THE LEVEL OF DEVELOPMENT AND ECOLOGICAL DEFICIT/SURPLUS

For a theoretical background of Ecological Footprint several papers can be consulted (Rees, 1992, 2006; Wackernagel&Rees, 1997; Monfreda et al. 2004; Galli et al. 2007; Niccolucci et al. 2012).

Environmental and sustainability issues are neither one dimensional or static. Therefore, the calculated environmental performance index (EPI) and environmental sustainability index (ESI). The environmental performance index (EPI) has been derived from the pilot environmental performance index first published in 2002. EPI was used to suppetmet the environmental targets of UN Millennium Goals (Unitet Nations, 2010). The latest EPI relase ranks 163 countries in ten categories to 25 measures including environmental health, air quality, water resource management, biodiversity and habitat, forestry, fisheries, agriculture and climate change.

The environmental sustainability index (ESI) was developed to compare the environmental sustainability of countries. The latest ESI released at the World Economic Forum in 2005 ranks 146 countries on 21 factors covering natural resource endowments, past and present pollution levels, environmental management efforts, contributions to protection of global commons and capacity to improve environmental performance.

World Bank classifies **countries** according GDP per capita. Countries with average incomes of less that \$10,725 in 2005 are classified as developing. Countries with average incomes of \$10,726 or more are classified as developed (Atlas of Global Development, 2010).



In 2013, the \$ 1,045 or less classified as undeveloped countries; middle-income economies are those with a GNI per capita of more than \$ 1,045 but less than \$ 12,746; high-income economies are those with a GNI per capita of \$ 12,746 or more.

The subject of analysis in this study was 90 countries in 2010 according to Biocapacity and Ecological Footprint and GDP per capita (World Bank data).

The group of undeveloped countries are classified all countries whose GDP per capita is less than \$ 1,000. The group of developing countries are classified as countries which GDP per capita of \$ 1,001 to \$ 10,000. Over \$ 10,000 GDP per capita are developed countries.

Most countries that records ecological deficit is in the group of developed countries (87%). A high percentage of countries that have reached ecological deficit is in a group of undeveloped (71%) and developed countries (87%) (Table 3).

Table 3: Relationship between the level of development and ecological deficit/surplus

Level of development	Number of countries	Larger footprint	%
undeveloped	21	15	71
developing	39	28	72
developed	30	26	87

Sweden, Norway and Canada have a high endowment of BC in some cases confirmed by the large forest area (over 60% of total land area) as in the Scandinavian countries (FAO, 2010). These countries can be regarded as ecological niches where environmental policies have been developed to contain environmental externalities. Most Scandinavian countries are creditors in terms of the thresholds established by the Kyoto Protocol on greenhouse emissions (EEA, 2010).

Most number countries in the world have a growing gap between an increasing EF and a decreasing or stable BC showing ecological deficit. Countries in this group are Austria, Denmark, Gambia because EF values vary from high to low according to the different country economic development. In fact EF may be very high as in the European countries (5-7gha) of very low as in some African of Asian countries (1-3gha). These countries show an increasing gap between EF and BC leading to progressive ecological dependence on external sources from "ghost" lands (Wackernagel&Rees, 1997).

Countries in Africa and Central America reveal a low human development according HDI values, EPI and ESI. Nepal, Philippines, Zimbabwe, Ethiopia, Indonesia, Afghanistan and Haiti have experienced economic downturns, natural disasters and conflict-related crises. Most of these countries have been classified as the least developed and they are characterized by low human development, low incomes social weakness and economic instability.

4.1. Ecological sustainability in the Mediterranean

Mediterranean countries are attractive tourist destination visited by 25% of the world population. Exposure to tourist activities means the pressure on environmental resources which leads to disturbance of the ecological balance and biocapacity.

Mediterranean countries are the most visited France with over 83 million visitors per year, Spain over 57 million, Italy over 46 million and Turkey 35 million. Only these four destinations participate in the overall attendance of the Mediterranean with more than 70%.

According to the World Bank since 2010 we can notice the increase attendance in 19 (83%) countries which means continued pressure on the environment (Table 4).

Table 4: Attendance Mediterranean countries

Countries	2010	2011	2012
Albania	2,417,000	2,932,000	3,514,000
Algeria	2,070,000	2,395,000	2,634,000
Bosna-Herzegovina	365,000	392,000	439,000
Croatia	9,111,000	9,927,000	10,369,000
Cyprus	2,173,000	2,392,000	2,465,000
Egypt	14,051,000	9,497,000	11,196,000
France	77,648,000	81,550,000	83,013,000
Greece	15,007,000	16,427,000	15,518,000
Israel	2,803,000	2,820,000	2,886,000
Italy	43,626,000	46,119,000	46,360,000
Jordan	4,207,000	3,960,000	4,162,000
Lebanon	2,168,000	1,655,000	1,366,000
Libya ⁹	-	-	-
Macedonia	262,000	327,000	351,000
Malta	1,339,000	1,415,000	1,444,000
Montenegro	1,088,000	1,201,000	1,264,000
Morocco	9,288,000	9,342,000	9,375,000
Portugal	6,756,000	7,264,000	7,503,000
Slovenia	1,869,000	2,037,000	2,156,000
Spain	52,677,000	56,177,000	57,701,000
Syria	8,546,000	5,070,000	
Tunisia	6,903,000	4,785,000	5,950,000
Turkey	31,364,000	34,654,000	35,698,000

Source: <http://data.worldbank.org/indicator/ST.INT.ARVL/countries/1W?display=default>

Analysis of ecological deficit shows that in all countries of the Mediterranean has recorded higher value of the Ecological Footprint relative to Biocapacity. However, the scope and duration of the ecological deficit is different.

Earliest ecological deficit was recorded in 1961 in Albania, Cyprus, Egypt, France, Greece, Israel, Italy, Jordan, Lebanon, Malta, Portugal, Spain, followed by Syrian since the early 1970s, in 1974 Morocco and Turkey, 1976 in Algeria, Tunisia since 1977 and Libya since the end of 80.

On the other hand, in some countries, the ecological deficit recorded much later: in 1992 as Macedonia, Slovenia, 1994, Bosnia and Herzegovina and Croatia in 1997 (Tracking the Ecological Trends Shaping the Future of the Mediterranean Region, 2010).

⁹ No information was given for Libya



4.2. The importance of management accounting for preserving biocapacity

Existing legislation stipulates the obligation of the company to draw up an annual report on the operations which must contain the information about investments in environmental protection. Therefore, it is important to the existence of green accounting (Environmental Accounting- Accounting Green) which covers all areas of accounting which are adapted new requirements of the company because of its orientation to the protection of the environment.

Accounting environment includes: financial accounting environment (Environmental Financial Accounting) and managerial (management) accounting environment (Environmental Management Accounting-EMA).

Management accounting, cost accounting, is the primary source of information for purposes of managing costs in general but also the costs related to environmental pollution.

In modern costing systems occur following methods: 1. activity based costing; 2. cost calculation (target costing); 3) the calculation of the cost of the total product life cycle (total life-cycle costing); 4) the calculation of the cost of product attributes; 5) process costing; 6) Value Chain cost analysis; and 7) Kaizen costing technique and others.

Activities are based on the calculation of costs when applying the ABC system. Activity based costing for products, services, product groups, customers, products, or organizational units took companies that are the subject (object) the establishment costs, to be determined activities which consume resources and costs allocated to activities (which caused the spreading of resources).

Construction costs of activities are allocated to products that are caused by activities (Garrison et al. 2006).

5. CONCLUSION

Biocapacity and Ecological Footprint are quantitative indicators of environmental sustainability at the national and international level. Actuality of these indicators and their analysis is reflected in the fact that the developed methodology of calculation of indicators and accounting systems capture.

On the basis of the relationship between the Ecological Footprint and Biocapacity is determined by the presence of the ecological deficit or surplus. Ecological deficit prevails in most countries of the world. EU countries apply a large number of environmental taxes and measures to protect the environment while the Mediterranean Countries recorded a growing ecological deficit.

In modern conditions of application of standards and mechanisms for the protection of the environment gets important as the management accounting. Costs toll of environmental pollution caused by the work of enterprises contribute to the conservation of natural capital.

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THE IMPORTANCE OF ENTREPRENEURSHIP FOR LOCAL ECONOMIC AND TOURISM DEVELOPMENT OF THE JABLANICA DISTRICT IN SERBIA

Invited paper

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Abstract: *The aim of this paper is to show the importance of entrepreneurship for this Serbian underdeveloped region. Achieved level of development of the small and medium enterprises sector and entrepreneurship, compared to the Serbian national average, in the municipalities of Jablanica District, is not proportional to the potentials of this region. According to the selected indicator, which refers to the number of small and medium enterprises (SME) and entrepreneurs by the working-age population, it is noticeable lag level of development of the sector. Compared to the average values in Serbia, Jablanica Districts is lagging behind for 21.5%. Local economic development should be an organized process developed by the local government together with its local partners (public, business and civil society) in order to create a better business environment. Favorable business climate means more opportunities for the establishment and growth of private enterprises and the growth of employment. Local development should be based on the principle of limited commitment of local resources in order to achieve greater economic impact in terms of new investments, jobs, newly created companies and public-private partnerships.*

Keywords: *local economic development, employment, enterprise sectors, tourism, Serbia*

1. INTRODUCTION

In circumstances where the privatization and restructuring are leaving a large number of people out of work, as is the case in Serbia, one of the solutions for economic and social problems is the development of small entrepreneurial firms and private businesses. Establishment of entrepreneurial firms is not an easy task, because it requires an adequate idea for a new business, ensuring the material conditions and the provision of financial resources, so it carries a high risk. Due to the inability to provide the necessary funds, high risk and traditionally non-innovative climate and culture, in Serbia there is no sufficiently expressed tendency to form entrepreneurial firms. Former researches of development of the economy in our conditions, showed that there is still not found an adequate solution for faster development of the economy and thus of society in general. Appropriate study should set the model which will reflect the necessary strategy of entrepreneurship, both for businesses, as well as of the legislation regulating this area.



Content analysis of strategic development plans of municipalities in Jablanica district indicates two facts: (1) lack of planning documentation necessary to redefine the use of the land under municipal jurisdiction, (2) in order to identify the needs of local communities, it is necessary to define the direction of urban planning documents that should initiate significant activities. There is no municipality in Jablanica District which, in strategic plans did not, as one of the priorities identified drafting, adopting and implementing documents of spatial planning and its alignment with existing planning regulations.

Analyzing the defined priorities of the development strategies of municipalities in Jablanica district it is shown that the largest number of priorities are directed towards the development of entrepreneurship, because the development of infrastructure, preparation of master plans, construction of industrial zones, development of administrative capacities and improvement of awareness, shall aim to improve business climate and thus and economic development. There is no doubt that on the national level, are the main levers of economic development, but this should not be an excuse for local communities, that in terms of local economic development, to remain passive because under their direct authority there are some of the key factors that direct entrepreneurs to invest in a particular municipality.

2. ENTERPRENEURSHIP RESEARCH METHODOLOGY AND DATA SOURCES

The research on entrepreneurship is a relatively new. The necessity to research entrepreneurship as a peculiar phenomenon was recognized because, neither employment statistics nor statistics of enterprises were not accurate enough to provide enough adequate insights into entrepreneurship, because it requires simultaneous insights into characteristics of persons who perform entrepreneurial roles and also into characteristics of their enterprises and business ventures. Today, there are two actual international monitoring systems of entrepreneurship, which are relying on different methodologies: (1) The methodology implemented by an international consortium GEM (Global Entrepreneurship Monitor); (2) The methodology of the European Union within the SBS (Structural Business Statistics), which is covered for Eurostat, with some specialized components for entrepreneurship. In Serbia, there is no official system of monitoring the entrepreneurship, so the insights into entrepreneurship can be provided more indirectly, through two kinds of statistics: (1) statistics on employment and (2) statistics of enterprises. Employment statistics, in part that is relying on LFS (Labour Force Survey) methodology, is in line with the methodology and standards of European Union, and with Eurostat. SBS statistics in Serbia is significantly aligned with the statistics in the EU, although the process is still ongoing and so far there are not available specialized components that relate on monitoring of entrepreneurship (such as statistics on entrepreneurship and statistics on the factors of business success), which allows gender-sensitive insights. Due to this situation in Serbia it is still not possible to obtain perfectly adequate insights into the characteristics and trends of entrepreneurship, or such insights that simultaneously provide a picture of the individual



characteristics of entrepreneurs as well as the characteristics of their enterprises. In this paper, we will use statistics of entrepreneurship, which is available from several sources. The most important databases certainly are the registers of companies and entrepreneurs of Serbian Business Registers Agency. Due to the fact that all entrepreneurs and business organizations must be registered at the Agency, this database is the most complete. In the bases of entrepreneurs and business organizations there is available data on the different characteristics of these businesses.

Our research includes two hypotheses, based on desk research, as follows:

Hypothesis 1: The achieved level of development of the SME sector and entrepreneurship compared to the national average, in municipalities of Jablanica district is not proportional to the resources of the region.

Hypothesis 2: Manufacturing industry has a predominant number of enterprises and employees in Jablanica District.

In addition to desk research, in this paper we have also performed a research of entrepreneurship in Jablanica District through focus group. The focus group was formed in Higher Business School of Vocational Studies in Leskovac in June of 2014. and consisted of 20 members, of whom 8 were employees of the school and 12 entrepreneurs from the territory of Jablanica District. The main objective of the formation of focus group in the field of entrepreneurship is research of satisfaction of entrepreneurs from the territory of Jablanica districts with current business environment on a national and regional level. The result of this focus group was getting to common idea of forming a questionnaire on the research of entrepreneurship in the territory of Jablanica District. Questionnaire was formed with three sets of questions: (1) General questions about enterprises; (2) Questions about the market expectations of entrepreneurs; (3) Questions about the entrepreneurial business environment. The questionnaire was distributed to 200 enterprises from all sectors of the economy in the Jablanica District. Parts of the results obtained by research will be presented in this paper.

This follows up an additional hypotheses:

Hypothesis 3: Entrepreneurs in the Jablanica District are not satisfied with the current business environment at both national and local level.

3. PRESENTATION AND INERPRETATION OF SELECTED DATA

Currently Jablanica District in Serbia is not an attractive place to invest and this must change as soon as possible because investors come to the places where they can provide a stimulating business environment. Local economic development should be an organized process which is developed the local authorities together with their local partners (public, business and civil society) in order to create a better business environment. Favorable business environment means more opportunities for the establishment and growth of private enterprises and the growth of employment. Local development should be based on the principle of limited commitment of local resources in order to achieve greater economic



impact in terms of new investments, jobs, newly established companies and public-private partnerships.

The lack of urban and spatial plans, outdated regulatory plans, unclear procedures of construction and licensing, issuing of temporary urban conditions - is what characterizes the Jablanica District today, thus greatly reduces competitiveness of municipalities in attracting new investments and expansion of existing capacity. All this led to the fact that the unemployment rate in the region is extremely high. In the municipalities of Jablanica District, except in Leskovac, there is no registered large enterprises. The area is dominated by small and medium-sized as well as micro enterprises and entrepreneurs with a small number of employees.

According to the Agency for Business Registers in September of 2007, in the municipalities of Jablanica District was registered 1245 SMEs and 5,399 entrepreneurs. The largest number of enterprises and entrepreneurs in the Jablanica district was located in the city of Leskovac, namely 965 SMEs and 3,438 entrepreneurs.

According to the selected indicator, which refers to the number of SMEs and entrepreneurs in the working-age population, it is noticeable lag level of development in this sector, compared to the average values in Serbia, and in the Jablanica District amounts to 7.7%. The worst position of the municipalities of of Bojnik and Lebane. Noticeable deviation of the observed indicators for the municipality of Crna Trava can be attributed to the low concentration of population and depopulation processes (Table 1).

Table 1: *The relative level of development of small and medium enterprises*

AREA	Working age population (employed + unemployed)	Small and medium enterprises and entrepreneurs	Number of small and medium enterprises and entrepreneurs per working-age population (in %)
SRBIJA	2,964,661	291,808	9.84
Jablanica District	85,793	6,640	7.7
Bojnik	4,806	271	5.6
Vlasotince	11,399	1,019	8.9
Lebane	8,892	510	5.7
Leskovac	56,078	4,403	7.8
Medvedja	2,781	187	6.7
Crna Trava	1,838	250	13.6

Source: *Republic Bureau for Statistics and Serbian Business Registers Agency*

A comparative review of national income per capita and the number of SMEs and entrepreneurs acquire the information, that in all municipalities of the Jablanica District, the level of development of SMEs and entrepreneurs is disproportionate to the level of development measured by national income per capita, which suggests the primary



importance of this sector to the overall development of the municipality. In this regard, the largest deviations are observed in municipalities of Medveđa and Vlasotince (Table 2).

According to presented data we can conclude that *H1 is confirmed*. The achieved level of development of the SME sector and entrepreneurship compared to the national average, in municipalities of Jablanica district is not proportional to the resources of the region.

3.1 Analysis of the municipal strategies

By analyzing defined priorities of the development strategies of municipalities of the Jablanica District, we can see that the largest number of priorities are aimed at entrepreneurship development, as the development of infrastructure (109 priorities), preparation of urban plans (31 priorities), construction of industrial zones (9 priorities),

Table 2: Comparative overview of the relative level of development

AREA	The national income per capita level (Serbia = 100)	Number of SMEs by working age population level (Serbia = 100)
SERBIA	100,0	100,0
Jablanica District	42,0	78,5
Bojnik	40,4	57,1
Vlasotince	24,8	90,4
Lebane	29,7	58,1
Leskovac	49,2	79,6
Medvedja	16,9	68,4
Crna Trava	53,7	138

Source: Republic Bureau for Statistics

development of administrative capacities (73 priorities), improvement of information (6 priorities), with goal of improving the business climate and therefore economic development (Table 3).

In the municipal SWOT analysis there are identified advantages and opportunities for development of Jablanica District. When considering these strategies we can see that municipalities stated as the advantages: potential of labor force, professional staff, connections with more important roads, natural resources, geographic position and proximity to the borders, tourism potential.

Among the opportunities are listed: incitement funds that the underdeveloped areas can use, improving infrastructure that will attract investors, investment of returnees from



abroad, promoting cooperation with the republic authorities, cross-border cooperation and the formation of the free zone.

Table 3: Review of the priorities in development strategies of municipalities of Jablanica District

Spatial and urban plans	31	Tourism	32
Industrial zone	9	Health	14
Infrastructure	109	Promotion	14
Regional cooperation	5	Education	18
Scheme of Social infrastructure	7	Culture	16
Administrative capacity	73	Environment and landfill	66
Building a Civil Society	39	Access to information	6
Agriculture	64	Association of entrepreneurs	10
Entrepreneurship	46	Human resources outside the administration	23
Sport	9	Religion	2

Source: *Research of the authors*

3.2 Structure of enterprises by economic activity and employment

Initiatives that focus on increasing entrepreneurship and increasing employment share a great deal in common, as entrepreneurship can be seen as a special form of employability. Entrepreneurship has often been cited as a key factor to improving economic growth in developing countries (Naudé, 2010). Entrepreneurship is also seen as an important way to deal with issues relating to poverty, as entrepreneurship creates new jobs, fosters a climate of innovative thinking (figure 1), and can lead to the launch of pioneering and cutting edge companies (Raposo and Do Paco, 2011).

There is also evidence to suggest that entrepreneurs create more employment than non-entrepreneurs (Van Praag and Verslootm, 2007). Entrepreneurial activities encourage the development of new enterprises. In turn, the establishment and growth of SMEs leads to the creation of jobs. The sector of SMEs have been found to be responsible for a large percentage of the formal jobs in the developing world (Al-Yahya and Airey, 2013). Therefore supporting the creation of SMEs and their ability to grow into larger businesses can be an effective way to create jobs. When we observe the economic structure of municipalities of Jablanica districts, we notice that the dominant economic activity and employability occurs in the city of Leskovac.

By analysing the number of enterprises by activity and size in city of Leskovac in 2012. which are available in Serbian Business Registers Agency, we can observe that most of the companies are from: wholesale and retail trade, repair of motor vehicles (35,13%), manufacturing industry (26,68%), transport and storage (8,81%), etc. Sectors with less than 1% of the total number of enterprises are: water supply, wastewater management, control process for waste removal and similar activities, electricity, gas, steam and air conditioning supply, financial and insurance business, administrative and supporting service activities, education and other service activities.

By researching the number of employees in enterprise sectors, we have obtained that the largest number of employees were in the manufacturing industry (41,75 %), wholesale and retail trade, repair of motor vehicles (18,54%), water supply, wastewater management, control process for waste removal and similar activities (10,99%), transport and storage (7,62%), construction (6,55%). The enterprise sectors with less than 1% share in the total number of employees were: electricity, gas, steam and air conditioning supply, financial and insurance business, administrative and supporting service activities, education and other service activities (Figure 1). When the parse the manufacturing industry into sectors we find the following structure of enterprises in this part of the economy: manufacture of food products (23,85%), wood processing and production of wood, cork, straw and wicker except furniture (13,30%), manufacture of textiles (10,09%), manufacture of fabricated metal products, except machinery and appliances (6,88%), manufacture of chemicals and chemical products (6,88%) etc. Enterprises with a share of less than 1% in the manufacturing industry are belonging to activities such as: manufacture of basic metals, manufacture of basic pharmaceutical products and pharmaceutical preparations, manufacture of computer, electronic and optical products.

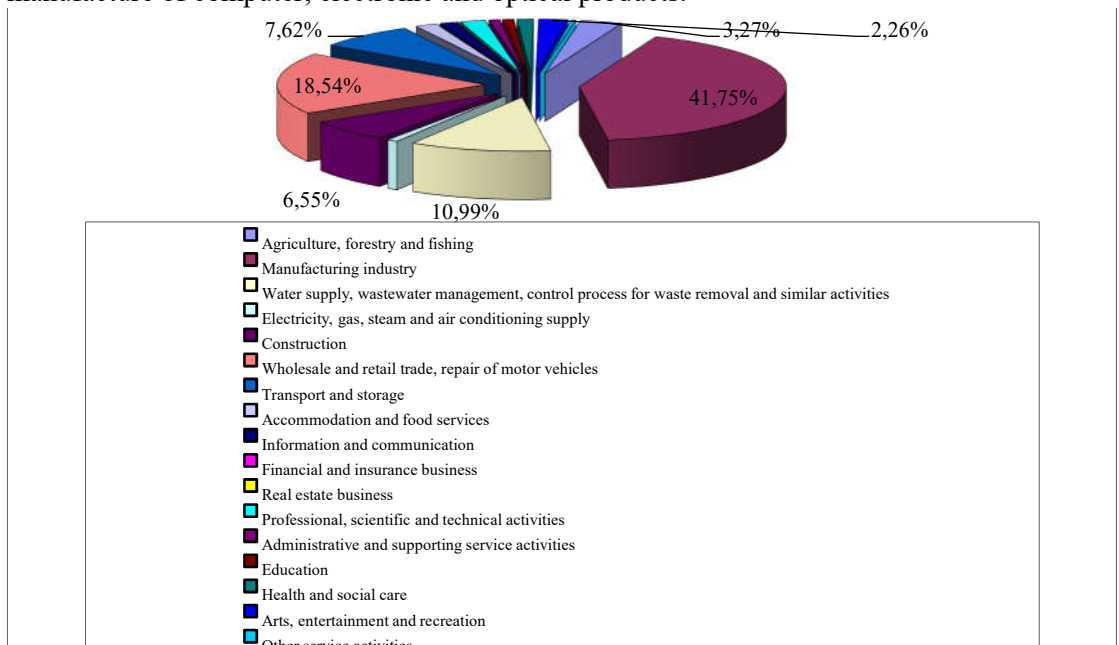


Figure 1: Number of employees by activity of enterprises in Leskovac, 2012

This section confirmed H2 which means that manufacturing industry has a predominant number of enterprises and employees in Jablanica District.

The global economic crisis has also affected this area, so that economic activity was decreased in the period of 2010-2012. Erased / closed enterprises in 2010 reached the number of 198 enterprises, while the number of start-ups in this year was 71 enterprises.

Slight signs of recovery we observed in 2012, when the number of closed/erased enterprises was 82 and of newly established 70 enterprises.

3.3 Descriptive statistics and ANOVA analysis of the observed questionnaire

Descriptive statistics for all variables of the model is shown in Table 3 and Table 4. At the perceived satisfaction of the business environment on the national level, the highest marks were given by the "Tourism and hospitality" (M=2.12), "Other services" (M=2.14) and the "Food industry" (M=2.14), while the lowest mark were given by the "Metal industry" (M=1.71) and "Crafts" (M=1.78).

When we observe satisfaction of the business environment on the local level, the highest marks were given by the "Tourism and hospitality" (M=2.12), "Other services" (M=2.00) and the "Food industry" (M=1.90) while the lowest mark were given by the "Metal industry" (M=1.42), "Construction industry" and "Textile industry" (M=1.80).

In order to test the third hypotheses, the means corresponding to each category of respondents were compared, and an ANOVA analysis was implemented. Considering the results shown in Table 5 and Table 6 it can be assessed that $H3$ is not rejected, which means that there are not statistically significant differences between different groups of respondents taking into consideration.

Table 4: Mean scores of perceived satisfaction of the business environment on the national level

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean	
					LowerBound	UpperBound
Trade	57	2,0351	,70622	,09354	1,8477	2,2225
Tourism and Hospitality	24	2,1250	,67967	,13874	1,8380	2,4120
Other services	42	2,1429	,71811	,11081	1,9191	2,3666
Food Industry	21	2,1429	,65465	,14286	1,8449	2,4409
Textile industry	10	2,0000	,94281	,29814	1,3256	2,6744
Chemical Industry	9	2,0000	,50000	,16667	1,6157	2,3843
Metal industry	7	1,7143	,75593	,28571	1,0152	2,4134
Construction industry	15	1,9333	,79881	,20625	1,4910	2,3757
Crafts	14	1,7857	,57893	,15473	1,4514	2,1200
Total	199	2,0402	,70237	,04979	1,9420	2,1384

Source: Own calculations using SPSS 17.0 software

Table 5: Mean scores of perceived satisfaction of the business environment on the local level

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean	
					LowerBound	UpperBound
Trade	57	1,9298	,79865	,10578	1,7179	2,1417
Tourism and Hospitality	24	2,1250	,67967	,13874	1,8380	2,4120
Other services	42	2,0000	,76509	,11806	1,7616	2,2384
Food Industry	21	1,9048	,70034	,15283	1,5860	2,2236
Textile industry	10	1,8000	,91894	,29059	1,1426	2,4574
Chemical Industry	9	2,0000	,50000	,16667	1,6157	2,3843
Metal industry	7	1,4286	,53452	,20203	,9342	1,9229
Construction industry	15	1,8000	,77460	,20000	1,3710	2,2290
Crafts	14	1,9286	,61573	,16456	1,5731	2,2841
Total	199	1,9347	,73906	,05239	1,8314	2,0380

* For the purposes of data analysis by ANOVA we performed a grouping of enterprises (Table no. 6 and Table no. 7) in the Jablanica District by the following sectors of the economy: (1) **Trade** (wholesale and retail trade, repair of motor vehicles, information and communication, financial and insurance business, real estate business, transport and storage) (2) **Tourism and Hospitality** (accommodation and food services), (3) **Other services** (water supply, wastewater management, control process for waste removal and similar activities, electricity, gas, steam and air conditioning supply, professional, scientific and technical activities, administrative and supporting service activities, education, health and social care, arts, entertainment and recreation), (4) **Food Industry** (agriculture, forestry and fishing manufacture of food products and beverages), (5) **Textile industry** (manufacture of textiles), (6) **Chemical Industry** (manufacture of chemicals and chemical products, manufacture of non-metallic minerals, manufacture of basic pharmaceutical products and pharmaceutical preparations, manufacture of rubber and plastic), (7) **Metal industry** (manufacture of basic metals, manufacture of fabricated metal products, except machinery and appliances), (8) **Construction industry** (9) **Crafts** (manufacture of garments, wood processing and production of wood, cork, straw and wicker and furniture).

Source: Own calculations using SPSS 17.0 software

Table 6. Respondents perceptions of satisfaction with the business environment in Serbia, ANOVA analysis

	Sum Squares	df	MeanSquare	F	Sig.
BetweenGroups	2,690	8	,336	,673	,715
WithinGroups	94,988	190	,500		
Total	97,678	198			

Source: Own calculations using SPSS 17.0 software

Entrepreneurs in the Jablanica District confirmed that they are not satisfied with the current business environment at both national and local level.

Table 7. Respondents perceptions of satisfaction with the business environment in Jablanica district, ANOVA analysis

	Sum Squares	df	MeanSquare	F	Sig.
BetweenGroups	3,354	8	,419	,760	,638
WithinGroups	104,797	190	,552		
Total	108,151	198			

Source: Own calculations using SPSS 17.0 software

4. CONCLUSION

Based on the cited literature and our own observations, we have demonstrated some of the characteristics of the local business environment and entrepreneurship of observed region as the field of general economic interest. Jablanica District is one of the economically most backward districts in Serbia, and the living standard of citizens is below the national average. A key problem that prevents the acceleration of economic growth, employment growth and repair of living standard, is identified as low capitalization of the region, insufficient number of enterprises and inadequate investment flow. After a period of the 90's of the last century, which was characterized by economic isolation and a sharp decline in economic activity, the Serbian economy has entered a period of transition significantly undercapitalized. Due to the low level of capitalization and technological obsolescence, in order to restart the economy, it is necessary to have new investments - investment in equipment, technology and new production processes. Usually, in transition economies the problem of technological obsolescence is overcome by strong foreign investment and to a lesser extent investment from domestic sources. Methods of strategic response of the companies are being harmonised with the needs of the key stakeholders, therefore contributing to more efficient operation of all participants in the value chain (Purcarea, 2008). Concerns about ensuring responsible business activities have become



more serious, especially in a globalized economy and increasingly broad recognition of the interdependence between nature and society, which resulted in new requirements from customers, local communities, regulatory authorities, banks, financiers and insurance providers. In the new conditions, more and more organizations are interested to improve the operation, so that it can contribute to the general good of the community (Olaru, M., et al., 2010)

Regarding the economic recovery, as compared to other parts of Serbia, Jablanica district is additionally in more difficult position for several reasons. The first is that this region has historically been among the less developed regions, as in the former Yugoslavia, so as in Serbia. The second is that this region is located in the immediate neighborhood of Kosovo, and investors have some reservations (not necessarily justified) relating to security and safety situation in the region. The third is that this area is geographically distant from the most important markets in which our country is placing its exports (EU) and also from the largest domestic market (City of Belgrade), which has implications when selecting a location for investment in Serbia. The fourth is that in this region, privatization of public enterprises flowed more slowly than in other parts of Serbia, and the local economy is still characterized by a relatively high number of companies that are not in the production function. These factors are factors that the local authorities cannot direct influence.

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MARKETING AS A BASIS FOR COMPETITIVE ADVANTAGES OF THE TOURIST DESTINATION

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Abstract: *The competitiveness can be defined as the ability of long-term stay in the market economy, and the country's ability to achieve success on the world market, which implies a highly productive economy and better standard of living. Competitiveness and strategic position of the company and the economy are influenced by numerous factors. A significant group of factors are the market factors which impose the need to develop new business models and turning points in the business orientation of the company. Development of marketing potentials is a critical factor in the success of modern companies. Theory and practice show that the development of marketing contributes to the improvement of competitiveness at all levels, and therefore efficient use of limited resources.*

The main goal of this paper is to explore important aspects of the modern understanding of competitiveness in destination marketing and to raise awareness of the ongoing development aspects of global tourism. The relevant literature in the field of marketing and tourism, comparative and descriptive methods was used to write this paper.

Keywords: *tourism, tourist destinations, competition, marketing*

1. INTRODUCTION

Competitiveness is the ability of long-term stay in the market economy, and the country's ability to achieve success in the global market which includes highly productive economy and better standard of living. In other words, competitiveness means ensuring stability and sustainable growth and development and can be seen at three levels: at the company level, at the level of the sector and the national economy.

Considered at a company level, competitiveness is its ability to continuously perform the exchange of goods and services on the market, while ensuring the efficiency and effectiveness of operations. Some of the elements of competition at this level are: price, quality goods and services, attractive products, new markets. The competitiveness of the sector level includes consideration of the comparative and competitive advantages of some branches in relation to other branches within the same country or in relation to the same industries in other countries. The competitiveness of the national economy is the ability of macroeconomic policies to maintain acceptable economic growth, employment and standard of living.

The tourism industry, for decades, has a continuous expansion and growth. In this sense, tourism is an important stimulator of economic development, especially in less developed countries. Tourism has become one of the largest economic sectors in the world. This is supported by the data on the number of tourists in the world from 25 million in 1950 increased to 277 million in 1980, 435 million in 1990, 675 million in 2000 and 935 million in 2010 (Aarnio O, 1999., pp.386-387.). The development of the tourism sector is particularly important to undeveloped countries and developing countries. In these countries, the development of the tourism sector affects on the stimulation of overall economic development and job creation. Many destinations in the developing countries in



recent years have become very attractive on a global scale of tourism industry. Former concentration of tourists in just a few countries, now is dispersed to a much greater number of countries and destinations.

When it comes to tourism, the most frequently discussed two approaches of competitiveness are: competitive advantage and comparative advantage. Competitive advantage is achieved by creating value in a sustainable manner, and effective use of available resources. Comparative advantage is related to the efficient allocation of resources. Competitiveness in tourism depends on the successfulness of all comparative and competitive advantages destinations and tourist products as well as the main elements of competitiveness. Thus, the competitiveness of the tourism sector represents an essential element to attract tourists and to move into new destinations.

The criteria for determining the success of tourism development are: (Lovelock C., Gummesson E., 2004., pp.28-36.)

- Income from tourism,
- The level / power of attracting target groups of tourists,
- The degree of satisfaction of the tourist product,
- The efficiency of use destination's resources
- Profitability - the ability to optimize products of destination
- Quality of life - the ability to raise the standard of living and level of employed population of a particular destination,
- Preserving the natural environment.

These criteria form the framework for analyzing the competitiveness of tourist destinations. Analysis of the comparative and competitive advantages destinations contributes to the increase in its score, which is a good basis for strategic planning, resource allocation and introducing a standard for comparison with other destinations.

2. CHARACTERISTICS OF TOURISM MARKETING

Today marketing has found wide use, both in economic and in non-economic activities. It was first introduced to the practice of companies in the United States, but it was after the war that its use began to spread to the companies of other countries, especially the developed countries of the West and Southeast Asia. While companies of the main economic activities quickly accepted marketing, in the service industry it has found its place later. When it comes to tourism, it is only in the end of the sixties and seventies the beginning of the use of marketing begin, while the process in the eighties significantly accelerated. Until then, the existing market orientation - production (the sixties) and sales (since the mid-sixties to the seventies) started to show as inadequate. However, this does not mean that companies in the tourism industry widely accepted marketing concept. Even today in developed countries, a large number of companies which do not substantially applied marketing, partly because inertness, partly due to lack of understanding of the meaning of marketing.

Tourism marketing is a managing philosophy which is used by holders of tourist and business policies to create and maintain the target groups of tourists through the



identification and (effective and efficient) to satisfy their needs and on this basis to achieve their organizational goals and social interest. Characteristics of tourism marketing are:

- Tourist services are, as well as other services, intangible, can not be seen, examined or tested out before buying. This creates a risk for the buyer in the purchase, he tries to see the quality obtain in some other way, through some tangible elements, such as what people providing the service, facility, price, promotional material, etc.

- Tourist roles are inseparable from those who provide them. Production services coincides with its consumption, which means that its provider directly faces the customer. Therefore, the service provider and its performance are integral part of the service. This is true even in those situations where the service provider is not a man but machine (slot machine)

- The quality of tourism services is variable. Despite the fact that there are successful efforts in standardizing services, however, largely depends on the quality of service providers - their training, motivation, mood, as well as the time, place and manner in which way they provide services. This is in tourism, especially complicated by the fact that it is often a set of services in a single product that tourists buy (eg. A package deal), and which the seller has no control over all the elements (services)

- Tourist services can not be stored for future sale or use. Unsold services that were supposed to be given in a certain period of time are lost forever. The problem occurs in situations when demand is unstable, with daily, weekly or seasonal fluctuations, just as is the case with tourism. Even properly selected pricing strategy or any other marketing tool can not completely eliminate this problem.

- Loyalty to brands with tourists is often weak. The first programs for frequent customers, such as those airlines (Frequent Flyer Programs) and rent-a-car companies (Frequent Renter Programs) originated in the desire to build and maintain customer loyalty. In these programs, with great number (and value) used services of some companies, tourists receive bonuses, ie. reward points. When you collect enough of these points, the passenger as a prize, in addition to a variety of amenities (complimentary newspapers, faster check-in and check-out, quick service in the room, late check out, etc.), get discounts or free use of the company services, and even associate partners in complementary activities. However, the big question is whether these programs are actually building loyalty among consumers or these consumers are simply taken from the competition. It should be expected that the companies of the tourism industry, in the future, to a greater extent, give importance to build customer loyalty.

- Tourists are buying tourism product expecting adequate, so-called. tourist experience. Therefore, they do not buy separated services of accommodation, transport, car rental, outings to restaurants etc, but they buy a particular combination of parallel products, for which, with some additional (eg, cultural, historical and natural) content, expect that they will bring the desired experience. This requires that offer has joint, concerted marketing activities, even in situations where it is about package tour.

- Tourist demand is directed towards the tourist offer. As the process of consumption of tourist services coincides with the process of their production, that is how it is with production of majority of tourist services is necessary to provide the customer that the service is requested, it appears clear that demand is directed to offer. This, however, is not peculiar to tourism services. What distinguishes tourism from other branches is often a



significant distance of the offer (which is also the demand that its holders requires more effort, time and cost), because this distance travel demand had become very movable, ie. mobile, making it the possible development of transport. Therefore, it is necessary to "persuade" potential tourists to travel a certain physical distance and to visit certain destination.

- Tourist demand is seasonally concentrated. For the tourist demand especially there is a characteristic that is in major countries, it focuses on the season - in a shorter period of time during the year - and it is usually in the summer, ranging from June to September. For these months account for more than 50% of the total tourist traffic, while in some countries this percentage is much higher. This temporal distribution of tourism demand caused by the action of two factors: the institutionalization of the annual and school holidays in the summer months and the importance of climatic factors in taking tourist travel.

- Tourist demand is heterogeneous. This feature of the tourist demand comes from the heterogeneity of tourist needs and desires, as well as a variety of different options to the needs and desires can be satisfied or fulfilled. This points to the need for research of the tourism market, its segmentation and selection of target segments in order to create the appropriate tourism product to meet the identified needs of and wishes.

- Tourist demand is elastic. Economic possibilities of individuals to engage in tourist movements depends on several factors. In addition to available discretionary income, of most importance are the prices of tourist services, and in international tourism also exchange rate, ie. the ratio of currency emissive and receptive tourism country. Therefore we can talk about the resilience of tourism demand in relation to these determinants, the latter should bear in mind that the degree of elasticity varies depending on the market, destinations, types of tourism, social and natural population groups and others.

- Heterogeneity of tourism. Tourist offer is heterogeneous due to a number of different elements as attractive and receptive communicative factors make up this offer, but also because of the large number of possible combinations of these elements in terms of the formation a variety of products that will meet the needs of selected segments, with the final choice and combination these elements are individual tourists.

- Inelasticity of tourist offer applies to its immutability in the short term, ie the fact that the offer in the short term cannot adapt to changes in demand. Reasons of inelasticity of supply lies primarily in the fact that the resources of businesses operating in the tourism industry in the short term are fixed. High fixed costs of both communicative and receptive elements of the tourist offer (land, buildings, roads and other fixed assets) are therefore a major factor in its inability to adapt the increasing demand in the short term. Also inelasticity contributions and inability reorientation of production, as well as the impossibility of storage tourist services. Therefore, in periods of weaker demand manifested (off-season) there is a problem of employment capacity. Inelasticity of tourist offer contributes significantly to the stability of its attractive factors, especially natural attractions and cultural and historical heritage, and even in the second period. This can create significant problems in planning the product of a tourist destination.

- Purchase of tourist represents a great risk to the customers, or at least perceives high risk, because it is necessary to allocate significant financial resources and usually



traverse a longer way to visit certain destinations, and customers (in the case of the first visit) have no tangible evidence of actual the characteristics and quality of purchased products.

3. ELEMENTS AND LEVELS OF COMPETITIVENESS

The determination of competitiveness in tourism is a complex and often multi-dimensional concept, given that its determination varies depending on the level from which it analyzes (local, national, regional, global). It is often thought that the competitiveness of tourism is based on a stable macroeconomic indicators, such as: the level of interest rates, exchange rates and wages, as well as the comparative advantages such as the abundance of natural resources that are the attractions for tourists. From this aspect, some countries felt that the way to achieve competitiveness should be based on the introduction of appropriate tax policy, investment in promotion and education. However, these measures in modern conditions often do not lead to acceptable results. For an understanding of different perspectives on national competitiveness requires an adequate framework for systematization.

One such model is shown in Table 1. The model includes and compares various aspects of competitiveness of the national economy (ie at the level of companies and products, certain industries and the national economy) and in terms of the main elements of that competition structure, territory, results and resources. Porter has made a model called. "Five forces of competition" and in it he has identified the main sources of competition and product. (Porter M. E, 1980., p. 87.).

These five forces (competitors in the industry, substitutes, potential participants, suppliers and customers) are located in the microenvironment of a competitive national companies. They determine its average ability to generate benefits in the sector. Whatever the collective power of these elements is, the goal of a competitive performance of any tourist destination is adequately positioning in the tourism sector, maintain that position and possibly redirect the situation to their advantage.

In his later work (Porter M. E, 1980., p. 79.) Porter introduced national "diamond" which looks at the competition as a function of the determinants of national advantage in certain industries or segments of their industry. Here we come to the important premise, "While the five forces model can be applied at the level of enterprises in the tourism industry, a model of the national diamond indicates the basic structure of competition among national tourism industries, ie. to the nation as a tourist destination."

In order to better understand the "Porter's diamond" it is necessary to better understand its elements. Factors of production (inherited or caused by) relate to human resources in the tourism and hospitality industry, infrastructure, various attractions, technological and financial resources, research, development, innovation, etc. In the context of tourism an important part are also historical and cultural resources. In fact, physical, historical, cultural and recreational resources often are the primary motivation for the trip. There are opinions that in the five categories should be included also tourism suprastructure as part of the infrastructure. But the forces that lie in other parts of the diamond can override the bad sides of these factors. Eg. Las Vegas has become a tourist location with extraordinary appeal, despite the former lack of resources.

Table 1. *The elements and levels of competitiveness*

	Companies and products	Industry	National economy
Factors	Rivals Substitutes Potential participants Supplies Customers	Factors of production Factors of demand Related sectors The strategy of the company, structure and rivalry Market structure Random Events State	Science and Technology Human capital Government Management Infrastructure Finances Internationalization Economic strength
Area	Targeted markets	Using available resources The global market	Work places FDI Trade
Results	Market share Profitability Survival	Public policy International recognition The strength and growth	Economic well-being Quality of life
Resources	Goods and services Corporate Strategies Market research Analysis of competition	Association of Enterprises Strategic Alliance Marketing Industrial policy	Strategic association International exchange Entrepreneurship and Innovation Education Improving productivity Investments Economic policy Culture

Source: Crouch, IG, Ritchie, 1999, p. 141

Terms of demand, starting with the structure, size and the level of internationalization in the global marketing environment, provide a suitable ground for the realization of efficiency and innovation. Here we are actually talking about the characteristics of demand in terms of socio-economic marks, level of sophistication, habits and consumer behavior, satisfaction of tourists, the degree of consumer protection, tourist image of the area.

The next point in the Porter diamond refers to company strategy, structure and rivalry. When we focus on tourism companies and their rivalry, then this element refers to the size and structure of the market and accommodation capacities, the level of competition between tourist companies, their level of cooperation (among themselves and in the form of public-private partnerships), the sophistication of the relevant laws and legislations etc. The fact is that rivalry, and developed spirit of competition stimulate progress and prevents stagnation in the tourism industry.



Related and supporting industries that refer to the complementary activities: retail, organizers of various activities, food and beverage facilities, attractions such as theme parks, then local suppliers and producers, etc. They can act stimulating the tourism industry, in terms of content related to recreation, entertainment, shopping. Furthermore, providers of accommodation, transport, food, etc. which provide guests a unique experience, or are price competitive, can have a positive impact on the tourism industry in the region.

In addition to these four elements, Porter's diamond consists of two additional variables that may affect any of the four elements: opportunities and state. The odds in this context are seen as unplanned events that encourage development processes. They are changing business environment, sometimes bringing new opportunities, and sometimes potential dangers. Eg. natural disasters, such as tsunamis, terrorist attacks, the decline of the currency can be diverted tourists from one destination to another. Therefore, it is essential the way that industry will react to these coincidences, and if it is able to overcome given threat. For example, tourism has for decades been one of the main industries in the region of South Asia. The occurrence of the tsunami in late 2004 will be remembered as a great human disaster that brought a huge number of victims. Also, almost overnight a large capital was destroyed, hundreds of hotels were damaged or destroyed, and only some of the largest and most exclusive remained on ground. Many tourists were diverted to other destinations due to fear and mistrust, but also the slow construction of tourist facilities. Still, some damaged coastal towns in this part of the world experienced a recovery - high investment in reconstruction in hotels, tourist and other facilities. Country ie. the government can have a direct impact on the competitiveness of the tourism industry through for example, offices that manage and carry out the promotion of destinations.

4. COMPARATIVE AND COMPETITIVE ADVANTAGE OF THE TOURIST DESTINATION

To explain the concept of competitiveness of tourist destination, it is necessary to consider some elements of comparative and competitive advantages. The comparative advantage of tourist destinations concerns that wealth or the availability of natural and manmade factors of production within the destination. Potter lists five categories of comparative advantage: human resources, physical resources, knowledge resources, capital resources and infrastructure.

The resources that make up the factors of production in the tourist destinations change over time, changing also comparative advantage of preferred destination. These resources may qualify for those who can be renewed and those which do not renew. Responsible resource management is essential for long-term competitiveness of the destination, so it is necessary to invest a continuous effort towards training personnel on the protection of resources in the construction and maintenance of infrastructure and superstructure.

Comparative advantage can be based on a variety of natural resources in one country, while the competitive advantage can be based on the ability of entrepreneurs to increase the value of the available resources. From the aspect of international competitiveness, inherited resources in some industries are placed in the background. But in tourism this argument may be questionable because the natural resources of a country can constitute an important source of comparative advantage. But the fact is that the tourists



are not coming back to the starting destination with any significant physical element of tourist destinations (except with photo souvenir, etc.). As such, these resources are not expended, despite the fact that consumers pay appropriate service. Here is the focus of a specific experience that provides a destination for tourists in the connection with the landscape, culture and climate. Actually, the fact is that some categories of visitors visited a particular destination can increase its attractiveness, ie. act positively on its image.

Despite the possible negative effects, the phenomenon of tourism represents a different form of economic exchange, but it is based on the exchange of natural resources. In this regard, it is emphasized that in the context of tourism, inherited or natural resources are very important. The counterargument could be the fact that the natural resources in tourism have no economic value in themselves (here we take off the fact that the value can be measured not only economic criteria). Eg. attractive beach itself has no economic value, if it is not accessible to tourists and lovers of nature. But the construction of the road will provide access to tourists creates the appropriate value from an economic point of view. But how value is created only by building road and the beach is not "sold" (which would result in the devastation of natural resources), it may be thought that in this case the relevant is only category of comparative advantage. However, this value is upgraded, so we can say that this is a case of competitive rather than comparative advantage.

While comparative advantages represent the availability of resources within the tourist destination, competitive advantages are the ability of the destinations to efficiently and long-termed use existing resources. For example, certain destination may dispose of an abundance of natural, historical and cultural resources, and that it lacks resources and knowledge capital. In contrast, other city can possess scant natural, historical and cultural resources, but the wealth of other factors of production, the efficiency of resource management system, innovation, and quality of service in tourism could surpass the previous destination in terms of competitiveness. Various destinations have adopted different ways of utilization of tourism resources. In practice, there are cases that the destinations that are deprived of the abundance of factors of production successfully find innovative ways to overcome their comparative disadvantages.

Let us now turn to a possible conceptual solution regarding the competitiveness of the destination, bearing in mind the long-term economic progress as a criterion for evaluation. In the literature, when it comes to the competitiveness of destinations, we have a need for strategic management approach at the level of tourist destinations, which is a requirement of competitive reality of the "new" tourism. According to this, the following reasons can be highlighted: (Poon A., 1993., p. 291.)

- comparative advantage are no longer (only) natural,
- Tourism is a dynamic, sensitive and very competitive industry,
- tourist industry goes through rapid and radical change, and the rules of the game change for all participants,
- stake is not only tourism, but also the survival of the industries that depend on it,
- future development and survival of national economies dependent on tourism will depend on the entire services sector and not only from tourism.

It also points to four key principles that destinations should recognize in order to achieve competitiveness: (Poon A., 1993., p. 24.)

- put the environment as a resource in the first place,



- make tourism the main economic sector,
- strengthen the distribution channels in the market,
- build a dynamic private sector.

Although this proposal is entirely well based, it seems that those principles were too general and that it takes a deeper and better understanding of the competitiveness of the destination. The terms comparative and competitive advantage provide a good theoretical basis for the development of models of competitiveness in the tourism destination.

5. CONCLUSION

Successful use of tourism resources depends on an appropriate strategic framework that defines a tourist destination. Management of resources towards achieving competitive advantages can have several stages, starting with a list of available resources (including resource capacity, limitations and effects of their use), maintenance of resources in the direction of their sustainability, to the efficient and effective use of resources to the approach.

Effective and comprehensive communication among all stakeholders helps to determine appropriate marketing direction destination. In this regard, the issue of network communication in tourism for some time preoccupied scholars, policy makers, managers and other stakeholders in the tourism industry. In fact, although many governments, donors and non-governmental organizations see tourism as a mean of economic development and reducing poverty, one of the major challenges of tourism development refers to the frequent lack of effective communication networks between the local community and ownership and management structures in tourism, taking into account numerous competing stakeholders with different interests. These challenges can only be solved if in all phases of a specific project or initiative for tourism development establish an adequate network communications. Here is an important model that links three elements: public institutions, local communities and consumers.

The role of public institutions in fostering effective communication networks is essential. This is because public institutions have the primary role in providing support and participation of local communities in various project initiatives. In fact, government institutions can work towards an increase in public awareness on important decisions, resolutions and similar, and thus affect their successful implementation. Take for example the proclamation of Montenegro for the first ecological state in the world in 1991. Although the idea is unique and very valid, it failed with its implementation, inter alia, because of the lack of broad public support. Government and public institutions in this regard had a role to present to the public the importance of the implementation of this Declaration and the importance of actions that in this regard should be taken (conservation, turning to alternative energy sources, proper management of water resources, etc.), and also provide adequate support to citizens in implementation of the aforementioned ideas.

Furthermore, the extensive network of communications with local stakeholders is important in order to gain the support of entrepreneurs and decision-makers in the tourism industry, non-governmental organizations and the public regarding the potential projects in this area. In addition, an important part of the network are consumers themselves or tourists. Communications with consumers should provide, among other things, educating tourists about the natural, cultural and other specific amenities of the destinations, available services



and similar. There are many issues to be addressed to in order to achieve an effective strategy and communications networks, as well as examples of good business practices that we can manage.

The presented framework for understanding the competitiveness of tourist destinations was developed on the basis of the idea of developing a more comprehensive and sophisticated approach to marketing tourism destination management, bearing in mind the increasing number of growing tourist destinations, as well as increased requirements for achieving the competitiveness of destinations which implies an increase of welfare of a particular destination. It is important to mention that there is a similarity of approach with some Porter's studies (Diamond competitiveness). Eg. destination does not have a dominant position in the power of any determinants, and can still be competitive due to the efficiency of connection and operation of the system factors.

The present frame has its limitations. One of them is the fact that many destinations do not have databases which are necessary for making decisions on the basis of established model. Next, the relations between the competitiveness of destinations and the impact of globalization factors is set only with the help of qualitative determinants. These are, therefore, some of the limitations of models that in recent years has significantly influenced the fact that research competitiveness in tourism began viewed through the prism of a tourist destination.

In any case, the issue of sustainable competitiveness means that effective participation in the global economy and raising living standards in the tourist destination. From this aspect, the emphasis should be on the ability to achieve and maintain competitiveness with the reduction of the negative effects of the local population and ecological environment. Therefore, the role of marketing management applies not only to monitor the competitiveness of classical economic indicators, but also in respect of access to long term ie. Sustainable competitiveness, which in destination marketing means compliance of environmental, social and cultural components of resource management.

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THE QUALITY OF HOSPITALITY OFFER AS A FACTOR OF DEVELOPMENT OF TOURISM IN LESKOVAC

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Abstract: *Hospitality is one of the main prerequisites for the development of tourism in a destination. This is an activity that requires continuous quality improvement, because of competitors, but also because of the growing, complex and diverse needs of tourists. Nowadays, quality is a key factor for survival of hospitality objects on the market. Today, on hospitality market there are much hotels and restaurants that have similar hospitality offer. Only those hospitality objects that meet the expectations and requirements of service users in terms of quality of service, will be able to retain existing and attract new consumers. The aim of this paper is to evaluate the quality of hospitality offer of Leskovac, which is an important factor for the development of tourism in Leskovac.*

Keywords: *tourism, hospitality, quality, service*

1. INTRODUCTION

Tourist traffic in a destination largely depends on the diversity and quality of hospitality services that form the largest part of tourist spending. Without hospitality objects does not have tourist traffic in one place. Hospitality is, therefore, a prerequisite for development of tourism in a destination, because it creates the necessary conditions for the stay of tourists. Service industry is mainly based on the experience which depends on the interactions of various tangible and intangible elements that create an attitude towards hospitality service. The basis of supply in hospitality objects (hotels, restaurants) make up accommodation, food and drink. Hospitality services as a complex category, however, includes a high quality service, the atmosphere in a hospitality objects and professional attitude of the staff towards guests.

In this paper examines the concept and quality of services in the hospitality offer of Leskovac which, among other things, an important component for the development of tourism in this area. In this paper are shown the results of a survey relating to perceptions of users of services in the hospitality objects about the quality of services in these objects, but also on their expectations when it comes to the quality of those services. Research was conducted in September 2015, during the Grill festival in Leskovac - an event which is held every year in Leskovac and promotes the preparation of culinary specialties from the grill. In order to examine the attitudes of users about the quality of services in the hospitality offer of



Leskovac, research was conducted on a sample of 200 respondents. Primary data collection was conducted in several of representative hospitality objects in Leskovac.

2. THE QUALITY OF SERVICE AS A BASIS FOR THE EXERCISE COMPETITIVE ADVANTAGE HOSPITALITY OBJECTS

In the modern economic and social life the quality is a very important category and a key component of the value of products and services. Competitive advantage can be achieved by providing a complete and continuous quality of services. Today, on the hospitality market there are much hotels and restaurants that have similar hospitality offer. Only those hospitality objects that meet the expectations and requirements of guests in terms of quality of service will be able to retain existing and attract new guests.

What complicates the perception of service quality is related to the fact that personal attitudes toward quality play an important role. In fact, what one customer experienced as superior quality, another customer might experience as average quality (Marinković, V., Senić, V., Dimitrovski, D., 2013).

In the process of creating and delivering hospitality services, employees are only one link. The second, also very important link, represent customers, whose assessment about quality of these services is very important. Their ideas, suggestions, complaints should be the starting point for managers of hospitality objects make decisions in the process of creating and delivering services. Service users, therefore, can greatly contribute to improving the quality of hospitality services. Bearing in mind the complexity in understanding the quality of service, over time have been developed numerous models that compare the expected level of quality of service and the actual obtained the quality of service from the aspect of users. These models need to explain what affects the quality of service and to rate the quality of services.

Research of foreign authors testify to the growing interest for the study of quality of service and customer satisfaction in the hospitality industry, as opposed to domestic authors, who studied this problem very rarely or only with several aspects (Blešić, I., Romelić, J., Garača, V., 2009).

Hospitality is, therefore, an activity that requires continuous improvement of quality, due to competitors, but also because of the growing, complex and diverse demands of guests. In modern conditions, the hospitality objects are faced with increasing competition and continuous, frequent and various changes in the market. All this requires that the caterers provide services greater quality than the expectations of guests. Quality is the ability of services to meet or exceed customer expectations of services. In the service sector is much more complex determination of the character and essence of quality, as opposed to the quality of the physical, tangible products. In defining and determining the quality of services of hospitality offers, starting from the users of service, respectively from how he understands quality. Therefore, here is the dominant the aspect of consumers (service users), bearing in mind that he assesses the quality of service during its use (delivery) and assesses the level of quality of these services through its satisfaction. The



customer of services expects to gain the greatest value, respectively the best possible quality for the price paid by. It is assumed, in fact, that are realistic expectations, and that consumers are aware of the differences in the level of quality of services which are offered in different hospitality objects. Consumers will show pleasure if the quality of service exceeds their expectations and, on the other hand, disappointment and dissatisfaction if the quality of service below their expectations. The fact is that measuring the degree of satisfaction or dissatisfaction customers very complex process.

The quality of the entire guest experience or of any part of it is defined as the difference between the quality that the guest expects and the quality that the guest gets (Ford, R., Sturman, M., Heaton, C.)

Numerous studies related to quality of service indicate that estimates about the quality of service, customers make a based on the following determinants of service quality (Mitrović, M. 2013):

- Tangibility
- Reliability
- Ability to react
- Competencies
- Courtesy
- Credibility
- Certainty
- Availability
- Communication
- Understanding

Determinants of quality of services of hospitality offer are those attributes of services in relation to which users may have expectations and that need to be delivered at a certain place and appropriately. In evaluating the quality of services and the creation of the final perception of the quality of service, users as a rule do not use just one trait already more of them.

It often happens that managers of hospitality objects wrongly perceiving expectations of guests. Therefore, they need to constantly explore the market, to maintain contact with past, present, and future (potential) customers and to encourage the collection of feedback from them (feedback).

The main advantages arising from the application of the concept of quality are (Ćosić, M. 2010):

- Maintaining consumer,
- Avoiding competition of prices,
- Retention of staff

One of the major benefits that arise as a result of the application of the concept of quality is customer retention. The high quality service is the basis for creating loyal customers and positive verbal propaganda. A verbal propaganda is very important in the decision about the use of services hospitality offer and one of the most important factors for the re-use services, customer satisfaction and conquest new customers. Experience



shows that the costs of acquiring new customers much higher than the costs relating to retention of existing customer.

The high quality of service allows, among other things, to avoid price competition. For example, hospitality objects that are characterized by the high quality of the services they offer have a better competitive position and can count on a positive verbal propaganda in relation to those hospitality objects that offer services of lower quality.

An important advantage of using the concept of quality is retention of employees. Employees in hospitality objects play an important role in the creation and delivery of services to end consumers. They respected and committed to the tasks which is implemented by well and result in a quality services. In this case, you can count on keeping good employees.

3. ASSESSMENT OF THE QUALITY OF SERVICES IN THE HOSPITALITY OFFER OF LESKOVAC FROM THE ASPECT OF CONSUMER

On the territory of Leskovac there are numerous natural tourist values (relief, climate, hydrographic and biogeographic tourist values), but and anthropogenic tourist values (archaeological tourism resources, fortresses and old castles, sacral architecture, monuments and memorial complexes, rural architecture).

Hospitality offer is one of the main preconditions for the development of tourism on a destination. In this paper examines the concept and quality of services in the hospitality offer of Leskovac which, among other things, an important component for the development of tourism in this area. In this paper are shown the results of a survey relating to perceptions of users of service in the hospitality objects about the quality of services in these objects, but also on their expectations when it comes to the quality of those services. Research was conducted in September 2015, during the Grill festival in Leskovac - an event which is held every year in Leskovac and promotes the preparation of culinary specialties from the grill. In order to examine the attitudes of users about the quality of services in the hospitality offer of Leskovac, research was conducted on a sample of 200 respondents. Primary data collection was conducted in several of representative hospitality objects in Leskovac. The results of the conducted research can be useful providers of hospitality services and contribute to the improvement of business through the customization of services in the hospitality offer of Leskovac to the needs of guests. Data were collected with the help of specially drawn up questionnaire for this research. The questionnaire, in addition to issues related to gender, age and place of residence of the respondents, includes issues related to the assessment of the quality of services in the hospitality offer of Leskovac. In the questionnaire are closed questions (the respondent should choose one of the answers) and open questions (respondent has the freedom that I formulate the answer to question and put your comment, remark, a proposal regarding the topic research).

The *subject* of the research on the topic of quality services in the hospitality offer of Leskovac is the estimate the degree of satisfaction or dissatisfaction of users of service various aspects of hospitality offer of Leskovac.

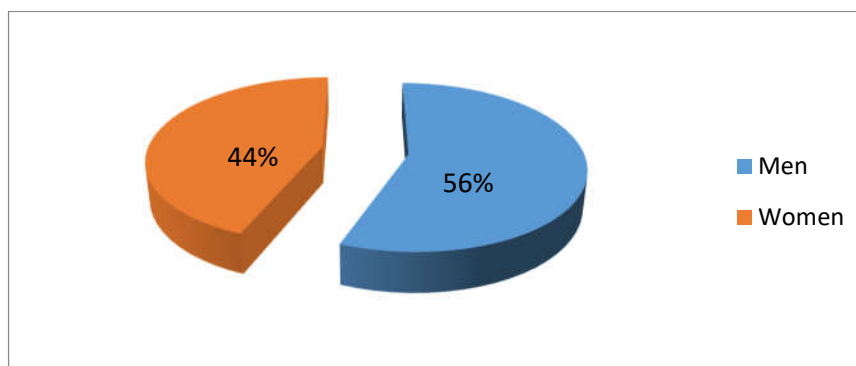
So defined subject of study determines the *task* of the research, and that is:

- Assessment of the quality of accommodation services, preparation and serving of food and drinks in hospitality objects in Leskovac;
- Assessment of dedication, of efficiency, of kindness and professionalism of the service staff in hospitality objects in Leskovac;
- Assessment of ambiance in which the service is provided (appearance of the building, interior, atmosphere, hygiene);
- Consideration of the relationship between the prices of accommodation services, preparation and serving of food and drinks and the quality of these services;
- Consideration of the relationship between the expected and perceived quality.

The *aim* of the research is to overview, identify and describe the factors that are important for assessing the quality of services of hospitality offer from the aspect of users of these services, as well as overview the possibilities for improving the quality of services in hospitality offer of Leskovac, through the identification of ideas, processes and procedures that will contribute to improving the level of quality a favor.

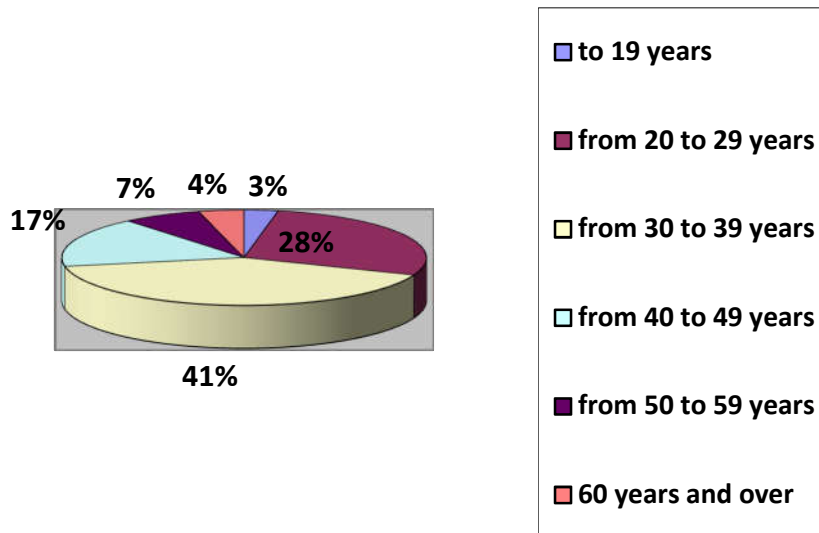
Based on a certain subject, task and aim of research, are define the following *hypotheses*:

- Quality of service of preparation and serving of food and drinks and accommodation services in hospitality offer in Leskovac is on the average level;
- Employees in hospitality facilities in Leskovac are sufficiently efficient, friendly and professional;
- The price of accommodation services, preparation and serving of food and drinks is in accordance with the quality of these services;
- In hospitality objects (hotels) in Leskovac there are contents for recreational activities guests (sports fields, gyms, swimming pools).



Graph 1: Structure of respondents by gender (source: authors on the basis of a research)

In relation to gender of the respondents who were part of this study 56% were men (112 of respondents) and 44% of women (88 of respondents). In addition, the quality of services in the hospitality offer of Leskovac was rated by 60% of respondents which live in Leskovac and 40% of respondents which traditionally visit Leskovac and staying in this city for the duration of Grill festival in Leskovac.



Graph 2: Age structure of the surveyed guests (source: authors on the basis of a research)

The guests of several representative hospitality objects in Leskovac when completing the questionnaire have estimated:

- Availability and location of hospitality objects in Leskovac;
- Quality of service of preparation and serving of food and drinks in hospitality objects (hotels, restaurants) in Leskovac;
- Assortment of food and beverages in hospitality offer of Leskovac;
- The quality of accommodation services in hotels and other objects for accommodate guests in Leskovac;
- Efficiency, professionalism and kindness of employees in hospitality objects in Leskovac;
- The quality of ambient in which to provide hospitality services (interior, hygiene, atmosphere);
- The presence of content for leisure guests (sports fields, gyms, swimming pools), primarily in hospitality objects for accommodation.

They also had the opportunity to answer the question whether the prices of hospitality services in accordance with the quality of these services and to provide their comments and suggestions when it comes to the quality of services of hospitality offer in Leskovac.

Bearing in mind the answers of respondents (users of services in hospitality objects in Leskovac), we can conclude the following:

- 82% of the total number of respondents agrees with the statement that the hospitality objects (hotels, restaurants) in Leskovac affordable and on a good location;
- Some a hospitality facilities, however, have a problem of lack of parking space;



- The same percentage of respondents also considered that there is a very good quality of services of preparation and serving of food and drinks in hospitality objects in Leskovac;
- 70% of respondents are satisfied with the assortment of food and drinks in hospitality objects, with the comment that this assortment should be enriched offering of contemporary dishes;
- Respondents were assessed quality of accommodation services in hotels virtually identical as well as the quality of the preparation and serving of food and drinks;
- As for efficiency, the kindness and expertise of employees in hospitality objects more than half of the respondents (61,25%) believe that employees are sufficiently effective, friendly and professional;
- However, nearly 30% of respondents believe that employees are not sufficiently efficient and polite and that's something you should pay more attention in the future;
- On a scale of 1 (lowest score) to 5 (highest score) 63% of respondents was rated of the quality of ambient in hospitality facilities by score 4;
- During a survey 60% users of catering services stated that is price of services in hospitality objects in accordance with the quality of services that these objects have in their hospitality offer;
- In modern conditions, it is very important that hospitality objects, primarily hospitality objects for accommodation, have contents that enable recreation and leisure guests during their stay in these facilities. As for the hotels in Leskovac, they do not have these contents. With this agreed and 85% of respondents who said to offer of the hotels should be improved these contents, considering that these contents are very important in the evaluation of the quality from the aspects of users;
- When it comes to consistency between obtained and expected quality of services, 78% of surveyed users noted that the quality of services in hospitality objects in Leskovac in line with their expectations;
- Comments of surveyed users of services of hospitality objects in Leskovac are mainly related to the lack of parking space and the need to follow modern trends in marketing, primarily in promotion. Most respondents agree that managers of hospitality objects should pay special attention to promotional activities.

4. CONCLUSION

In modern conditions, the hospitality objects are facing with increasing competition and with continuous, frequent and various changes in the market. All this requires that the caterers provide services greater quality than the expectations of guests. The quality of services in the hospitality industry should be considered from the point of users, because customer satisfaction is the only real measure of the quality of catering services.

It often happens that managers of hospitality objects wrongly perceiving expectations of guests. Therefore, they need to constantly explore the market, to maintain contact with past, present, and future (potential) customers and to encourage the collection of feedback from them (feedback). Analysis of the results of the research shows that there is good quality services in the hospitality offer of Leskovac, as well as that the price of preparation and serving of food and drinks, and the price accommodation services in



hospitality objects, according to their quality. Users of service are satisfied with assortment of food in hospitality objects. However, it should pay attention to efficiency, speed and expertise of employees in hospitality objects, which is a satisfactory, but not on the highest level. As one of the major problems, respondents cited a lack of parking space near the hospitality objects. They are, also, reported that hospitality objects in Leskovac do not have contents for recreation and leisure, which would complement the stay. It is necessary therefore, in the coming period, offer of hospitality objects to enrich these contents and to make further efforts in the implementation of promotional activities hospitality objects. The results of the conducted research can be useful providers of hospitality services and contribute to the improvement of business through the customization of services in the hospitality offer of Leskovac to the needs of guests.

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APPLICATION OF MULTIVARIATE METHODS IN E-COMMERCE

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Abstract: *This paper seeks to show how the appropriate multivariate data analysis can improve electronic commerce. Data on the effects of the business performance of companies and the interests of users on the Internet, are measurable. The problem that arises, which also presents a problem of research in this paper, is that multivariate methods to select, and how the same can be applied, in order to better analysis of the phenomenon of electronic commerce.*

The result of this work is a new, reliable and empirically proven methodology for implementation of multivariate methods for data analysis in electronic commerce that can be used during the occurrence of the company in such a complex, interactive environment.

Keywords: *multivariate methods, discriminant analysis, conjoint analysis, electronic commerce*

1. INTRODUCTION

This paper is dedicated to the development of methodology for the implementation of multivariate methods of analysis of data in electronic commerce. So far, multivariate analytical instruments are not used in the electronic commerce in Serbia. When it comes to countries in the European Union and Eastern Europe, they made the first attempts at implementation and their experiences are used in this study. Quantitative data in the field of electronic commerce have multivariate nature, and a basic starting point in the study is that it is possible to represent matrices and studied the methods of multivariate analysis. The paper discusses the methods of multivariate analysis such as discriminant analysis and conjoint analysis, both from a theoretical point of view, and empirical - on the data on the effects of business performance and the company's interactive media interests.

2. IDENTIFICATION OF POTENTIAL BUYERS

The application of discrimination analysis the company can successfully execute the identification of potential customers over the Internet. They can be distinguished from previous new online customers. The most important goal is to make the difference between customers on the Internet and those who are not interested in shopping online. Described statistical terms, it is necessary to minimize the error in predicting whether someone will become an online buyer or not.

Discriminant analysis can analyze the performance of the new product on the Internet - antivirus software "AVIRA". In order to identify potential buyers were formed scales three characteristics - ease of use, the scope of protection and updating. It is more

important to analyze the impact of all three characteristics of the purchase, but each separately.

Besides being useful information, which differ from disinterested buyers to purchase on the Internet, it is important to find out what features have the greatest impact on the purchasing decision. For example, if online shoppers usually high grade rated ease of use, and not interested in buying gave a low score on this basis, it is concluded that the ease of use is very well distinguished customers from non-customers. In contrast, if the ratings in the group of customers and disinterested about the same to update your antivirus program, then this feature does not significantly affect the differentiation potential buyers.

2.1. Discriminant Analysis

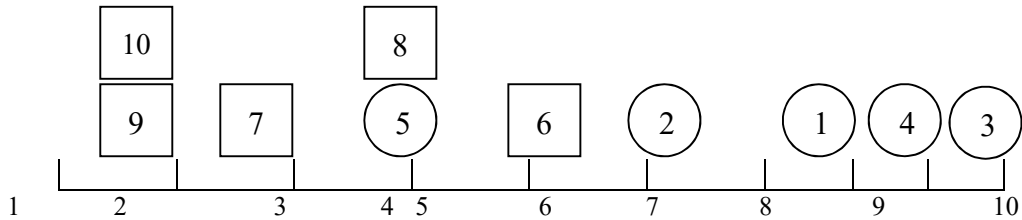
Table 1 lists 10 respondents, of which five said they would buy antivirus, and the remaining five belong to the group disinterested. On a scale of 1 - 10 were evaluated each of the characteristics, the product compared to existing products on the market.

Table 1. Reviews characteristics of the product by ten respondents

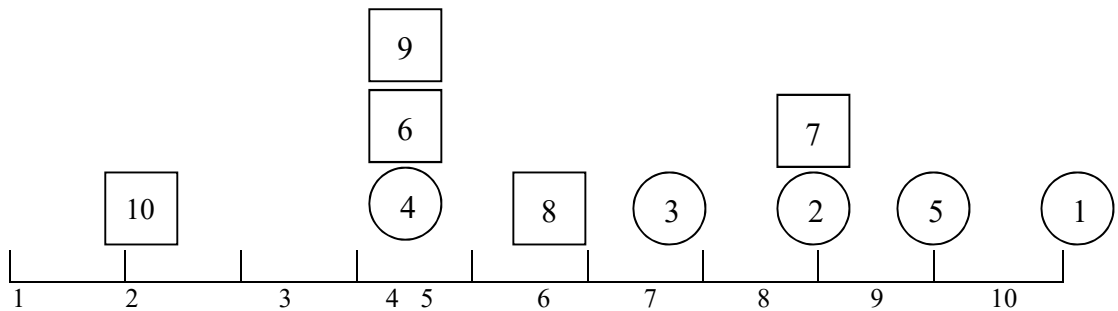
Groups based on the basis of the intention to purchase (ratings on a scale 1 - 10, 1 - very bad feature, 10 - very good characteristics)	X ₁ EASE OF USE	X ₂ THE SCOPE OF PROTECTION	X ₃ UPDATE
GROUP A: ONLINE CUSTOMERS			
Rating respondents 1	8	9	6
Rating respondents 2	6	7	5
Rating respondents 3	10	6	3
Rating respondents 4	9	4	4
Rating respondents 5	4	8	2
Centroides Group A	7,4	6,8	4,0
GROUP B: uninterested			
Rating respondents 6	5	4	7
Rating respondents 7	3	7	2
Rating respondents 8	4	5	5
Rating respondents 9	2	4	3
Rating respondents 10	2	2	2
Centroides Group B	3,2	4,4	3,8
The difference between the centroid group	4,2	2,4	0,2

For each group may be determined average score that respondents rated the individual variables. For example, a significant difference between the mean of customers and uninterested in variable X₁ ease of use ($7.4 - 3.2 = 4.2$). Significant differences between the communities means that ease of use can significantly influence the purchasing decision. In contrast, the small difference in mean scores by groups of characteristic X₃ ($4.0 - 3.8 = 0.2$) shows that this characteristic affects less discrimination against individuals

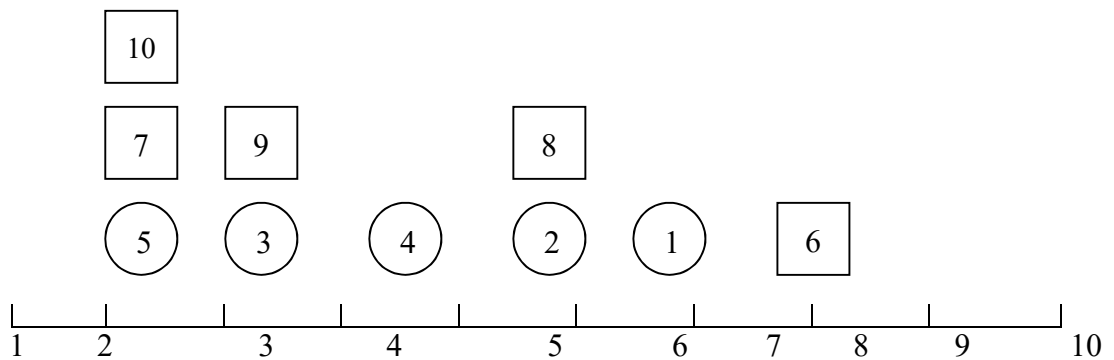
in the group of customers or disinterested. The observed elements of the graphic represented purchaser, brought to a conclusion by analyzing what was achieved.



X₁ – EASE OF USE



X₂ - THE SCOPE OF PROTECTION



X₃ - UPDATE

Figure 1. Reviews respondents for all three observed variables

Figure 1 shows the variables are: ease of use, the scope of protection and updating, and each of these assessments of the respondents. Boxes are displayed respondents were

not interested in buying, and circles those who make the product purchased. Observing variable X1, one can notice that almost perfectly different customers from disinterested to purchase on the Internet. Only the prospective buyer 5, low grade B grade, said ease of use, yet to be decided for the purchase of all the others who gave their score less than 5 do not decide to purchase, but also all those who are rated ease of use with 6 or more, confirmed that they would buy the product. When the analysis include other variables, the scope of protection, it can be seen that the discrimination of individuals in the group performed with a hundred percent efficiency. Respondent 5 gave a high score (8) to the scope of protection of the product, and it has contributed to decide to purchase despite the low mark that is assessed ease of use. Variable update shows no significant impact on the purchasing decision.

Discriminant analysis follows a procedure that is very similar to the empirical evaluation of discriminant functions. Discriminant function identify the variables that create the greatest difference between the groups and performs discriminant coefficients which are weighted single variable in order to reflect these differences (Table 2).

Table 2. Identifying the variables that create the greatest difference between the groups

GROUPS	FUNCTION 1 $Z=X_1$	FUNCTION 2 $Z=X_1 + X_2$	FUNCTION 3 $Z=-4,53+0,476 X_1+0,359 X_2$
GROUP 1: ONLINE CUSTOMERS			
Rating respondents 1	8	17	2,51
Rating respondents 2	6	13	0,84
Rating respondents 3	10	16	2,38
Rating respondents 4	9	13	1,19
Rating respondents 5	4	12	0,25
GROUP 2: uninterested			
Rating respondents 6	5	9	-0,71
Rating respondents 7	3	10	-0,59
Rating respondents 8	4	9	-0,83
Rating respondents 9	2	6	-2,14
Rating respondents 10	2	4	-2,86
Cutting score	5,5	11	0,00



Previous estimates have observed that individuals giving by individual characteristics, on the basis of these assessments and formed discriminatory features formed Z score for each subject - the average score, which he said the product total, considering all features. As calculated average grade for each group by individual variables, thus forming the mean score centroid in the whole group. Centroid is the practical value around which to concentrate Z's score in one group. Based on the centroid of both groups is determined Cutting score - value that separates one from the other groups. Based on Cutting score and a Z-score of an individual can be determined whether an individual belongs to a group of customers or uninterested in shopping on the Internet (Z score > Cutting-score means a decision to buy, while the Z score < Cutting-score indicates a lack of interest for shopping).

For a given problem discriminant analysis, performed by a linear combination of dependent variables resulting in a series of discriminatory's Z score for each individual within the group. Discriminatory Z's score are calculated according to a statistical rule, which means maximizing the variance between groups, and its minimization within the group. If the variance between groups is relatively large compared to the variance within the group, it is considered good discriminant function separates groups.

Implementation of discriminant analysis showed that the most important product characteristics that influence the decision to buy on the Internet. Based on these results, it can be concluded that antivirus vendors must pay the most attention to those characteristics that users find most important.

3. THE INTERDEPENDENCY QUALITY OF ELECTRONIC SERVICES AND CUSTOMER SATISFACTION

The quality of electronic services is an essential element of the success of e-commerce, especially electronic retailing. On the other hand, the success of e-commerce is viewed based on different indicators, where significant place belongs to customer satisfaction. This suggests that there is a direct link between the quality of electronic services and customer satisfaction, which is a crucial element of building long-term relationships with consumers and achieving profitability. In this context, it is important to understand the factors that affect customer satisfaction. Customer satisfaction is the result of experiences during the various stages of purchase:

- 1) assessment of needs,
- 2) information gathering,
- 3) assessment of alternative buyers,
- 4) making purchasing decisions,
- 5) conduct after purchase.

Observed from the aspect of electronic commerce, to customer satisfaction is particularly important phase of information gathering, given that the Internet offers many



benefits to consumers, such as reducing search costs, increase comfort, a wide variety of vendors and product range. As a result, consumers will adopt conclusions on the attractiveness of electronic vendors based on: 1) the information they receive, and 2) the design elements of the website, such as the ease and speed of navigation.

The satisfaction of consumers in electronic commerce depends on three groups of factors:

- 1) technological,
- 2) factors purchases, and
- 3) the factors of production.

In addition, each of these factors involves a number of variables. Some variables are the dimensions of the quality of electronic services, which ultimately takes the decision is made about the interdependence of quality of electronic services and customer satisfaction.

The first group of factors make technological factors. They relate to the quality of the website that provides the functionality, whereby include: security, privacy, and website design.

Security is an important segment of technological factors. Kalakota and Winston define security as the circumstances, conditions or events that may be a threat to the functionality of a website and thus of electronic commerce, in the form of destruction, disclosure, default services, fraud and abuse. Security is an important factor in the attractiveness of the website, and thus the electronic stores. There is a general fear of consumers from abuse of their payment card, which is why many companies opt for alternative payment methods such as cash on delivery. In addition, in order to reduce the anxiety of consumers and ensuring a high level of security, many companies use software that protects data consumers (primarily credit cards) and the entire transaction via public key encryption. Thus, depending on whether there are systems of protection in e-commerce, consumers evaluate the attractiveness of a particular website, and thus the electronic stores.

In addition to safety, privacy is an important variable technological factors. Represents the storage of personal data of consumers that a website (electronic stores) collects a variety of ways, in order to make decisions in marketing, advertising and product range. However, numerous studies point to the fears of consumers from misuse of their personal data via the Internet. In order to ensure a high level of privacy, many companies have introduced privacy policy that independent companies can check, verify and certify. The existence of such a policy a positive effect on the attractiveness of the website, or electronic stores, and thus the satisfaction of consumers.

The third variable technological factors makes the design clock, which together with the ease of navigation and product information represents the determinant of customer satisfaction. Thus, the success of an electronic shop depends on its ability to build interactive relationships with consumers. Speed, interactivity, ease of navigation are key variables in assessing the attractiveness of electronic stores by consumers. When delivery time is particularly evident specific channels of distribution as an element of the marketing mix in sales over the Internet. Namely, in order to minimize delivery times, many



companies that sell via the Internet have their own distribution centers, and centers of ordering a large number of locations, thus shortening the path of movement of goods to the end consumer.

Factors relating to the purchase of the overall perception of consumers during and after the purchase via the Internet. Are determined by certain variables relating to: comfort when buying, trust and delivery time. These variables are significant due to the fact that the typical customer over the Internet is expected that in this way save time and easily find the products that you are interested in.

Comfort, and convenience is a very important determinant of buying over the Internet. First of all, refers to the possibility of saving time as well as the ease of finding electronic stores, products and ease of ordering. Many researchers identify convenience as a fundamental objective of e-commerce, which generally includes the ease of finding products, after-sales services, providing complete information about products and services, as well as the minimization of effort when shopping. All these attributes companies must take into account in order to increase customer satisfaction.

Trust, as a variable factor purchases, refers to the perception of consumers about the reliability and integrity of the company. Making purchasing decisions largely based on trust in the products, the company and its sales system via the Internet. For this reason, companies need to take into account the precise delivery of the requested products and services, as well as the minimization of consumer complaints to a minimum.

Delivery time, as well as variable factors purchases, is the time that elapses from the moment of ordering to delivery products to address consumer. Every minimizing delivery time leads to greater consumer satisfaction.

Production factors relate to the quality of products and services sold over the Internet. Are determined by variables such as range of products, the value of the products and ability to adapt the product to the consumer. The product range, as well as the variable factors of production, is of great importance to the satisfaction of consumers who buy goods over the Internet. A wide range of the instrument creating a competitive advantage, so in practice we meet with many examples of electronic stores in which the range considerably broader than the one that may be encountered in their traditional stores.

Value products such variable factors of production, the difference between the quality of products offered through the Internet and the total cost. Total costs include the cost of products, taxes and delivery costs while quality is defined appropriate standards. What is the difference between the quality and the total cost is greater, the greater the value of the product, which had a positive impact on customer satisfaction.

Customize products to the consumer (Customisation), as well as variable factors of production is the company's ability to sell products via the Internet, to adapt them to the requirements and preferences of each customer individually. In fact, every consumer is unique and requires specific products. By meeting these demands positively influence the consumer's perception of the company and the products and services it offers. Based on a



careful analysis of the conceptual model of customer satisfaction in electronic commerce (so-called. E-satisfaction) it can be seen that certain variables both dimensions of quality electronic services. It is about safety, trust and website design, suggesting the influence of the quality of electronic services on customer satisfaction, and the tendency of companies to work on improving the quality of their services in order to ultimately come to increase customer satisfaction and thus competitiveness advantages.

3.1. Conjoint Analysis

Conjoint analysis model has been successfully adapted to the electronic satisfaction, which depends on technology, buying factors and factors of production. Provided the participation of nine variables (security, site design, privacy, comfort, trust, delivery time, product range, product value and adapting the product to the consumer). The sum of these variables results in the satisfaction of consumers in electronic commerce. The result is acceptable if the coefficient Y (e-satisfaction) is greater than zero, which means that any increase in the previous variables, some of which are the dimensions of quality electronic services, leads to greater customer satisfaction.

3.2. Modeling affinity for consumers when buying over the Internet

Conjoint analysis is a technique that is used in market research to determine how people different options more valuable the product or service. The goal of the analysis is to determine which attributes are most influential on respondents when making purchasing decisions. Subjects in this analysis evaluated the individual characteristics of the product on the Internet, a market researcher based on a real model by which can assess the market share, revenue and profitability of the new design.

The total set of attributes significance to conjoint analysis is 100%. The significance of each attribute is equal to the difference between the highest and lowest levels of the usefulness of a given attribute and a measure of influence on the respondent's choice of attributes. Utility, or measure the value of each attribute represents a numerical value that reflects how desirable characteristics of different products or services. Table 2 presents a set of conjoint data to the mobile phone. Included are five attributes: brand, price, weight, battery type, the ability to use GPRS. The table contains the average utility for each level attributes, the whole sample of respondents, and the significance of each of the attributes. For example, the significance of the attribute price is obtained by subtracting the value of the utility of the worst levels of utility level best ($100 - 50 = 50$).

Table 3. Example conjoint data for mobile phone

Attribute	Levels of attributes	Utility level attributes	Attribute significance
Mark	Samsung	95	40 (20%)
	LG	75	
	HTC	55	
Price	100 euros	100	50 (25%)
	150 euros	70	
	200 euros	50	
Weight	80 grams	50	20 (10%)
	100 grams	30	
Battery type	NiMh	100	50 (25%)
	Lithium	50	
GPRS	yes	90	40 (20%)
	no	50	

In the given case is obtained that the attributes price and Battery type most important attributes, while the attribute weight has very little significance. Based on the results of applying conjoint analysis, it can be concluded that mobile phone manufacturers have to be very careful while introducing innovations and the shift characteristics of the product attributes that consumers vulnerable, or for users who have high character.

4.CONCLUSION

Given the complexity and importance of research in the field of implementation of multivariate methods in electronic commerce, it is imperative that in the future appears even larger number of experts, which will focus its efforts on the institutionalization of this aspect of the application of statistical analysis, as well as the publication of works to be mentioned oblast popularize and promote.

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PROTECTED NATURAL ASSETS AS A TOURIST OFFER OF BELGRADE

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Abstract: *Protected natural assets have a significant role in urban areas. Daily influence of anthropogenic factors reduces the environmental quality of the cities. The social awareness of nature conservation for the present and future generations is becoming more developed. Therefore, the green zones are significant on the one hand for the daily functioning of the population, and on the other hand as part of the tourist offer. The aim of this paper is inventarization and valorization of protected natural assets in the City of Belgrade, in order to create integrated tourist offer. We used the available domestic and international literature dealing with the issue of tourism development in urban areas, as well as existing spatial planning legislation. The results showed that, with adequate management, natural resources in urban areas could sustain the ecological function, but also could develop additional, such as tourism function. This paper analysis will help the organization of tourism activities by relevant state institutions.*

Key words: *natural assets, Belgrade, protection, valorization, tourist offer*

1. INTRODUCTION

When we consider nature protection, it refers mostly to remote and large areas with small population density and well-preserved ecosystems. Less attention has been given to the conservation of the urban areas. A first systematic urban ecological research has been conducted about 60 years ago. It has the longest tradition in Central Europe and the United Kingdom. From Europe interest for this type of researches were spread around the world (Breuste, J., 2008).

Today humanity is faced with rapid growth of urban population. In urban areas lives 54 per cent of world's population and according to existing projections, it will increase up to 66 per cent by 2050. The highest growth is expected in India, China and Nigeria (37%). Between 1950 and 2014 the urban population has grown from 746 million to 3.9 billion. Together with the increase of the urban population, it is expected that after 2020 rural population will decline. This data shows that only sustainable urbanization could lead to successful development of all urban areas (United Nations, 2014). A man with its activities puts the pressure on the environment, so the modification of landscape structures and functions is obvious, especially in the urban areas. Five major types of global environmental changes are present – climate changes, land use/cover changes,



biogeochemical cycles and biodiversity (Grimm, N. B., 2008), so conservation of autochthonous ecosystems depend on anthropogenic interventions. In most cases, protective measures are applied when degradation of ecosystem has already occurred. Urban landscapes represent mosaics of autochthonous covers (geological, hydrological, vegetation), modified by urban population's actions and land consumptions (Đurđić, S., 2011). Due to population growth, increasing rates of land consumption and global threats to biodiversity, protection of natural assets became crucial for preserving urban environment (Bryant, M. M. 2006).

The social awareness for environment protection is becoming more developed. Many conferences and summits dedicated to conservation of the nature are organized in the previous period, but there isn't uniformed terminology which should enable comparison in global context. Similar situation we can find in Serbia. Protection of the nature is regulated by the relevant laws, strategies and sub laws. Categorization of the protected natural resources is carried out, protected zones and permitted activities are defined, but the main problem is that mentioned legislation isn't completely in accordance to EU recommendations. This incompatibility, except the impossibility of comparison the results with other countries, it impedes application of their successful methods to this area.

The aim of this research is valorization of protected natural assets in the City of Belgrade, as a part of integrated tourist offer. Firstly, we emphasized the importance of protected natural assets in the urban areas for the daily life of their dwellers, but also for developing tourism function of the city. Secondly, functions of these assets were analyzed. Furthermore, classification of the assets was presented. Finally, we asserted current tourist offer and issues in valorization of assets and their presentation on the national and international tourism market.

2. IMPORTANCE OF PROTECTED NATURAL ASSETS IN THE URBAN AREAS

Concept of the sustainable development is adopted worldwide. Everybody agrees that it is crucial to meet the needs of the present generations without compromising future generations to meet theirs. Combination of the socio-economic and environmental aspects of this concept brought many debates, especially about the relation between socio-economic and environmental issues (Giddings, B., 2002). Despite the existence of many definitions of the sustainable development, the one is certain – because of the growing global population, there is an increase in degradation of the nature, so protection of the natural resources is essential. Since the urban areas are everyday environment for more than half world's population, conservation of the nature does not imply only protection of remote areas and their biodiversity. It includes protection of the urban areas, which should become imperative of the contemporary society.

As it is pointed out at forum *The nature of the cities* (<http://www.thenatureofcities.com/>), cities represent ecosystems of nature, people and infrastructure. Due to the rapid expansion of the urban areas, anthropogenic pressures on



the environment are higher, and the negative implications are more obvious. Numerous types of issues are present, therefore the process of the conservation is more difficult to implement. International Union for Conservation of Nature (IUCN) defined urban protected areas as “protected areas in or at the edge of larger population centers”. They are important because beneficial effects that nature has on people and because urban population is critical for the nature at all levels (Trzyna, T. 2014). The beneficial effects that nature has on people are reflected through opportunities that offer for performing different cultural and recreational activities by dwellers. Further, psychological and social role of nature is substantial (Maddox., 2017, in press). It is reflected through relief of stress, caused by urban way of living, relaxation thanks to connection with nature or social cohesion of isolated urban inhabitants. Urban ecosystems are valuable habitats for many species (insects, birds, bats, etc.), but urban residents represent a huge threat to the biodiversity, because of the fires, water, pollution, etc. Urban dweller’s activities do not pollute their environment – their actions reflect on the environment out of this area. For example, wastewater that is discharged into the river flow in some big city, pollute the environment of the other settlements through which this river flows. Importance of the protected natural assets is visible through supporting local economy thanks to tourism development. Tourists, who visit urban destinations, beside traditional urban tourist offer, they also expect attractions which could provide relaxation and recreation. Many protected natural assets are attractive for both domestic and international tourists (such as Royal National Park in Sydney, Australia or Golden Gate National Recreation Area in San Francisco, California, USA), as a part of integral tourist offer of the city. These assets also attract tourist demand of the cities in their surroundings (<http://www.thenatureofcities.com/>).

2.1 Functions of the protected natural assets

According to the Law on Environmental Protection of Serbia (2009), protected natural asset is „preserved part of the nature with specific values and characteristics (geological diversity, biodiversity, landscape, etc.) with permanent ecological, scientific, cultural, educational, health and recreational, touristic, etc. importance, and because of that as an asset of common interest has specific protection.“ (Zakon o zaštiti životne sredine). In short, protected natural asset could have many functions.

Ecological function of protected natural assets is reflected in their importance for conservation of species, genetic diversity, certain biotopes and other natural heritage (Zakon o zaštiti prirode). This significance may range from the local to global level. It is defined by the state laws, which should be in accordance with international. Scientific function is crucial for conducting researches within protected area, in order to ensure adequate protection of all ecosystem functions. Educational and cultural functions imply education of the general public about necessity and importance of the conservation of the whole ecosystem. The aim of these functions is not only rising of public awareness about preservation of the protected nature, but also about preservation of their everyday environment. Health and recreational functions of the natural ecosystems are essential,



because they contribute to the maintenance of the people's health. They help in stress relief, cognitive development, improving work performance recreation, aesthetic experience, etc. (de Groot, R.S., 2002).

By the Law on Nature Protection, permitted activities in the protected areas are defined. In the protected zone I only conducting scientific researches, educational, recreational and cultural visits are permitted, as well as, activities connected to protection and recovery of the protected area. Within the protected zone II, beside activities linked to protection, performing of the traditional activities and limited usage of the natural resources are allowed. In the protected zone III, construction of the touristic infra and supra structure, hunting and fishing, making forest and agricultural monocultures are restricted (Zakon o zaštiti prirode).

Every state has the limited financial resources that could be used for protection of the nature. This activity is constantly fighting with others, like health, education, transportation, etc. for the budget. On the other side, protected natural assets could ensure financial resources thanks to different functions they have. These assets can provide many different biological goods and services to different types of the customers, according to sustainable use of natural resources (Task Force on Economic Benefits... 1998).

Touristic function of protected natural assets is vastly important, because it combines conservation and utility value of the nature. Their valorization through eco-tourism is inestimable, not only because financial effect, but also because of its educational and health functions. Eco-tourism is fast growing tourist market, because tourist demand has become more oriented to the nature, especially to the complexes which combine cultural-historian heritage and well-preserved natural assets. Among distant untouched goods, urban areas also represent attractive tourist destinations, mainly due to the presence of both natural and anthropogenic attractions. According to UNWTO, two main goals that tourism has to achieve in the XXI are employment increase and protection of the nature. It will confirm fact that protection of the nature could help with solving problem of unemployment, increasing in living standards and subjective satisfaction of people (Jovičić, D. 2008).

3. METHODOLOGY

For the purpose of this paper, the authors conducted research of protected natural assets in the Belgrade urban area, in order to create integrated tourist offer. An inventory and valuation of these assets were carried out. As a data source, domestic and international literature dealing with the issues of sustainable tourism development within urban area were used. Also, data from state laws, strategies and regulations which define the field of natural protection, international ratified laws, as well as existing spatial planning legislation (Master Plan of Belgrade to 2021, Regional Spatial Plan of the Administrative Territory of the City of Belgrade) were collected. Besides, during the comparison between state and international laws, we found out that our legislation is not fully complied with international and that recommendations of EU is not quite implemented. For example, in



categorization of the protected natural assets, defined in accordance with national law, there are seven categories, but IUCN differentiate six categories. We presented the one that is construed according to the national laws. Among the protected assets of the City of Belgrade, we segregated those that are important as a part of integrated tourism offer.

4. CLASSIFICATION OF NATURAL ASSETS

Complete protected area in Serbia occupies 6.51% (575,310 ha) of the territory. It includes 247 areas, 230 dotted objects (mostly individual trees) and 38 areas of cultural-historian importance (defined by Law on Nature Protection and Law on Protection of Cultural Monument). There are five National Parks, 16 Landscapes of Outstanding Features, 17 Nature Parks, 69 Nature Reserves, 325 cultural monuments and three Protected Habitats (<http://www.zzps.rs/>, <http://indicator.sepa.gov.rs/>, <http://www.protectthenature.org/>). According to the IUCN classification, most common protected areas are V (44%), IV (37%) and I category (141 ha).

Seven categories of protected areas are segregated by the Law on Nature Protection of Republic of Serbia. These are: 1. *Strict Nature Reserve*; 2. *Special Nature Reserve*; 3. *National Park*; 4. *Natural Monument*; 5. *Landscape of Outstanding Features*; 6. *Nature Park*; 7. *Protected Habitat* (Zakon o zaštiti prirode).

According to the same Law, those areas have significant geological, biological, ecosystem and landscape diversity. Due to their values and importance, they are classified into three categories: 1. *I category* – area of international/national or vast significant; 2. *II category* – area of provincial/regional or big importance; 3. *III category* – area of local importance. Within these categories I, II and III protection regimes are established.

Categorization of protected natural assets in Serbia (Zakon o zaštiti prirode):

1. *Strict Nature Reserve* – is defined as strict protected area abstracted because of protection of the biodiversity, but also geological/geomorphological features, where the visits, utilization of the space and the other influences are controlled.

2. *Special Nature Reserve* – is defined as an area with unchanged or slightly modified nature, of high importance because of its uniqueness, rarity and representativeness. Within these areas economic and other activities are forbidden.

3. *National Park* – is defined as an area with special natural values and characteristics, which has ecological, scientific, cultural, educational and health and recreational significance.

4. *Natural Monument* – is defined as recognizable and unique object, with representative geological, geomorphological, hydrological and other characteristics, as well as, botanical value that is made by human labor and it has scientific, aesthetic, cultural and educational importance.

5. *Landscape of Outstanding Features* – is defined as an area with important natural, biological, ecological, aesthetic, cultural-historic values, traditional way of living and cultural-heritage is present.



6. *Nature Park* – is defined as an area with mostly preserved natural ecosystems and vivid landscapes whose purpose is conservation of geological, biological and landscape diversity, as well as, satisfaction of scientific, aesthetic, cultural, touristic and health and recreational needs. All activities are in accordance to traditional way of living and principles of sustainable development.

7. *Protected Habitat* – is defined as an area that includes one or more types of natural habitats for preservation of one or more population of wild species and their biocoenosis.

IUCN has defined protected area as "a clearly defined geographical space, recognized, dedicated and managed, through legal or other effective means, to achieve the long-term conservation of nature with associated ecosystem services and cultural values" (Dudley, N. 2013). After detailed researches, IUCN has established following categories of protected goods: *I. Ia – Strict Nature Reserve and Ib – Wilderness Area; II – National Park; III – Natural Monument or Feature; IV – Habitat/Species Management Area; V – Protected Landscape/ Seascape; VI – Protected area* (Stojanović, V. 2011).

5. REGULATIONS AND MANAGEMENT OF NATURE PROTECTION

In the Republic of Serbia question of nature protection is defined by different legislation (Law on Environmental Protection, Law on Nature Protection, Law on National Parks, and Law on Forests) and strategies (National strategy for Sustainable Development, Biodiversity Strategy of the Republic of Serbia for the period 2011-2018 and National Strategy for Sustainable Use of Natural Goods and Resources). Many sub-laws have direct role in protection (Decree on the protection regimes, Decree on Ecological Network, Code on the categorization of protected natural areas, Code on the content and manner of keeping the register of protected natural areas, Code on conditions to be met by the managing authority of protected area, Code on the conducting of professional supervision). At the same time, Serbia has signed numerous international conventions (Law on the Ratification of the Convention on Biological Diversity, Law on the Ratification of the European Landscape Convention (<http://www.zzps.rs/>)).

Natural protected assets management is activity of common interests. It could be performed by legal entities (specialized companies/agencies) or institution as additional activity (Jovičić, D. 2010). This cyclic process is usually contained of few stages: 1. site condition assessment; 2. defining of the management goals; 3. activity planning and 4. implementation and monitoring (Alexander, M. 2013.; Appleton, M. R., 2007). The most important activity of the controlling company is adoption of management plan, implementation of the protection regimes, record keeping (natural processes and activities of visitors) and promotion of protected areas. According to the Law on Nature Protection (Zakon o zaštiti prirode) several financing forms are defined. Most common are fund of Republic of Serbia and local governments, fund for protection of the environment and the others, such as fees and income from performing activities.



In accordance to valid legislation (Law on Environmental Protection, Law on Nature Protection, Law on Forests, The Law on Local Self-Government and the Law on the Capital City) City Assembly of Belgrade delivers act of protection of natural assets which are located within territory of the city (Antonijević, S., 2009). Management of the protected areas has been entrusted to the public enterprises („Srbijašume“; „Zelenilo“ Beograd; Public Enterprise for protection and advancement of environment Obrenovac) and public faculties (Faculty of Biology and Faculty of Forestry) (<http://serbianoutdoor.com/>). Some assets don't have specific controller (Miocene shelf "Tašmajdan", "Mašin Majdan" Senonian shelf and Sea Neogene shelf "Kalemegdan"). All activities are defined by annual management programs are funded from the budget of City of Belgrade, through the Secretariat for Environmental Protection.

6. PROTECTED NATURAL ASSETS IN BELGRADE

Geographical position of Belgrade in the contact zone of Pannonian Plain and Balkan Peninsula conditioned a variety of natural resources (Regionalni prostorni plan AP grada Beograda). Protected natural assets attract particular attention. According to Central register of protected natural assets, 69 assets are protected within administrative area of Belgrade (322,200 ha). They occupy 4,332.70 ha or 1.34% of the administrative area. Currently there is ongoing protection of 35 natural assets and nine have been proposed for putting under protection. It is expected that in the future period protected area will extend over 5,309 ha or 1.74% of the territory (*Program zaštite životne sredine grada Beograda - prvi nacrt*, 2013).

In the Belgrade city core zone there are few natural assets with different importance and the degree of preservation (Generalni urbanistički plan Beograda 2021, 2003). At the same time, most of them represent marshy and moist areas of Sava and Danube rivers, as well as wooded area of central Šumadija (nearby mountains) (Đurđić, S., 2007). In the administrative territory of Belgrade three Landscapes of Outstanding Features (Avala, Kosmaj and Great War Island), two Strict Nature Reserves (Forest of oak and hornbeam at Hajdučka fountain and Silver linden forest), 37 Natural Monuments (five objects of geological heritage), 10 green areas and 22 areas with individual and groups of trees were segregated (*Program zaštite životne sredine grada Beograda*, 2011). During the future period, activities on forest protection are planned (Kovilovo, Lipovica Forest and Šumica), but also Danube left coast foreland (1,700 ha) (Regionalni prostorni plan AP grada Beograda, 2009). By the Decree on Ecological Network (Uredba o ekološkoj mreži), as ecologically important areas stand out:

1. *Confluence of Sava and Danube* (RS 017BA) – moist area, important bird area (IBA), with area of 9,808 ha, including confluence (10 km) and 39 km of Danube flow. It is known as a habitat of white-tailed eagle (*Haliaeetus albicilla*) and pygmy cormorant (*Microcarbo pygmeus*).

Table 1: List of protected natural assets in the Administrative area of Belgrade

No.	Protected Asset	Status	ha	Year	Category	Location	Management
1.	Kosmaj	LOF	3,514.5	2005	III	Mladenovac, Sopot	PE Srbijašume
2.	Avala	LOF	489.13	2007	III	Voždovac	PE Srbijašume
3.	Great War Island	LOF	211,37	2005	III	Zemun	PUC Zelenilo
4.	Jevremovac Botanical Garden	NM	4.82	1995	II	Stari Grad	Biološki fakultet
5.	Pioneer park	NM	3.60	2007	III	Stari Grad	PUC Zelenilo
6.	Academic park	NM	1.46	2007	III	Stari Grad	PUC Zelenilo
7.	Topčider park	NM	29.46	2015	III	Savski venac	PUC Zelenilo
8.	Arboretum of the Faculty of Forestry	NM	6.69	2011	III	Čukarica	Šumarski fakultet
9.	Banjica forest	NM	58.65	1993	III	Voždovac	PUC Zelenilo
10.	Košutnjak forest	NM	265.26	2014	III	Čukarica, Rakovica	PUC Zelenilo
11.	Bojčin forest	NM	670.79	2013	III	Surčin	PE Srbijašume
12.	Lipovica forest – Dugi rt	NM	241.68	2013	III	Čukarica, Barajevo	PE Srbijašume
13.	Miljakovac forest	NM	84.72	2010	III	Rakovica	PE Srbijašume
14.	Zvezdara forest	NM	80.57	2013	III	Zvezdara	PUC Zelenilo
15.	Obrenovački zabran	NM	47.77	2013	III	Obrenovac	PE Obrenovac
16.	Forest of oak and hornbeam at Hajdučka fountain	SNR	3.40	1981	-	Čukarica	-
17.	Silver linden forest	SNR	-	1983	-	Čukarica	-
18.	Miocene shelf "Tašmajdan"	NM	-	1968	-	Palilula	-
19.	"Mašin Majdan" Senonian shelf	NM	-	1969	-	Savski venac	-
20.	Sea Neogene shelf "Kalemegdan"	NM	-	1969	-	Stari Grad	-
21.	Fungi of Ada Ciganlija	PH	21.25	2013	III	Čukarica	PE Srbijašume
22- 55.	Protected trees	NM	> 1.5	1949-	III	-	PUC Zelenilo

Source: (<http://serbianoutdoor.com/>; <http://www.srbijasume.rs/zastprirdob.html>)



1. *Košutnjak* (proposed for protection)
2. *Avala* (RS 0000058) and *Kosmaj* (RS 0000059) – important bird area (IBA) and part of European ecological network for preserving wild flora and fauna and their habitats.

Special role in system of protected nature have wild flora and fauna habitats. The most important are – Swamp near Besni Fok (Palilula), Glogonjski and Kovilovski swampy region (Serbian "rit"), channel Sebeš, Big Mug, Reva swamp, Ada Huja, Milić hill and Velikoselski swampy region (*Program zaštite životne sredine grada Beograda*, 2013).

City of Belgrade has a long tradition of nature protection. The first protected natural asset in Belgrade was four specimens of Himalayan pine (*Pinus excelsa*). They have been protected as a natural monument since 1949. Most of protected natural monuments have botanical character (33 individual trees) (*Program zaštite životne sredine grada Beograda*, 2013). Most of them are located within inner city zone (municipalities Stari Grad, Vračar, Čukarica, Savski venac and Zemun). Several protected trees are located in parks (Kalemegdan, City Park in Zemun, Stara Zvezdara Park, etc.) (*Plan upravljanja spomenici prirode - pojedinačna stabla 2012-2016.*, 2011) . Few of them are located in the periphery of the city (Obrenovac, Barajevo, Mladenovac and Sopot). Some trees represent part of the cultural and historical sites, such as plane tree (*Platanus acerifolia*) at the residence of Prince Miloš in Topčider, two magnolias (*Magnolia x soulangeana* Soul. *Lennei* forma) and a yew tree (*Taxus baccata* L.) in Botičeva street. Among these, there are magnolia at Petar I Karadjordjević memorial house, cypress (*Cupressus arizonica* Greene) in Dedinje and ginkgo (*Ginkgo biloba*) tree in the Stara Zvezdara Park. The oaks (*Quercus robur* L.) are protected at four sites. Protected trees belong to the III category of protection (<http://www.zzps.rs/>).

In the category of natural monuments, 12 assets are protected as spatial areas: Banjica and Miljakovac Forest “Jevremovac” Botanical Garden, Arboretum of the Faculty of Forestry, Academic and Pioneer Parks, Košutnjak and Zvezdara forests, Topčider, Obrenovački zabran, Lipovica Forest – Dugi rt and Bojčin Forest (*Program zaštite životne sredine grada Beograda*, 2011., *Plan upravljanja spomenikom prirode „Bojčinska šuma“ 2014-2023.* 2014., *Plan upravljanja spomenikom prirode „Lipovička šuma - Dugi rt“ 2014-2023.* 2014). The only protected habitat of local importance is the fungi *Myriostoma coliforme* habitat at Ada Ciganlija Island. It has a narrow range because of extreme anthropogenic impacts (*Plan upravljanja zaštićenim staništem „Gljive Ade Ciganlije“ 2014-2023.* 2014). In the urban core the most important nature protected asset is landscapes of outstanding features Great War Island and Kosmaj and Avala in the peripheral zone.

Great War Island (167.90 ha) – it is located within Zemun municipality in undefended flood zone of the Danube, without direct influence of Belgrade urban zone (Malinić, V. 2015). Forest ecosystems of white willow (*Salicetum albae*) and the white and black poplar (*Populetum alba - nigrae glory*) represent main characteristic of this asset. Part of the island is under cultural steppes (the result of land cultivation), while other parts are under invasive native species. Humid, swampy habitat is suitable for development of



the reed and sedge. At the same time, the island is rich in fauna. There are 163 species of birds, including the white-tailed eagle (*Haliaeetus albicilla*), black stork (*Ciconia nigra*) and seven species of herons (*Ardeidae*). Ichthyofaunal richness is reflected through the presence of 42 species. Herpetofauna is represented by amphibians (*Amphibia*) – large green frog (*Rana ridibunda*) and small green frog (*Rana lessonae*), and the main representatives of *Reptilians* are terrapin (*Emys orbicularis*) and water snake (*Natrix natrix*). There are 37 species of mammals: seven species of insectivores (*Insectivora*), 10 species of rodents (*Rodentia*), 13 species of bats (*Chiroptera*), five species of carnivores (*Carnivora*) and two species of ungulates (*Artiodactyla*) (*Plan upravljanja predela izuzetnih odlika „Veliko ratno ostrvo“ 2011-2020.*, 2010).

Avala (489 ha) – Hungarian and Turkey oak forests (*Quercetum frainetto-cerris*), sessile oak and hornbeam (*Quercus-Carpinetum*), black ash tree (*Orno-Quercetum petraeae*) and beech with white linden (*Tilio-Fagetum submontanum*) are represented on the mountain [38]. Over 70% of the area is covered by forest, among which the Guberevac Forest and Stepin Lug Forest are the most famous. Over 597 plant species are protected, while 15% are medicinal plants. Besides, more than 67 bird species deserve special attention (*Prostorni plan područja posebne namene predela izuzetnih odlika „Avala-Kosmaj.*).

Kosmaj (3,514.50 ha) – Hungarian and Turkey oak forests (*Quercetum frainetto-cerris*) are present at 250-400 m of elevation and sessile oak and hornbeam (*Quercus-Carpinetum moesiicum*) are present at 400-500 m of elevation. The mountain peaks Little Kosmaj and Great Kosmaj (500-626 m) are covered with beech forests (*Fagetum moesiicae montanum nudum*) (<http://www.srbijasume-sgbgd.co.rs/>). The “Cherry” is the most famous forest complex. There are 557 plant species (25 species are endangered). The fauna includes 51 mammal species and 96 species of ornitofauna. This area is inhabited by 13 species of amphibians and 11 species of reptiles (total number of species in Serbia is 44). The foothill of Kosmaj characterizes cultural landscapes (dominated by arable land) (*Prostorni plan područja posebne namene predela izuzetnih odlika „Avala-Kosmaj, 2014*).

7. TOURISM BASED ON NATURAL RESOURCES

In urban areas, tourism in protected areas is an additional activity. A similar situation is in the City of Belgrade. Six key tourism products were allocated by The Belgrade Tourism Development Strategy (*Strategija razvoja turizma grada Beograda. 2008*): 1. *Business tourism + MICE (seminars, fairs, exhibitions and conferences)*, 2. *City breaks*, 3. *Round trips*, 4. *Events*, 5. *Special interest tourism* and 6. *Tourism along Danube River*. In this respect tourism of “special interests” represents “a vacation activity in an unusual, exotic, remote or wild environment”.

Within administrative territory of Belgrade, there are potentials for ecotourism development. The original meaning of ecotourism is "environmentally responsible travel and visitation to relatively undisturbed natural areas, in order to enjoy and appreciate nature



(and any accompanying cultural features – both past and present), that promotes conservation. It has low visitor impact and provides socioeconomic benefits for dwellers who are actively involved in ecotourism business" (Milenković, S., 2012). However, in urban areas there is no possibility of full application of this concept. First of all, we should consider meaning of urban ecotourism. Some authors identify urban ecotourism as "sustainable way for traveling in urban areas". For others it is "a form of tourism which respects the natural ecosystem of the city". According to the most comprehensive definition, it is "travel and exploration in and around the city, providing the visitors and residents better understanding of the cities' natural and cultural resources" (Higham, J., 2002.; Wu, Y.-Y., 2010). Recently in the literature has been present idea of urban green tourism. It includes environmental responsibility, local economic support, cultural diversity and experiential richness (Dodds, R., 2001).

8. TOURIST OFFER OF BELGRADE ADMINISTRATIVE AREA

City of Belgrade represents I (first) rank tourist zone with specific forms of tourism, based on natural, cultural and economic structures. In accordance with several criteria, it could be identified five tourist zones: 1. *Urban zones* (Old Belgrade core, The Old Zemun core, Sava amphitheatre and the coastal area of the Danube), 2. *Aquatic zones* (waters of the Sava and Danube river, Duboki potok Lake in Barajevo), 3. *Park and recreational zones* (Academic and Pioneer parks, City Park in Zemun, Kalemegdan, Tašmajdan and others), 4. *Ecotourism zones* (Ada Ciganlija Island, Ada Medica Island, Great War Island, Ada Huja Island, Avala with Zavojačka River valley) and 5. *Rural zones* (Podavalsko-gročanska and Lipovičko-obrenovačka) (*Strategija razvoja turizma grada Beograda*. 2008).

On the natural basis exists several forms of tourism (Regionalni prostorni plan AP grada Beograda, 2009):

1. *Ecotourism* – it is developed on the islands of Sava and Danube (Great War Island), Avala, Lipovica and Guberevac Forests, as well as northern parts of Mladenovac, Sopot and Obrenovac municipalities and the southern region of Barajevo and Lazarevac.

2. *Youth tourism* – it is presented through schools in nature at the immediate surroundings of Belgrade (Grocka, Lazarevac, Barajevo), mountains Avala and Kosmaj, areas of Lipovica and Guberevac Forests.

3. *Sports and recreational tourism* – it implies daily activities in maintained natural ambiance (Košutnjak, Avala, Kosmaj, Miljakovac, Banjica and Bojčin Forests, Lipovica and Obrenovački zabran)

4. *Hunting and fishing tourism* – this form of tourism is particularly present in the zone of the Kosmaj-Guberevac Forest ("Cherry" Hunting Ground), "Lipovica Forest" Hunting Ground and on the left bank of the Sava River ("Crni Lug" Hunting Ground)

5. *Excursion tourism* – it is linked to the peripheral part of Belgrade (Grocka, Mladenovac, mountains Avala and Kosmaj)



Rural tourism has been developed (villages of Avala and Kosmaj), while the richness of thermal mineral waters caused the development of health tourism in the municipality of Mladenovac (Koraćica Spa and Selters Spa). There are different types of accommodation. For exemplum, mountain lodges "Čarapićev dom" on Avala or Hunting Lodge "Varovnice" on Kosmaj. There are also hotels "Avala" and "1000 Roses", as well as, Student Resort "Avala". Country-club hotel "Babe" on Kosmaj is one of the newest facilities in the tourist offer. Hospitality offer is more diversified (restaurants "Mitrovićev dom" and "Stari Majdan" on Avala, restaurants "Picnic", "Tennessee", "Tresije" and "Verona" on Kosmaj) (Malinić, V. 2015).

Parks in the city center have important recreational role. Besides the natural, they have numerous cultural values, and also are a part of the tourist offer. There are possibilities of organizing various events and event tourism development. The most important are Topčider Park (plane trees from 1866 and the residence of Prince Miloš from 1834) and Kalemegdan, as the oldest town park, dated from 1870's (four protected trees and cultural and historical complex "Lower and Upper city"). On the other side, Academic Park was built from 1886 to 1889 (monuments of Josif Pančić from 1897, Dositej Obradović from 1930 and Jovan Cvijić from 1994). Pioneer Park was decorated in the second half of the 19th century (eight individually protected trees and buildings of the "Old Palace" from 1882 and the New Palace 1922) (Milanović, H.,2006). City Park in Zemun deserves special attention, because it is a part of the cultural and historical site "The old core of Zemun". It was built from 1880 to 1899. At this site there are 15 protected trees and monument of Antoine de Lamartine from 1933. Tašmajdan Park was built from 1950 to 1954. Among the other stand out Karadorđev Park (1907) in Vračar, Manjež (1933) and Financial Park (1963) in Savski venac, Park of Friendship (1961) in New Belgrade, Park Cyril and Methodius (1996) in Zvezdara (Milanović, H.,2006).

Great War Island represents a remarkable ambient. It is contained of three zones: 1. Nature protection zone (Little War Island, the Shore of Great Island, forest area and wetlands), 2. Recreational zone and 3. Touristic zone (Lido beach with the tourist and recreational offer in the form of an amphitheater, rustic furniture and docks for boats) (*Plan upravljanja predela izuzetnih odlika „Veliko ratno ostrvo“ 2011-2020.*, 2010). "Jevremovac" Botanical Garden has a significant role for touristic and recreational purposes. It is located in the city center and it extends through area greater than five ha. It has about 1,500 plant species. Includes several parts: systemic plot (woody plants), greenhouse of Botanical garden (1,000 tropical, subtropical and Mediterranean species) and Japanese garden (stone, water and plants) from 2005 (<http://jevremovac.bio.bg.ac.rs/>)

Protected natural assets represent part of two touristic products made by Tourist Organization of Belgrade. Sightseeing tours are named "Walking tour around the city center" and "Beografija – Conquer the Fortress". They include presentation of the protected areas [(<http://www.tob.rs/>), (<http://www.belgradefreetour.com/>)]. Programme "Belgrade – your host" organized by "BS tours" is a very interesting open-bus tour. There are also boat and bicycles sightseeing tours ("City Centre Tour" and "Riverside Tour")



(<http://www.ibikebelgrade.com/>). Faculty of Biology and Faculty of Forestry, University of Belgrade organize daily visits to "Jevremovac" Botanical Garden and Arboretum of the Faculty of Forestry. During the weekends there is a possibility of "Avala tour", organized by travel agency "Lasta".

9. CONCLUSIONS

As majority of global population live in urban areas, nature protection of these became imperative. There are many positive aspects of green zones. Beside importance for preserving biodiversity and human health, they are significant for tourism development. This activity could provide funds for nature conservation. Further, it may ensure additional profit for the local economy.

Protection of natural assets in Belgrade has long tradition. They are protected according to the national laws. This should imply that awareness of necessity of nature conservation exists on the state level. But in most cases, natural assets are protected, but the activities on their maintenance haven't been completely implemented. Also, their potentials for the development of integrated tourism offer of Belgrade are not quite exploited. As we pointed out, there are only several organized activities connected to the presentation of protected natural assets. At the same time, there are many issues in the promotion of unified Belgrade tourist offer. The main problems are dispersion of the offer and lack of cooperation within local stakeholders. Firstly, there are several operators that control protection of the natural assets (PUC "Zelenilo", PE "Srbijašume" Faculty of Biology and Faculty of Forestry, and Fund for Ecology, Obrenovac). Secondly, promotion of the complete offer is carried by Tourist Organization of Belgrade, so they choose the priority among the attractions. The higher priority is given to the attractions that are located closely to the city center. Tourist attractions, which are located in the peripheral municipalities, are mostly neglected in the official promotion. Finally, there are not local tourist organizations in every peripheral municipality. Only municipalities of Lazarevac and Mladenovac have local tourist organizations. Their activities should be in accordance to the activities of TO of Belgrade and TO of Serbia, whereby it is necessary that they put the emphasis on the promotion of their own tourist attractions. Only if stakeholders at all levels are involved in tourism development, it could provide expected results.

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ECOTOURISM IN FUNCTION OF SUSTAINABLE DEVELOPMENT OF THE REPUBLIC OF SERBIA

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Abstract: *Ecotourism is a sub-component of the field of sustainable tourism. Ecotourism's perceived potential as an effective tool for sustainable development is the main reason why developing countries are now embracing it and including it in their economic development and conservation strategies. Ecotourism is currently the fastest growing sector of the global tourism industry. Most estimates indicate that the demand for ecotourism is growing at an annual rate of 10 to 30 percent. Now that ecotourism has reached such stature, it is especially important to scrutinize its effectiveness as a strategy for sustainable development. The purpose of this paper is to provide a synopsis of the current issues facing ecotourism in Serbia; critically examine the impacts and challenges of ecotourism and the potential of ecotourism as a strategy for sustainable development; and suggest ways to improve current ecotourism practices and policies for Serbia.*

Keywords: *ecotourism, sustainable development, Republic of Serbia*

1. INTRODUCTION

The rapid development of tourism in the second half of the last century has significantly degraded the available natural and anthropogenic attractiveness. The results of the development of mass tourism in the period 1950 - 1990 have led to an increase in the number of international tourists from 25.5 million to over 458 million. If we add passive tourist movements, then the number is increased to 2.5 billion. All this resulted in the uncontrolled use of primary natural tourism resources, which are limited. Further development trend of exploitation of natural attractions would lead to a reduction in their quality and their inability to long-term use. Because of this, it was necessary to make turnaround in tourism development. The solution is found in the so-called concept of sustainable tourism and ecotourism as its highest quality form.

Ecotourism is a new model of tourism based on the development of the awareness of the undeniable connection between the tourism and the environment. It is used as the latest expression describing dependency and relationship between the man and the nature. Hector Ceballos Lascuren gave the following definition of ecotourism: "Ecotourism is environmentally responsible travel and visit to natural areas for the enjoyment and appreciation of nature with the possibilities of protection and reducing the negative personal impact of visitors with useful active involvement of the local population". This



definition was adopted at the First World Congress of the IUCN in 1996. Ecotourism destinations are challenging for immediate enjoyment in the nature, and this type of the tourism has direct contribution to the preservation of our planet. The concept of ecotourism development initiated the idea of the unique preservation of the environment in the spirit of the reactive return to nature, or "reconciliation" of people and nature.

2. SUSTAINABLE DEVELOPMENT AS A NEW DEVELOPMENT PARADIGM

The emergence of sustainable development as a new approach and attitude of the society towards the environment fundamentally changes directions of development of human society in the future. From the perspective of growing environmental degradation, application of the concept of sustainable development is the only direction that leads humanity towards sustainable progress.

The dynamics of the dominant type of economic activity, as well as the processes of uncontrolled urbanization and demographic growth, could threaten the ecological balance to the limit and emphasize the negative interdependence between the natural environment and the economy. Human civilization is a consumer-oriented and aggressive to nature, and consequences of such a relationship are growing environmental problems. Radical social changes that followed as a result of the devastation of natural resources also require a change of consequence model of natural resources devastation.

The concept of sustainable development calls for equal integration of the three aspects of the development:

- *Economically sustainable system* must be able to ensure the stability and efficiency of the economic system;
- *Ecologically sustainable system* must maintain a stable resource base while avoiding over-exploitation or endangering their life functions;
- *Socially sustainable system* must provide uniform distribution of capital, ensuring adequate provision of social services and participation in politics and the responsibility of each individual.

In the current economy, the greatest attention was paid to the development of such business ethics in the areas of production that strives to create products that are environmentally safe for consumers and the environment.

Popularization of the concept of sustainable development as environmental protection management at the end of the eighties (WCED, 1987), a significant part of the scientific tourist literature was focused on the principles and practice of sustainable tourism development. The concept of "sustainable tourism" was able to represent and encompass the principles, regulations and management methods that set the path for tourism development, so that the natural resources of the area would be protected for future development (Lane, B., 1994). As this paradigm recently criticized as being too focused on tourism, it was managed to provide a conceptual mechanism for policy formulation that explicitly links the tourist claims of sustainability to sustainable development in general



(Wall, G., 1993). In other words, the ideas of sustainable tourism have become too isolated from the original concept, resulting in a gap between principles and policies for sustainable tourism with sustainable development (Hunter, C., 1995).

Due to the poor economic situation in which is our country, the economic development process ignores the facts about impacts on the environment. Economic development as the goal should not be allowed to use the natural environment as a means to achieve a goal. The Republic of Serbia has as a priority the economic development, but accumulated social problems cannot be solved solely by means of an economic policy. In order to create conditions for the development of tourism, it is necessary to preserve the environment from the negative impacts of intensive development of the economy, especially industry. On the other hand, the tourism development eventually leads to negative interactions with the environment in which it is implemented.

Tourism is only seen as a means of faster economic growth, higher employment and regional development, while forgetting unbreakable bond between tourism and the environment. That is why the sustainable development of tourism is becoming a common interest of national, regional and local authority management. Country through legislation should not affect the determination of the direction of tourism development, which would have to concern the environmental protection.

Since tourism use the environment as an important resource, it is necessary to regulate the operation of all tourism entities in Serbia so that all costs for each activity must be taken into account when making economic and business decisions. This includes, in particular, long-term costs of environmental protection, as well as social costs, and they must be included into the market prices.

3. SUSTAINABLE TOURISM DEVELOPMENT

According to the World Tourism Organization (WTO), the sustainable development of tourism is the tourism development that meets the needs of present tourists, tourist destinations and all stakeholders in tourism while preserving and increase the potential for the use of tourism resources in the future, without compromising the ability of future generations to meet their own needs. Sustainable tourism is responsible tourism that takes account of the quality and protection of the environment and enhances the value of tourism on a sustainable basis.

Achieving sustainability defines the need to establish a balance in the relationship between three seemingly conflicting areas: environmental responsibility, economic efficiency, and socially responsible tourism. Swarbrooke (1999) divides the sustainable tourism development in three dimensions: economic, social and environmental. Environmental dimension consists of the natural and built natural environment in the local community (Swarbrooke, J., 1999). The economic dimension includes new financial resources that are injected into the local economy and local businesses that profit generated from tourism activities. The social dimension includes interactions between tourists and



the local community. Resource allocation is desirable when social changes are taken into account (Stein, T.V., et al., 1999).

In order to achieve sustainable tourism successfulness, the connection between all three aspects must be taken into account (Swarbrooke, J., 1999).

During the 1990s, the new concept of sustainable development was applied in different fields, including tourism (Hajdu, F., 1999). According to Hajdu (1999), the World Conference on Sustainable Tourism in 1995, organized by UNESCO, on the island of Lanzarote, produced the charter for sustainable tourism which declared that:

“Tourism development shall be on criteria of sustainability, which means that it must be ecologically bearable in the long term as well as economically viable, and ethically and socially equitable for local communities” (Roos, S., 2004).

In this way tourism development has been striving towards the path of sustainability, just as other current forms of development through the process of adopting principles of sustainable tourism. According to Blamey (2001), principles of sustainable tourism are: sustainable use of resources, minimum negative impacts in nature and society, maintain ecosystem, use of holistic tourism planning strategy, promotion of local economy, maximum participation of all stakeholders and locals, excel capacity building, educating both tourists and locals about responsible tourism, and regular undertaking research. These are very essential theoretical formulas that should be implemented in the practical field then we are able to attain tangible sustainable tourism that can support required sustainable development in the context of many developing world where there is potential of ecotourism.

4. ECOTOURISM: A PATH TO SUSTAINABILITY

Regarding the inception of ecotourism, Blamey writes that the term ‘ecotourism’ was first used by Hetzer in 1965 when he wrote his book *Environment, Tourism, and Culture*, and came to identify four principles of responsible tourism that include – minimizing negative environmental impacts, respecting host cultures, maximizing the welfare of and benefits to the local people, and increasing tourists satisfaction (Blamey, R.K., 2000). The concept of ecotourism – born ‘within the womb’ of the environmental movement in the 1970s and 1980s

(Honey, M., 1999) - is a very significant alternative concept standing against mass tourism, which had created a sense of dissatisfaction and various negative impacts in environmental and social realm. The conventional tourism always focuses on income and growth instead of conservation environment and culture of destination. In many places in the world, in the name of tourism, mass of forest destruction, various pollutions, cultural decay and other and other many problems have been emerged.

The term ecotourism has been formulated by Hector Ceballos – Lascuren, and his definition of ecotourism has been officially adopted by IUCN at the first World Congress in Montreal in 1996. According to this definition, ecotourism is “responsible travel to nature, which protects the environment and improves the welfare of local people”



(Jovanović, V., 2013, pp. 87). Ecotourism involves travel to relatively undisturbed or uncontaminated areas with specific learning objectives, admiring and enjoying the scenery with wild plants and animals, as well as any existing cultural manifestations.

In modern era, ecotourism is defined as "...a form of tourism that fosters learning experiences and appreciation of the natural environment, or some component thereof, within its associated cultural context, it is managed in accordance with industry best practice to attain environmentally and socio-culturally sustainable outcomes as well as financial viability" (Weaver, D., 2008, pp.17).

The (International) Ecotourism Society in 1990: Responsible travel to natural areas that conserves the environment and improves the well-being of local people in 1996 by the World Conservation Union (IUCN) which describes ecotourism as: Environmentally responsible travel and visitation to natural areas, in order to enjoy and appreciate nature (and any accompanying cultural features, both past and present) that promote conservation, have a low visitor impact and provide for beneficially active socio-economic involvement of local peoples (Joshi, R.L., 2011, p. 11) Ecotourism tries to raise environmental consciousness by exploring ecology and ecosystems and by providing environmental type experiences. Taking part in ecology actively and getting first hand impressions of how ecosystems work influence peoples' ways of thinking, which finally raises awareness of conservation and protection (Ecotourism – Sustainable Tourism in National Parks and Protected Areas, 2005, pp. 170).

According to Patterson (2002), characteristics of an ecotourism business are that it:

- Have a low impact upon a protected area's natural resources and recreation techniques;
- Involve stakeholders (individuals, communities, ecotourists, tour operators and government institutions) in the planning, development, implementation and monitoring phases;
- Limits visitation to areas, either by limiting group size and/or by the number of groups taken to an area in a season;
- Supports the work of conservation groups preserving the natural area on which the experience is based;
- Orients customers on the region to be visited;
- Hires local people and buys supplies locally, where possible;
- Recognizes that nature is a central element to the tourist experience;
- Uses guides trained in interpretation of scientific or natural history;
- Ensures that wildlife is not harassed;
- Respects the privacy and culture of local people.

According to Chesworth (1995), Ecotourism has six characteristics. These are: a) ecotourism involves travel to relatively undisturbed natural areas and/or archeological sites, b) it focuses on learning and the quality of experience, c) it economically benefits the local communities, d) ecotourists seek to view rare species, spectacular landscapes and/or the unusual and exotic, e) ecotourists do not deplete resources but even sustain the environment or help undo damage to the environment, and f) ecotourists appreciate and respect local culture, traditions, etc.

It focuses primarily on experiencing and learning about nature, its landscape, flora, fauna and their habitats, as well as cultural artifacts from the locality. A symbiotic and complex relationship between the environment and tourist activities is possible when this philosophy can be translated into appropriate policy, careful planning and tactful practicum (Rahman, A., 2010, pp. 79).

While the details vary, most definitions of eco-tourism boil down to a special form of tourism that meets three criteria:

- it provides for environmental conservation;
- it includes meaningful community participation;
- it is profitable and can be self-sustained.

As shown in Figure 1, there is just a thin line of differentiation between sustainable tourism and ecotourism, which also shows that there is as such no absolute boundary between sustainable and unsustainable tourism (Eriksson, H., 2003, pp. 3). According to Weaver (2001); Ecotourism exists within the broader classification of tourism types which, at an initial level, can be divided into ‘mass tourism’ and ‘alternative tourism’. Mass tourism is seen as the more traditional form of tourism development where short-term, freemarket principles dominate and the maximization of income is paramount. The differences between mass tourism and ecotourism are shown in Table 1.

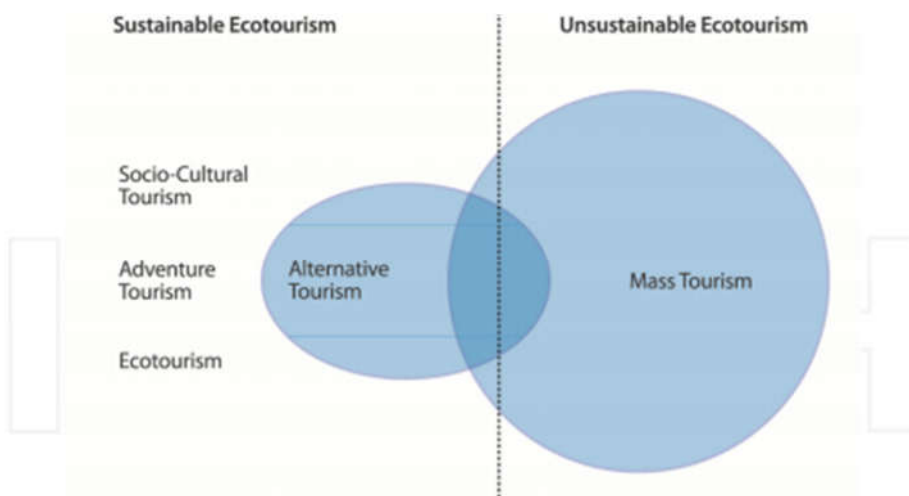


Figure 1: Conceptual model of tourism (Eriksson, H., 2003)

Ecotourism as a very specific form is part of the broad concept of nature-based tourism, or it can be said that ecotourism describes a nature-based operation in the field of tourism. “The most obvious characteristic of Ecotourism is that it is nature based” Figure 1 (Weaver, D., 2008).



Ecotourism is a component of sustainable tourism. In many ways, sustainable tourism exemplifies the relationship between ecotourism and sustainable development (Bansal S.P. & Kumar, J, 2011, pp. 34)

Sustainable tourism will focus on three areas:

- Quality – valuable experience for visitors and increased life quality for host communities through cultural identity, poverty reduction and environmental quality;
- Continuity – exploitation is made at the optimum level that allows the preservation and regeneration of the natural resources;
- Balance between the needs of tourism industry, environmental protection, and local communities by an equitable distribution of benefits among stakeholders.

Table 1: Distinct characteristics between mass tourism and ecotourism (Dorobantu M.R. & Nistoreanu, P., 2012)

Characteristics of mass tourism	Characteristics of ecotourism
Large groups of visitors	Small groups of visitors
Urban	Rural
Touristic general marketing activities	Eco-marketing activities
Average prices for purposes of market penetration	High price with purpose of filtering the market
Impact on natural environment	Little impact on the environment
Advanced control options	Limited possibilities of control
Management based on macroeconomic principles	Management based on local economic principles
Anonymous relationship between visitors and local community	Personalized relationships between visitors and local community
General development goals	Local development objectives
Behavior-oriented leisure activities and entertainment, opponents to education and training actions	Loyalty in the process of training and education for appropriate conduct for the natural environment
Intensive development of tourism facilities	Reduced development of tourism facilities

5. ASPECTS OF ECOTOURISM DEVELOPMENT IN THE REPUBLIC OF SERBIA

Ecotourism is in rapid development in recent decades. Unfortunately, although it has the potential to create a positive impact on society and the environment, if not implemented properly, it can be harmful as much as mass tourism. According to Wood (2002), a global growth of tourism contributes to the creation of a significant threat to the cultural and biological diversity.

Further studies showed that the focus of ecotourism are exactly the wilderness and untouched areas, and it is known that such areas preserve the unique biodiversity of which



mankind achieves priceless multiple benefits. Therefore, such areas should be used cautiously to eliminate any possible negative impact on them. The loss of biodiversity and natural habitats, waste production and input of pollutants into protected natural areas are just a few of the possible negative consequences. In addition, serious concern related to ecotourism exists in terms of the degree of social justice and implementation and compliance by both decision-makers, and user, i.e. tourists.

Putting the eco-tourism on a truly sustainable path is a real challenge, which requires cooperation between the tourism industry, governments, local people and tourists themselves (E. Wood, 2002 pp.76). So, it is a multi-disciplinary and the only true approach when it comes to protecting any level of the organization of the living world and its components.

In Serbia there are numerous problems related to environmental pollution (Besermenji, S. 2007, p. 497). We'll take the example of *Stara Planina* Mountain as one of the best preserved natural environments in Serbia, which is an ideal area for ecotourism development. Attractive geological structures, diversity of landscapes, beautiful natural landscapes, monuments, ethnological objects and their environments, high environmental quality and a large number of biological species and ecosystems are invaluable potential for sustainable development of the area.

The design of programs of stay of visitors to the Stara Planina mountain and offers with adequate contents that would not lead to disruption of the natural features of the area is the first and basic condition for the development of eco-tourism in Stara Planina (Miljović Lj., Bugajić M., 2006). The International Network "Natura 2000", in cooperation with the NGO "Society for the Improvement of education - Duo" from Belgrade and the Association of teachers "Logos" from Pirot, included the Stara Planina mountain in the project for the establishment of mechanisms for the protection of biodiversity in the Balkan region, with a goal to obtain sustainable development through ecotourism and environmental education in protected areas (Mijović D., 2001, p 153).

Project implementation of educational elements includes in ecotourism the natural good offers, with a clear character of sustainable development, because it deals with the development and creation of eco-education products, which can be offered in the tourism market place for protected natural area destinations. Until now, it was rare that locals see protected natural area as a unique good that has an economic value. Mostly, these areas are seen as the reason for a number of limitations in the use of natural resources. On the basis of recognition of profit from natural resources, we need to encourage people to get involved in the process of protection (Butcher, J., 2007).

Zlatibor Mountain has also favorable conditions for the development of ecotourism. The main potential for the development of eco-tourism in Zlatibor villages are protected Stopica cave and Gostilje waterfall, for which there is an idea to start procedures for its protection (Otoranov, P., 1996). The richness of the vegetation (meadows, pastures and forests) is the basis for the development of ecotourism. Stopića cave is located near the village Rožanstvo, on the northeastern side of Zlatibor. It consists of three connected hydrographic units: Pećinice, sink of Trnovski stream, and Stopića caves. Exceptional



value of Stopića caves represents fauna, which is characteristic for endemic species coleoper trechine. Since 1985, the Committee for Planning and Protection of Stopića cave came to guidelines for tourist exploitation. Special attention was paid to cave arrangement for tourism purposes and protection of the environment.

Zlatar has a much greater potential for the development of ecotourism of Zlatibor. Relatively untouched nature and proximity to the canyon of the river Uvac make this area suitable for the development of recreational forms of ecotourism. Also, high-quality rich forest resources and forest fruits represent good potential for an active vacation ecotourism in this area, as well as for the production of healthy food to feed tourists. Many villages offer the possibility of combining ecotourism with village tourism. Livestock barns can easily adapt to eco lodgings.

Tara National Park with its rich and varied plant and animal species, one of which is certainly the most important endemic species Serbian spruce (*Picea omorika*, or *Pančićeva omorika*), provides a good basis for the development of ecotourism. Typical landscapes enable the development of walking tours. A number of forest and local roads are good basis for the development of creative eco-cycling tourism, eco-tracing, the ecotourism on lookouts etc. Educational ecotourism is particularly attractive in the restricted area “Zvijezda“, with brown bears and areas with Serbian spruce, as well as eco-climbing after the Tara cliffs to the canyon of Drina River.

National park *Kopaonik* has become developed tourist center of Serbia, with built tourism infrastructure, which has significantly changed the ecotourism potential, so that it might be the only supplement of existing forms, especially during the summer period. The wealth of herbs and berries enable the development of the educational segment of ecotourism. Therefore, ecotourism should be developed on Kopaonik in the locations where no tourist facilities exist.

River *Uvac* canyon is a combination of various natural forms, which are a good base for the development of ecotourism. In this area there are several artificial lakes that have changed the natural look of the canyon, but he is still unique in Serbia. On the periphery of the river there are numerous caves and other landforms, which complement ecotourism potential. The special significance of this canyon and river Uvac is that it connects two major ecotourism areas: Pester plateau and the mountain Zlatar. Thus, this is the most profitable in Serbia and the most promising ecotourism area.

Previous investigations have shown that the level of development of eco-tourism in Serbia is unsatisfactory, because there are insufficiently developed ecotourism centers. Also, there is no real campaign to raise awareness among people about eco-tourism. On the other hand, Serbia has all potentials to develop ecotourism. It is rich in restricted areas, forests, national parks, rivers, mountains, lakes, which are good basis to move decisively in the development of ecotourism (Hrabovski-Tomić, E., 2011).

Namely, as a small industry, ecotourism can bring significant tourism development and increasing the national budget in Serbia through an open door for all people who want pure nature, and peace. Positive example of this may be implementing systems such as, for example, in Costa Rica, which would yield positive effects.



Ecotourism has not received institutional place which belongs to it, neither in the Tourism Development Strategy from 2006, nor in the National Strategy for Sustainable Development handed down two years later. Only in one place the Tourism Development Strategy mentions the word ecotourism - in part 3 entitled "Opportunities for development of tourism in the Republic of Serbia in relation to trends in world tourism", stating that, as a potential tourism products, especially need to emphasize the capacity of the Republic of Serbia to create products that are associated with using the nature and ecotourism. There are some guidelines in the Strategy, which are indirectly related to ecotourism as part of sustainable tourism in the broader sense as a priority that Serbia has, but has yet to use. This applies to the statement on already confirmed habits of tourists that increasingly seek and accept new experiences and destinations, particularly at a time when such destinations offer a new experience in a professional manner.

Therefore, despite the efforts which are essential to expand the areas of protected territories and the proclamation of new protected areas, it is necessary to ensure better protection of existing protected areas, and particularly to preserve their most delicate parts. Different treatment could lead to creation of "negative trend", and the abandoning the set of national and global objectives.

6. CONCLUSION

The developments in the global economic market at the end of the last century have been increasingly included in the environmental component the analyses. The former rapid economic development has led to the disruption of the natural and cultural environment, and the exclusive economic business philosophy has become unsustainable in the longer period of time.

The concept of sustainable development gets its implementation and in the tourist market. Ecotourism as a contemporary form of selective tourism with special demands becomes increasingly important segment of the overall tourism development of many countries at the beginning of XXI century. This is especially true in economically underdeveloped countries and developing countries. These countries have a wealth of relatively unspoiled natural and cultural environment, which is due to the lack of industrial development and urbanization are expressed, retains its original characteristics, which represent a good starting point ecotourism development.

Serbia has a good resource potential for the development of eco-tourism that can be valorized through ecotourism development and clustering of the planned tourist area of the Republic of Serbia. It can achieve a well thought-out marketing approach and systematic approach at the state level, through the active role of local government, creating necessary infrastructure for ecotourism, intensive training and raising environmental awareness, adoption and implementation of international standards ISO 14001 and Green Globe 21. All this must be accompanied by constant monitoring of the state of the field and the systematic improvement of environmental protection.



Design and development of eco-tourism requires the full commitment of all those in charge. Only motivated people have the will and the energy to begin such work and to provide them with the only additional income, because ecotourism has not been promoted in Serbia. There is no necessary infrastructure in protected areas, which would be supported. Also, the education system in Serbia does not have adequate education for the implementation of eco-tourism and organic agricultural production.

Supporters of sustainable tourism development through ecotourism see the only real tourist industry, which provides ecotourists to meet and experience the destination in the best way. If the system is approached in the development of eco-tourism, it will remain unfulfilled desire of healthy nature lovers. The development of ecotourism in Serbia can be relatively profitable, and the only real and successful way of its development is a comprehensive and responsible approach to the permanent preservation of the environment and natural resources of Serbia. Thus, they will be preserved for generations to come.

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SPECIFICITY OF ECOTOURISM DESTINATION MANAGEMENT

Invited paper

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***Abstract:** There is an increasing number of destinations which direct their tourism offer towards ecotourism, because this type of tourism is recognized as a current megatrend in tourism market. It is needed, for the ecotourism development, to combine the knowledge of diverse fields in order to achieve a balance between ecological, sociocultural, and economic interests. Therefore, the overall process of planning, organization, leadership, and control of integral product of ecotourism destination requires interdisciplinary approach, and complete attention of crucial stakeholders. The goal of the paper is presenting the specificity of ecotourism destination management through process of identifying the main participants, and through presentation of problems and directions, based on the analysis of respective examples from practice.*

***Keywords:** ecotourism, stakeholders, management, ecotourism destination*

1. INTRODUCTION

Tourism is economic activity which highly depends on and at the same time greatly uses clean and healthy life environment. Sustainable development, respectively controlled usage of natural resources and saving environment, is set as the highest priority in tourism development (Milićević, S., Kostić, M., Đorđević, N. 2016). Sustainable development is correspondence of current and future life necessities (Ivolga, A., Erokhin, V. 2013). Sustainable tourism is an "ideal" that balances environmental, economic and sociocultural aspects to guarantee long-term sustainability that can (and many say should) apply to all forms of tourism in all types of destinations – including both mass tourism and special interest segments (Black, R., Crabtree, A. 2007).

Modern tourism market is characterized by constant innovation of tourism products, aspiration to authentic experiences and adventures. Over the past several years, there are more and more changes of the tourists' needs: demand for natural, untouched, ecologically



clean environments is increasing, and the trend of caring for one's own health is becoming more significant (Milićević, S., Đorđević, N. 2016). Consequentially, from these changes in offer and demand, a new form of tourism, of recent date, has made an appearance – ecotourism. Ecotourism can be defined as responsible travel to natural areas which preserves life environment and enhances the welfare of local residents (Jovanović, V. 2015).

There are many destinations in the tourism market that aspire to develop this form of tourism, keeping in mind that it is one of the five current megatrends in the tourism market which are endorsed by the World Tourism Organization.

Ecotourism destination concept, a new concept in tourism, is not precisely defined yet. Their offer implies application of sustainable development principles, while demand consists of modern tourists with developed ecological consciousness who want to participate in life environment preservation by education and volunteer activities.

Complementarity is an important characteristic of ecotourism. Ecotourism activities can exist as a part of tourism offer in different types of tourism (spa, recreational, rural, etc.) (Stankov, U., Stanković, V., Dragičević, V., Arsenović, D. 2011). Because of this, it is difficult to single out "pure" ecotourism destinations.

To manage ecotourism destination is to develop and keep sustainable growth which means seeking for balance between environmental, economic, and sociocultural aspects (Hardy, Beeton, Pearson, 2002; Vera Rebollo, Ivars Baidal, 2003; Pforr, 2004). One of the goals of destination management is also making of tourism product and its commercialization (Jegdić, V., Škrbić, I., Milošević, S. 2013) which is based on demands and needs of tourists. The efficiency of ecotourism destination management is conditioned by successful planning which depends on basic data of social and ecological factors, zoning strategy, regulations which can stop the intentional misuse of sensitive ecosystems, local participation in the making of a set of standards for the sake of limitation on acceptable change and long-term monitoring.

2. DEFINITION OF ECOTOURISM AND ECOTOURISM DESTINATION

Term *ecotourism* was explicitly defined in 1983 by Mexican consultant Hector Ceballos-Lascurain who introduced two out of three key elements of ecotourism: natural attractions, and educational motivation, while the third element, ecological and social sustainability, was subsequently introduced by Epler-Wood, the founder of the International ecotourism society (TIES) (Jegdić, V. 2010). The International ecotourism society defines this concept as: "responsible travel to natural areas that conserves the environment, sustains the well-being of the local people, and involves interpretation and education" (TIES, 2015).

By analyzing the definitions of numerous authors, Fenell came to conclusion that the most often mentioned terms in those definitions were following (Fenell, D. 2014):

1. nature-based;
2. preservation;
3. education;



4. sustainability;
5. distribution of benefits;
6. responsibility

According to the UNWTO's definition, ecotourism refers to forms of tourism which have the following characteristics (UNWTO, 2002):

1. All nature-based forms of tourism in which the main motivation of the tourists is the observation and appreciation of nature as well as the traditional cultures prevailing in natural areas.

2. It contains educational and interpretation features.

3. It is generally, but not exclusively, organised by specialised tour operators for small groups. Service provider partners at the destinations tend to be small, locally owned businesses.

4. It minimises negative impacts upon the natural and socio-cultural environment.

5. It supports the maintenance of natural areas which are used as ecotourism attractions by:

- Generating economic benefits for host communities, organisations and authorities managing natural areas with conservation purposes;
- Providing alternative employment and income opportunities for local communities;
- Increasing awareness towards the conservation of natural and cultural assets, both among locals and tourists.

It is a type of travel which fulfils ecological, social, and economic needs of a destination, it includes all factors and phases of a travel: air travel, local transport, tour operators (Stojanović, V. 2011).

The concept of ecotourism destination is not precisely defined yet. The term *destination*, Inskip and Kallenberger (1992) regard as a certain narrow or broad spatial entirety where tourism traffic is made, and that entirety can be any place that has tourism capacities at disposal, as well as every region where several tourism centers are located (Inskip, E., Kallenberger, M. 1992). According to this, we can roughly define ecotourism destination as a narrow or broad spatial (geographical) entirety in which tourism traffic is made, based on ecotourism as primary form of tourism. For its more precise definition, it is needed to take a look at its most important characteristics, which are (Wood, M. 2002):

- Natural features conserved within a protected landscape.
- Low density development, where natural areas are abundant and the built landscape does not dominate.
- Evidence that tourism is not harming natural systems such as waterways, coastal areas, wetlands, and wildlife areas.
- Thriving small community businesses, including food stands and other types of craft enterprises owned by local people.
- Plenty of designated outdoor recreation zones that are designed to protect fragile resources, including bike paths, trails or boardwalks that are shared by locals and visitors alike.
- Thriving, locally owned lodges, hotels, restaurants, and businesses that provide genuine hospitality with friendly, motivated staff.
- A variety of local festivals and events that demonstrate an ongoing sense of pride



in the local community's natural environment, and cultural heritage.

- Clean and basic public facilities for tourists and locals to share, such as public showers and toilets.
- Friendly interaction between local people and visitors in natural meeting places, such as local shops or benches by the sea.

It is very important to point out that ecotourism is a form of tourism that implies areas with preserved life environment (Rabotić, B. 2012), hence by the possible ecotourism destinations, we can imply national parks, protected natural areas, rural areas, regions with rich biodiversity and low level of building and urbanization.

3. CHARACTERISTICS OF ECOTOURISM DEMAND AND OFFER

Ecotourism, to provide the expected benefits to conservation and community development, has to be an economically viable activity, therefore indicators and a good knowledge of the ecotourism market (demand and offer) are also contributing factors to sustainability (UNWTO, 2004). Responsibility to the environment and rational usage of resources have become important not only to the economic subjects and government, but also to the consumers. Modern tourist seeks for experiences that give him a feeling of closeness with natural values and local community. It has become difficult to define ecotourists and keep up with the tourism traffic of "pure" ecotourism market, because their activities coincide with the activities of tourists of rural tourism, adventure tourism, and nature tourism (Blangy, S., Vautier, S., 2001).

Having a developed ecological consciousness, ecotourist is anyone travelling with the primary motivation of viewing, enjoying, and experiencing nature in a relatively undisturbed or uncontaminated natural area and undertaking at least one ecotourism experience during their stay (Martinez Carvajal, M. 2013). Demographic characteristics of ecotourists have tended to suggest that they are predominantly female, well educated, and tend to fall within relatively higher income categories than the general population (Galley, G., Clifton, J. 2004).

There are many authors who define ecotourist types in order to represent this notion more clearly. Lindberg identified four categories of ecotourists (Dey, B., Sarma, M.K: 2006):

1. Hard-core nature tourists are scientific researchers or members of tours designed for education, removal of litter, or similar purposes.
2. Dedicated nature tourists are people who take trips specifically to protected areas to understand local, natural, and cultural history.
3. Mainstream nature tourists are people who visit the Amazon, Rwanda gorilla park, or other destinations primarily to take an unusual trip.
4. Casual nature tourists are people who partake in nature incidentally as part of a broader trip.

The study by National Tourism Office of Australia discovered that ecotourists seek for the following (Stojanović, V. 2011):

- regions and attractions of natural beauty;



- small groups far away from crowd;
- a certain level of interaction with the environment;
- interactions with people who think alike;
- a certain level of information and learning, and
- entertainment and enjoyment.

The primary ecotourist attractions are nature and cultural heritage. The attractions themselves are not enough for the tourism offer which would develop ecotourism. Ecotourism implementation requires infrastructure different from that of a conventional tourism setting, particularly if visitor lodging or food service is involved. In natural areas, ecotourism infrastructure must blend in with the surroundings, use predominantly renewable energy sources and manage sewage and food waste without damaging the surrounding environment (Drumm, A., & Moore, A. 2005). According to "Guidelines for ecotourism facilities and activities operation", developed by The Sri Lanka Tourism Development Authority, minimum general criteria for ecotourism facilities and activities are (SLTDA, 2011):

- Ecotourism facilities and activities should be based on natural and/or cultural (authentic/traditional) environmental, and their associated resource base.
- The facility essentially needs to provide inside education to tourists/visitors on the environment including flora, fauna and its associated communities.
- Facility or the service should be offered to smaller groups (maximum 15) after identifying appropriate carrying capacity of the visiting site.
- Facility/or activity should generate economic benefits to the host community involving directly and indirectly in the area.
- Facility/or activity essentially needs to conserve existing ecological, cultural and social balances within the project and the associated areas.
- Should take all necessary measures to minimize all negative environmental, social, cultural, and economical impacts.
- Enhancement of existing environment, such as contributing to the nature, culture, to be taken into consideration ensuring its sustainability.

Accommodation offer of ecotourism destination can vary from the most simple to the most luxurious, and it includes (Wight, P., A. 1993): simple (tent), rustic (cottage), comfortable (ranch, inn, lodge), comfortable (hotel, ranch), and luxurious (hotel). Tour operators, which have an important role in the offer of ecotourism destination, make package holidays usually for small ecotourist groups.

4. ECOTOURISM DESTINATION MANAGEMENT

Great interest of the contemporary tourists for areas of natural beauty and/or uniqueness implicate the obligation for tourism managers to use all available methods and instruments in process of minimizing negative impacts that tourism has on the environment. In the process of tourism development in ecotourism destination, the local authorities and tourist association have a great task, because it is expected that initiative for actions comes from them. They have to work on networking in order to implement the



sustainable strategy and to protect the resources. Knowledge is a basic element in order to continuously improve the competitiveness of the ecotourism destination. Ecotourism destination managers must have the knowledge of human and natural sciences, specific skills and attitudes (Jurđana, S.D. 2009)

Tourism destination management implies a set of activities, by which coordinated management of all elements, that make one tourism destination, is done. Muller defined ecological management as management and development of a company that reflects responsibility for life environment preservation (Muller, H. 2004).

The ecotourism sector of the travel industry is primarily a collection of small and medium-sized local businesses, communities and non-governmental organizations that develop and implement ecotourism programs in remote and fragile destinations for both the group tour and independent traveler markets (UNEP, 2002). For the sake of successful implementation, progress, and ecotourism sustainability in destination, there are various forms of certifications and guidelines for ecotourism operators.

Ecotourism destination management is inconceivable without application of ecological principles. Its specificity and importance is reflected in the balancing between stakeholders' interest of offer and demand, but also a need for preservation of life environment. According to Wood, for successful ecotourism destination management it is needed (Wood, M. 2002):

- Provision of adequate budgets to conserve popular tourist areas, and earmark tourism fees for conservation.
- Tourism businesses should pay impact fees that fund the infrastructure for solid waste treatment, sewage treatment capacity, electricity and water, because their guests will require these services. Tourism properties should receive clear incentives for conserving electricity and water.
- Environmental impact assessment programs should be followed by impact monitoring programs. These programs should be tied to business licensing and certification systems.
- Well-managed trails and camping areas should provide clearly marked rules for low-impact use.
- Published and recognized rules or regulations for public lands should detail the type of vehicles permitted in specific zones, speed limits, fines for dumping or pollution, clear rules for limiting off-road driving, oversight on the number of visitors allowed in zoned areas, and instructions on how and when to observe wildlife. Guidelines should state what is inappropriate.
- Training programs are necessary to provide local inhabitants with the opportunity to run their own businesses.
- Affordable housing programs should ensure that local residents are not excluded from their own communities due to ballooning real estate prices.

The need for specific education in order to manage the ecotourism destinations is identified. In Queensland Ecotourism Plan, it is written: Ecotourism operators and their employees require specialized training in areas such as ecology, environmental education, environmental and resource management, communication, and business skills. Training



should be competency based, tailored to the particular requirements of the industry and provided in a culturally appropriate manner (Lipscombe, N, Thwaites, R., 2001).

5. KEY STAKEHOLDERS IN ECOTOURISM DESTINATION DEVELOPMENT

In the development of every tourism destination, several specific groups of actors which may be called interest groups (stakeholders) are involved. Everyone who has personal interest, involvement, or invests in the tourism destination development, can be considered as interest group, i.e. stakeholders. Successful destination development implies that the needs of all interest groups must be satisfied on the long-term basis through process of strategic planning (Popesku, J. 2011).

Ecotourism often involves numerous actors, including (FAQ, 1997):

- Visitors;
- Natural areas and their managers, including both public and private areas;
- Communities;
- Businesses, including various combinations of local businesses, in-bound operators, outbound operators, hotel and other accommodation providers, restaurants and other food providers, and so on;
- Government, in addition to its role as a natural area manager; and
- Non-governmental organizations, such as environmental and rural development NGOs.

The relevant actors will vary across sites. For example, local communities may be present at some sites, but not others. Likewise, businesses may play a large role at some sites, but little or no role at others.

Visitors, who are an important interest group of a destination, according to their activities, can have a positive and a negative influence on ecotourism development. Because of that, visitor management plays an essential role in protecting the ecological sustainability of protected areas, providing funding and business opportunities, and enabling visitors to obtain worthwhile experiences from their visit (<http://www.sustainable-tourisonline.com/parks-and-culture/visitor-managemen>). The visitor management techniques available to managers of natural resources include (Candra, A.N., Ispas, A. 2009):

- Regulating access by area (zoning);
- Regulating visits by visitor type (through pricing);
- Implementing entry or user fees;
- Providing interpretation programmes and facilities;
- Regulating visitor behavior (codes of conduct);
- Concentrating on allowing accredited organizations to bring visitors to the site.

Locals need to be educated about sustainability to preserve the product that actually offers them a living. In the local enterprise model, a community takes ownership of its surrounding ecosystem by formal community business incorporation. This is built upon the local community's deep knowledge of wildlife, including endangered species, their traditional culture that respects nature, and economic motivations to balance livelihoods derived from natural resources (Ghodeswar, B.M. 2013).



Enterprises that work in ecotourism destination need to have ecologically responsible management, which requires acceptance of an attitude towards sustainability that will be incorporated in business activities. This means that the enterprise should change the ways of doing its business, supplying, producing and providing services, so that in this manner it should make positive impact on life environment (Krstić, B., Jovanović, S., Tasić, M. 2014).

Cooperation between local and national stakeholders is of huge importance for a successful ecotourism development. This includes (Fennell, D. A., Dowling, R. K. 2003):

- licensing only those tourism businesses that comply with environmental laws and regulations;
- providing reliable supply of energy that has minimal environmental impact;
- treating wastewater and sewage;
- building and maintaining a transport infrastructure;
- developing human capacity for ecotourism, nature tourism or sustainable tourism;
- marketing individual destinations – including flagship parks and reserves.

6. EXAMPLES OF GOOD PRACTICE IN ECOTOURISM DESTINATION MANAGEMENT

In addition, we will give examples of development and management of some of the most famous ecotourism destinations in the world. According to the site "Independenttraveler.com", Costa Rica is, with a reason, considered to be a synonym for ecotourism. It got established in the 1990s as a destination for ecotourists. This rainforest-swaddled Central American country is home to more than 500,000 different species - about 4 percent of all plant, insect, and wildlife species on Earth. Thick rainforests, sandy coasts, and river rapids offer a multitude of adventures for tourists who prefer activities under the open sky. Tourists can enjoy in rafting, mountaineering, hiking, observing wild animals (monkeys, crocodiles, jaguars, turtles, and poison frogs) at some of the numerous national parks. Ecological hotels are also in the offer.

The term "ecolodge" was practically born in Costa Rica, and some of the best rainforest-based accommodations in the world can be found here. The most authentic ecolodges take sustainability seriously – they are built out of local materials, employ Costa Ricans from nearby towns, recycle and reuse, and give back to their communities. One of the most luxurious and sustainable of the bunch is Lapa Rios, which the certification board calls "a model ecotourism project." The five-star lodge has 17 low-impact bungalows on a private tropical rainforest reserve and emphasizes the importance of sustainability to both guests and employees. Arenal Observatory Lodge is a particularly famous ecolodge in Costa Rica. It sits on a ridge 1.7 miles from Arenal, one of the most active volcanoes in the world. Beyond the big-name lodges, there are many more where locals are trying to make a positive impact on their communities and environment (<http://www.independenttraveler.com/travel-tips/central-and-south-america/costa-rica-accommodations-ecolodges-hotels-and-more>).

Gambia, on the west coast of southern Africa, is one of the smallest countries on the continent. It is a Third World country, so tourism is vitally important to the national



economy. The country has six national parks and reserves, as well as several forest parks. This land has been set aside for the protection of natural habitats and native fauna, and is managed by the Department of Parks and Wildlife Management. Eco-tourism allows visitors to enjoy the island and participate in activities in a way that minimizes negative environmental impact and helps to raise living standards of Gambian people. This policy was developed as a joint venture between the Responsible Tourism Partnership and local tourism stakeholders. Its aim is to promote tourism within Gambia in such a way that it creates economic benefits and employment within local communities while conserving and protecting the country's culture, heritage and natural resources. This is to be achieved through investment in small-scale rural tourism enterprises that are managed at the local level, by reducing the leakage of tourism revenue from the country and by encouraging the use of local products and services within the tourism industry. Most hotels in Gambia adhere to responsible tourism practices such as water and power conservation. The Safari Garden Hotel in Fajara, for example, won a Responsible Tourism Award in 2008 for its program of training and employment for local people. The luxury lodge-style accommodation is built from locally sourced materials, using ecological construction techniques, and wherever possible utilizes only local labor and goods. At Tumani Tenda Eco-tourism Camp, tourists live in the village with the Jolla people and are encouraged to take part in community activities, such as farming, handicrafts and cooking, as well as participating in traditional ceremonies and dancing. Accommodations are furnished with locally made furniture and fabrics, and souvenir items such as carvings, wax candles and batiks also are made by the villagers. Ecotourism programs in operation within Gambia include the Official Tour Guides Scheme, which was established in 1997 to provide employment for local youth, who are trained as tour guides and must adhere to a strict code of conduct in return for a fair wage. The plan also has helped to improve guest-host encounters. "Gambia is Good" is a fair trade practice in which local farmers sell their produce directly to tourists (<http://traveltips.usatoday.com/ecotourism-gambia-25184.html>). Like many countries around the world, the Gambia's protected areas are managed and administered by the public sector and not run as private concerns. In the Gambian context the most overriding effect of this is that revenue generated by the protected areas is recouped back to central government, and budgetary allocations bear no relation to the economic performance of the department (FAO, 2001).

A typical example of a well organized ecotourism destination is Norwegian fjords. Namely, strict ecological regulations resulted in a way that Norwegian fjords still appear as if man has never reached them. As the international leader in politics for life environment preservation, Norway regulates hunting and fishing of seals and whales by law. The region is famous for its untouched nature, green hillsides, mountains, glaciers, waterfalls, rivers, extensive wildlife (such as eagles, seals and porpoises), and lakes. Tourists and green travelers flock to Norway each summer for summer skiing, river rafting and cruises within the inlets of the Norwegian countryside. Not far from fjords, there are numerous fishing villages which maintain local tradition for hundreds of years. The World Heritage Convention ranked Norway's "West Fjords" as one of the best preserved sites within its list of 830 other ecotourism destinations around the world. Bryggen, Bergen,



another of Norway's ecotourism destinations, is also high on the World Heritage Conventions list of well-preserved eco-destinations. Bryggen is a row of medieval timber houses known for their beauty and how well they blend in within the fjords nearby and the Norwegian hillside. Although less popular than the variety of activity offered by the fjords, it is yet another example of how Norway has remained close to green travel ideals. Ecotourism helps Norway preserve this area of outstanding beauty (<http://www.fjordnorway.com/be-inspired/sustainable-tourism>).

7. CONCLUSION

The end of XX and the start of XXI century have brought a fast lifestyle. Paralelly with that, it has come to rapid tourism development. The main reasons for that, above all, are better life standard of people, higher number of vacation days, mass media development, and also increased number of international flights. Generally speaking, tourism has been thriving. On the other hand, all of this has resulted in significant degradation of natural and anthropogenic attractions. Sudden tourism development has resulted in uncontrollable usage of natural resources, which are limited and many are nonrenewable. Because of this, a drastic turnaround in tourism development was necessary. The solution was found in the development of sustainable tourism concept, and appearance of ecotourism as a form of it.

Ecotourism embraces the principles of sustainable tourism, concerning the economic, social and environmental impacts of tourism. As it is pointed out in the text above, protected areas are the most popular and important ecotourism destinations. The managers of protected areas must increasingly deal with dual mission – that of protection of the key natural and cultural assets which have led to the designation of the area and that of the accommodating those who visit and take advantage of those assets.

Success in ecotourism destination management depends on coherent interests and cooperation of stakeholders. They must have a clear image of their roles and tasks. Their planning, acting and cooperation, for the sake of sustaining long-term competitiveness of ecotourism destination, should be based on the activities that lead towards preservation of life environment and socio-cultural values, but also on achieving the economic interests so that further destination development could be provided.

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TOUCHSCREEN DEVICES IN BUSINESS INFORMATICS EDUCATION IN HOTEL MANAGEMENT AND TOURISM

Invited paper

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Abstract: *In modern business environment, we rely on touchscreen devices. They enable us to be more dynamic and productive. Although students have experiences with this type of devices, it is important that they have proper education on its usage. Practical education has very important role in the learning process in informatics in general, but education should make conjunction of theoretical knowledge and practical usage. This study shows several aspects of informatics theory education as well as practical aspects of training for students on the teaching course of Business Informatics that we found useful.*

Keywords: *information and communication technology, education, business informatics, tablet*

1. INTRODUCTION

Information and communication technologies (ICT) have changed almost all spheres of life of the modern man. The influence of modern ICT is major in all forms of business, and consequently in the areas related to hospitality and tourism. Therefore, two objectives are clearly differentiated in the information education of the students of hospitality and tourism. In this paper, we focus just on one aspect of ICT – touchscreen devices.

A touchscreen is a monitor or other flat surface with a sensitive panel directly on the screen that registers the touch of a finger as an input. Instead of being touch-sensitive, some touchscreens use beams across the screen to create a grid that senses the presence of a finger. A touchscreen allows the user to interact with a device without a mouse or keyboard and is used with smartphones, tablets, computer screens, and information kiosks (Touchscreen).

Touchscreen devices are becoming increasingly common in devices we use every day. What answer to that has a today's higher education to offer?

The first concerns deepening the existing and acquiring new general IT knowledge and skills needed in everyday life. The second is teaching students of the importance and role of information systems and communication technologies in modern business, the basic principles of information systems development and examples of their use primarily in the hospitality and tourism, but also in other areas of modern business.

2. COMPUTER NETWORKS AND INTERNET

The Internet protocol suite is most commonly used computer networking model and set of communications protocols, also known as TCP/IP. Internet and many other computer networks use this technology. Almost any kind of business or everyday life roles involve



usage of Internet (or any sort of computer network). Good or bad, computer networks are part of our everyday life. All kind of devices use computer networks of the same architecture with the same set of rules (TCP/IP), thus, it is very important to adapt student to basics of TCP/IP.

In ordinary usage, common Internet user (or user of computer network with the same architecture) relies on Dynamic Host Configuration Protocol (DHCP) for setup of his or hers device for new network. If the user has no previous experiences with network configuration, it is very often case that user cannot solve network problems in case of DHCP failure.

One common scenario is when Domain Name System (DNS – translate Internet domain names into Internet Protocol addresses.) is not operational for some reason. Than DHCP server configures host to predefined DNS so that both server and the client have the same problem. In that case, experienced user should keep all DHCP settings (client IP address, Gateway, Subnet mask) except DNS IP address and switch DNS IP to other one (for example one of public DNS 8.8.8.8, or 4.4.4.4).

In another common scenario, proxy can be issue too. Proxy server, in today's most common sense, is a computer system or an application that acts as an intermediary and facilitating access to Internet. Many institutions (academic for example) have networks that require defined proxy setup for Internet browser. Unaware of that specific setting user can have problems of browsing Internet on any other computer network. Proper way is of course to deactivate specific proxy setting when accessing other computer networks.

There are many other common examples that can illustrate that even with basic understanding of TCP/IP user can solve much of network problems on his own. The most important is the fact that user can use the very same TCP/IP knowledge that he or she acquired in any type of device (computer, tablet, phone...).

3. BENEFITS OF TOUCHSCREENS AND TOUCHSCREEN TECHNOLOGY

According to (7 Proven Benefits of Touch Screens and Touch Screen Technology) the greatest benefit of touchscreen devices is the intuitive interaction between user and device. Because of that touching a device is becoming the new normal. Day by day, we are faced with more and more devices that are controlled by touch.

What are main benefits of they use?

Speed – Touchscreens help us operate any device faster. Ensuring a faster input means restaurant customers can be helped quicker. Customer service in hotels will be much more efficient. Customers will be happier, more satisfied, and thus more loyal to business. Except making customers happy and owner's costs lower touchscreen devices provide saving precious time when operating in-vehicle and security equipment. There are many ways to recognize how the speed of these devices make our lives better.

Ease of use – It has been proven that touchscreens are intuitive in use. For operating some equipment you just have to point at item on a screen. It is so easy. This helps that



most users know how to use a function or feature. Touchscreens require a lot less coordination from the user than a mouse or similar device.

Everyone is an expert in touch – A mouse and keyboard require some explanation and physical skills. As result of that, many people still do not feel confident enough to use a computer with a mouse and keyboard. With touch applications, they do not seem to have this hesitation. Further, users feel they cannot do anything wrong when using a touchscreen device and do not shy away from trying. No special experience is required to operate a touchscreen.

Device size – Touchscreens are usually all-in-one solutions. Mouse and keyboard are not needed. Often cords and wires are redundant, too. Today's good practice is to integrate data entry with the display what saves dimensions of the device.

Accessibility – Traditional display, mouse and keyboard not work very well for these users with physical limitations. Senior users have difficulty using the mouse. Using a touchscreen device allow them operate the device directly. Touchscreen device with a stylus or other pointing device might make it even easier.

Durability and easy cleaning – Touchscreen devices are made of glass or a similar hard-coated surface. This makes them easy to clean and very suitable for use in restaurants, hotels and other public environments. It is easy to equip touchscreens device to be prepared for use in harsh environment. Some sorts of touchscreen devices are not affected by dirt, rain, grease or dust.

Cost reduction – Using touchscreen interface increases accuracy and reduces time to get used to the equipment. This will improve efficiency and therefore will keep costs down. Users of touchscreen devices can respond quickly without making errors. In addition, this same intuitive quality will save money when it comes to training users. It simplifies the process of training users and it requires minimal time for instructing end users.

4. INITIAL CONDITIONS AND PRIOR KNOWLEDGE THAT STUDENTS HAVE

According to the entrance survey conducted on a sample of 94 first-year undergraduate academic studies (UAS) students at the Faculty for Hotel Management and Tourism in Vrnjačka Banja that assessed the general IT knowledge, the average number of correct answers was about 14 out of total 24.

Table 1: Percentage of correct answers (source: Entrance survey, 2015)

Text processing	Spreadsheet calculation	Presentations and multimedia	General topics	Total
24%	73%	69%	66%	58%

In addition, the e-mail was used by 85% of students, 66% of which are active. As a primary activity in the use of ICT, 94% of students confirmed the use of social networks.



In the computer classroom, every student can use a desktop computer with the Internet access. Tablets are also available, while wireless access to the Internet is enabled at the Faculty premises.

Today's students are highly skilled in the use of computers, multimedia, smart phones and similar devices, because they surround them from the very birth. In addition, students know well skills for the 21st century, which refers to knowledge, skills, work habits and personal characteristics that are important for success in today's world. However, a certain number of students show resistance to the use of ICT.

Students are very familiar with Web 2.0 concepts – how the Web sites on the Internet are made and used, where the focus is on user-generated content, usability and cooperation. They communicate and collaborate, create content independently or as members of virtual communities. Most of them regularly use social networks, blogs, wiki collection, folksonomies (user-defined metadata collections), and sites for sharing video content, web applications, and combinations there of.

Entrance survey of first year UAS students have shown that the most frequently used ICT tools in higher education are global network – the Internet, e-mail and various increase productivity tools.

Students find that searching the Internet increases the quality of learning and allows them to explore beyond the borders of the available literature. The most frequently mentioned Internet sites are Google and Wikipedia. The use of available ICT desktop tools should be added to these two.

Regardless of whether the use of ICT in teaching is as an object of study or as an aid for the acquisition of knowledge in other areas, its application can certainly help in all four important aspects of learning and teaching (Vasović & Milašinović, 2014.):

- What is learned,
- How it is learned,
- When and where the learning takes place and
- Who is learning and who is teaching.

By accepting the Bologna Declaration in Serbia, changes occur in these areas so that the focus from the learning content moves to its use, the aspect of problem solving is emphasized in developing certain competences; teachers are becoming less responsible for the presentation of information, as their new role implies encouraging students to seek them; along with an increased use of modern technology, the time and space limitation of learning become reduced; at the same time, more and more people is getting a chance to find themselves in the role of teachers as well in the role of the students (Vasović & Milašinović, 2014.).

In the educational context, ICT develops skills for (Sukanta, 2012.):

- Collecting and identifying information,
- Classification and organization,
- Summarizing and synthesizing,
- Analyzing and evaluating and
- Estimation and forecasting.



In addition, proper use of ICT makes it possible to increase the students' enthusiasm and commitment to learning and, at the same time, contributes to the abilities of teachers. This is how you generate a positive change in the environment that, ultimately, leads to students' better preparation for the working environment. A special feature is the fact that ICT today allows that classes should not be based solely on printed materials, as it enables teachers to make materials and education available through the Internet. In addition, at any time, a wide variety of additional materials for learning about any subject is also available.

5. BASICS

It is important to avoid the mistake that often makes when choosing the role of information and communication technologies in education – the emphasis on technological capabilities, rather than on educational needs.

However, to be sure that all students are familiar with touchscreen devices always have to start from things as basic ways to use them (Touchscreen):

Tap – A gentle touch or tap of the screen with a finger once to open an app or select an object. When comparing with a traditional computer a tap performs the same action as clicking the mouse does.

Double-tap – Depending on where you are a double-tap can have different functions. For example, in a browser double-tapping the screen zooms into where you double-tapped. Double-tapping text in a text editor selects a word or section of words.

Touch and hold – Gently touching and holding your finger over an object selects or highlights the object. For example, you could touch and hold an icon and then drag it somewhere else on the screen or highlight text.

Drag – After you have touched and held anything on the screen while keeping the your finger on the screen drag that object or highlight in any direction and then lift your finger off of the screen to drop it in place or stop highlighting.

Swipe – Swiping your finger across the screen scrolls the screen in that direction. For example, pressing the finger at the bottom of the screen and quickly moving it up (swiping) scrolls the screen down.

Pinch – Placing two fingers on the screen and then pinching them together zooms out and pinching your fingers together and then moving them away from each other zooms into where you started.

6. TOUCH SENSITIVE DEVICES IN MODERN BUSINESS

The touchscreen interface is becoming very important for connect to Internet of Things (IoT) data and for using this data in today's business. According to estimates (Gartner, 2014), until 2020, up to 25 billion interconnected devices will be on the Internet. Of that, 13 billion devices will be in the category of general consumption, and 8 billion will have business use. Touch sensitive devices will have a significant impact on both groups.

Even today, touch sensitive devices with their capabilities provide important support to daily operations. Higher education, as a last step before students enter the working environment, must quickly adapt to these trends.

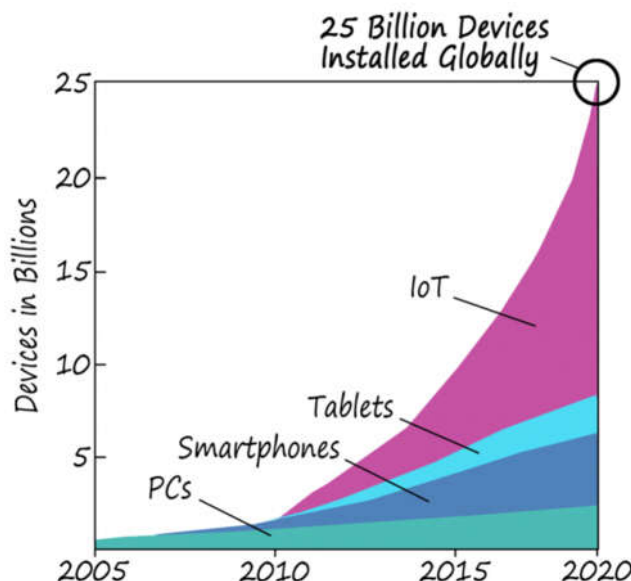


Figure 1: The structure of devices connected to the Internet (source: Shamonsky, 2015)

7. THE MODERN ICT IN HIGHER EDUCATION – TEACHERS VIEWPOINT

Teachers can face various difficulties in the transition from traditional ways of presenting educational content to the use of the modern tools if they do not adopt new skills of technology use (Aksoy, 2003).

It is no longer a question if it is necessary to use ICT in teaching, but how to use it in the most appropriate way, how to select and procure them, how to manage them, and how and what effects of their use to monitor, and how to react to the results. This includes the use of these technologies in the education of teachers, institution management, and contacts with parents and the wider community (Sari & Mahmutoglu, 2013).

We are at the beginning of a long journey in the use of technology in the education system. Thus, every investment in technology requires new skills in workforce (teachers, instructors, etc.). Indeed, it is imperative for every institution to carry out the appropriate training of teachers before investing in technological equipment.



8. THE MODERN ICT IN HIGHER EDUCATION – STUDENTS VIEWPOINT

According to students, tools for multimedia presentations proved to be the most useful ICT, with positive effects on learning and motivation. Students widely use productivity tools for the preparation of written papers, charts or oral presentations. The most commonly used tools are tools for word processing, spreadsheets and graphs.

Virtual learning environments are particularly useful for students because it allows them to keep up with teaching content, information and tasks and gives them more freedom in choosing the way that suits them best to access the information they need (Conole, Delaat, Dillon, & Darby, 2008).

Generally, students very positively evaluate the integration of ICT in teaching in the course of higher education. They especially emphasize the usefulness of merging technology with classical teaching, and equipping the workspace with ICT resources.

On the other hand, poorly prepared and used multimedia presentations, creating badly structured sites too rich in contents, as well as insisting on mandatory participation in the forums are often cited as negative examples.

9. THE USE OF TABLET DEVICES IN LEARNING AND TEACHING

We used thirty tablets in the teaching exercises of Business Informatics at the Faculty of Hotel Management and Tourism. During practical sessions, each student had a tablet.

After the use of tablet devices, the advantages and potential pitfalls are evaluated (Kraguljac & Milašinović, 2016). The received feedback from students was very positive, but there were problems with the use of tablets and administration, i.e. settings related to security and applications.

Despite the fact that students live with similar devices, they experienced problems in using the tools on the tablet. The problems in the operating system and wireless connectivity to the Internet also occurred. Such problems are relatively easily resolved by restarting the device that takes less than a minute, but it disrupts the continuity of work. While students in cooperation with the assistant solve the resulting problems immediately, they have the opportunity to link theoretical teaching materials with the practice connected to modes of operation and use of computer networks. This experience is something that will be certainly expected in the workplace and it differs from situations when students in everyday usage tend to solve problems by random guessing.

Tablets, smart phones and other mobile devices are designed as personal devices. The good side of that is that over time the device adapts to the user and allows easier and faster work. The problem occurs when you need more students to interchangeably use the same device. Most personalized applications and settings for data protection and security must be switched off or to be locked thereby lose all their benefits. It is necessary to make additional network configuration to ensure that the Internet use remains within the limits acceptable for academic use.

Despite problems in these settings, it is necessary to constantly remind students that, after completion of the work, pictures and other personal documents should be manually



deleted, and that they should logout the sites on which they are registered. During one semester, in using a tablet in practice, if it happened that someone is logged in after the completion of the work, there was not a greater invasion of privacy, because the students behaved in accordance with the set rules.

Preparation of tablets, setting of the environment, updating applications and regular deletion of personal data request quite engaged administrators and teaching personnel. It is expected that some of the technical issues with which we meet now will be resolved in the near future when the operating system manufacturers become more dedicated to the use of such devices for educational purposes, which should enable simpler administration and application management through centralized control.

Regarding the use of tablets in teaching, the emphasis is placed on the uses that are most likely to be met in the students' future working environment. This has necessitated some changes in the content of the exercises to be performed. For example, tablets are not adapted for text processing. The keyboard on the tablet typically has the same layout as the standard one, but the way of typing is very different. In addition, the tablet usually has spelling correction, which can be annoying.

On the other hand, tablets proved to be the ideal tool in activities that required easy sharing of certain content, with the online quizzes and tests and in all cases when the teacher needed a quick insight into the degree of their attainment of some matter. In addition, all kinds of activities that require joint decision making and dialogue between members of the group were facilitated using a tablet.

In general, all activities related to the use and sharing of existing content is alleviated, while the activities in which it is necessary to create content are weighted using the tablet. It is particularly positive that the students said that the use of tablets in teaching and the new activities encourage them for more after-school self-study and for using their mobile devices.

It turned out that for this type of teaching, the teacher's extensive work is crucial, because the activities that the students best accepted were those that required major changes compared to traditional teaching. The applications used on the tablet generally have no accompanying detailed instructions for use, so it takes a lot of time and effort to find and try out the appropriate applications for the planned activity.

10. CONCLUSION

Two tests are taken as a part of the pre-exam requirements for the subject Business Informatics.

Table 2: Percentage of points in colloquiums (source: Results of the colloquiums for the subject Business Informatics, 2015)

First test			Second test		
Theory	Practically	Total	Practically	Theory	Total
43%	74%	66%	38%	75%	66%



Beside theoretical part of both tests, there is the practical part that is mainly related to word processing program Microsoft Word and on creating spreadsheets. In addition, after the pre-exam colloquiums students have one practical work related to the presentations, multimedia, marketing and social networks. The percentage of points on that practical work in 2015 was 83%.

These results show that students in the areas that are most common in the modern working environment, word processing, spreadsheets, presentations, and multimedia, achieved very significant results in practical work.

A significant indicator of readiness of students of the Faculty for the work in modern business environment is the estimates they receive on the professional practice. Students UAS at the Faculty of Hotel Management and Tourism in Vrnjačka Banja, starting from the second year have a mandatory work placement for a minimum of 30 days. Professional practice is carried out within the hotel industry, travel organizers, travel agencies and tourism organizations in the country and abroad (Sekulić, Milovanović, & Milićević, 2015). After the professional practice, mentors evaluate them. For years now, the average score is close to the maximum of 10, and from year to year, it increases.

Table 3: Average scores on professional practice (source: Documentation of the Faculty, 2013-2015)

2012/2013	2013/2014	2014/2015
9.85	9.91	9.97

Today, information changes so rapidly that what is now considered as true would soon be seen as disputable. Therefore, it is important that students learn how to collect process and interpret information. In addition, it is necessary to gain flexible skills that can be applied in different fields of work and everyday life. Also, it is important that students acquire the knowledge, skills, work habits and personal characteristics that are important for success in today's world. All these give a completely new role to teachers in relation to the traditional one, which involves the communication of information and preparation for good results in tests.

Touch sensitive devices are an ideal tool in teaching activities that require content sharing, with the online quizzes and tests, when the teacher needed a quick insight into the degree of their attainment of some matter and when it requires joint decision making and dialogue between members of the group. In order to better prepare students for the working environment that awaits them, it is necessary to insist on the use of these devices in various activities related to the use and sharing of the existing content. Their mass introduction to teaching will lead to students who do more self study after class, using their mobile devices for that.

Additionally, touch sensitive devices provide that the focus of teaching is set to educational needs of students through all the important aspects of learning and teaching and facilitate the strengthening of the teacher's competence to enable efficient use of modern educational tools.

They enable effective cooperation among students and teachers.



The further steps in using tablets in teaching may relate to seeking ways to increase the use of these devices to create new content, as well as to facilitate their administration.

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NOWADAYS ECOLOGIC PROBLEMS AND TOURISM

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Abstract: *The increase of industrial and agricultural pollution damages the air we breathe, the oceans, the species living on the Earth and the ozone layer which protects our lives.*

Every 20 minutes a human is born. However, one or more animal or plant species is lost – at least 27.000 species a year.

The expansion of the deserts and the reduction of the water areas on the third of the planet have brought about famine, social problems and migrations. Two thirds of the population live and work within 100 miles of oceans, seas or lakes. Fourteen out of fifteen world metropolis (over 10 million people) are on the coast. Their influence includes the increased quantity of waste water and other rubbish as well as ground drainage and beach building.

Key words: *environment, pollution, land, water, air*

1. INTRODUCTION

Pollution and environmental protection are very important problem of humanity during many decades regardless current development of the society and production in certain parts of our planet. Existing problems are posed for science and operative actions by their actual and acute condition. Also, there is increased clearance that there is not so many health environments and that many of its elements are endangered. The level of self-regulation of certain objects is diminished and once disturbed ecological relationships cannot be returned in previous condition no matter which efforts to make. Regardless important regional differences in level of endangerment of environment and its natural component, plans, programs and actions for its protection and improvement represent a global problem. Modern society should better understand warnings by scholars and experts on condition of the environment and the fact that surfaces of free, natural and unpolluted environments are decreased and that amount of endangered, degraded and devastated environments are increased during time. Latter environments spread on behalf of first mentioned much faster than other thinks and science could ever determine and predict. Endangerment of ecological balance is developed as a consequence of human activities



which people use to „embrace“ the nature and make products. These activities create ecologic disbalance and endanger human integrity and survival. During this century, society is faced with following global problems:

- damaging of biosphere and its ecosystems, - enormous number of people – more than 6 billions of people with possibility of doubling by year 2020, - exhaustion and decreased amounts of many sources of mineral and energetic raw materials, - pollutions and degradation of air, water and soil, - global climate changes, - destroyed sorts of flora and fauna and further endangerment of biodiversity, - homeless people which make ¼ of total world population, - endangerment of human health and peoples' lives, - large amounts of waste in all three physical states etc. Survival of human communities during past was oftenly endangered by natural disasters, epidemics, wars, lack of food and other impacts which were always spatially limited. Unlike existential crises from past, nowadays crises are not originated from natural accidents which are spatially limited. They are developed by global discrepancy in idea-material sense of total industrial civilization.

2. LARGEST ECOLOGIC PROBLEMS WHICH AFFECT TOURISM

Nowadays ecologic problems are mostly consequence of economic activity of human community and they can be classified into three mutually connected categories:

- Pollution;
- Protection and preservation of living organisms and their habitats;
- Ecologic balance.

2.1. Pollution

The term pollution includes release of gases and waste depositing into air, water and soil. Amounts of such gases and waste can be as big as to endanger normal functioning of living organisms. In other words, they have negative impact on the environment as a whole. The nature includes sustainable mechanisms of self-cleaning but by the certain level. If excessive emission of gases and waste depositing appear, nature will not be able to use its mechanisms in order to return disturbed balance which can lead to change in habitats conditions and endangerment of survival of living organisms.

2.1.1. Air pollution

Air or the atmosphere as a gas layer and mixture of different gases represents one of three media of the environment. The quality of air has effects on climate and on life on Earth as a main natural resource. Due to long effect of antropogenic factor, the composition of air is changed in upper and lower layers of atmosphere. There are many air pollutants in modern industrial society (industry, thermal power plants, traffic). They release large amounts of different gases in the atmosphere (carbon-dioxide, carbon-monoxide, sulphur-dioxide, nitrogen oxides etc.). Under the influence of Solar heat and humidity in the air,



chemical reactions in the atmosphere are often which leads to development of mixtures negative for other atmosphere gases (destruction of the ozone layer and development of „ozone holes“) or Earth surface (development of „acid rains“). Especially sensitive areas are those which appear to get „pressed“ by “captured” gases due to temperature inversion.

On a global level, air pollution lead to thinning of ozone layer and development of „ozone holes“ (extremely thinned parts of the ozone layer). All of this has contributed to increasing of global warming level on Earth.

However, ozone layer is layer in the atmosphere on the height of 25-27 km above the Earth surface in which ozone concentration (O₃) is the highest. Thanks to property of ozone to not pretermit ultraviolet radiation, the ozone layer protects the Earth and the entire life on it. Ultraviolet radiation is harmful in the amount which comes from the Sune for the entire living world on Earth.

Because of ozone layer, the amount of this radiation to the Earth is decreased (the amount which connects the Earth is enough and necessary for life functioning). However, gases which include carbon, chlorine and fluorine (chloro fluoro carbonates) destroy molecules of ozone and decrease the thickness of ozone layer around the Earth (make it thinner while on certain places is the layer almost diminished – „ozone holes“). Gases which include such mixtures are freons which were used for filling of refrigerators, air conditioners or deodorants. Therefore, Montreal protocol from 1987 demanded from developed countries to stop using mixtures with fluorocarbonates till year 2000 while developing countries should respect this restriction till 2010. Global warming is the second global process which disturbs ecological balance on Earth. It is known as a consequence of “greenhouse” effect. This effect developed due to increasing of concentration of carbon-monoxide in the atmosphere, a gas which has the ability to pretermit shortwave of Solar radiation, and to keep longwave of heat radiation from Earth to upper layers of the atmosphere (the similar effect like in the greenhouse). The increasing of middle year temperatures on Earth and melting of ice surfaces on poles arise due to such processes. Due to previous decades, the largest part of released carbon – dioxide in the atmosphere was developed by industrialized countries. However, developing countries also contribute to this situation where enormously high rates of industrial growth are registered. The thing which is discutable among scientists is a dilemma on real cause of increasing of mean annual air temperature, while other scientists consider it as a kind of nature cycles related to climate variations. During these cycles, level of carbon-dioxide in the atmosphere is increased. Even if the second conclusion is correct, the existing fact is that intensive industrial production and traffic increased concentration of mentioned gas in the atmosphere during the second half of 20 century.

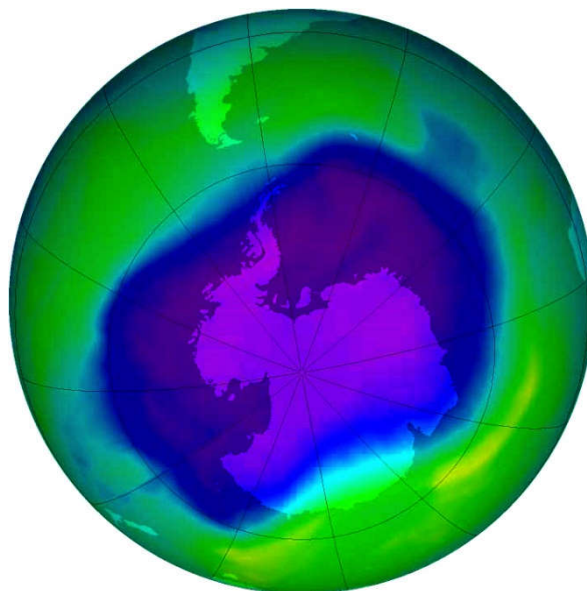


Figure 1. Ozone hole above the Antarctic (2006)

2.1.2. Water pollution

Water is extremely important for life on Earth and for life of humans. It has been always considered as a strategic resource. The water consumption was doubled since 1950. The greatest problem with controlled drinking water is recognized in the most undeveloped world regions. Although sufficient amounts of water for survival of living organisms are obvious, the main water issue lies in a fact that people use useful water while polluting it. The water is polluted by households, industry, agriculture and such water is usually not refined. The unrefined water is further drained into larger water surfaces. This is the way how pollution is spreaded all over the world. As in case of the air pollution, the nature has its own mechanisms for absorption of pollutions. However, in case of too large and often pollutions, such mechanism are not sufficient and degradation of water ecosystems starts to appear. This is especially noted in developing countries in which almost one billion of people is not in situation to have sufficient amounts of drinking water. On the other hand, the issue related to drinking water is not new in developed countries. These countries are faced with increased need for new amounts of drinking water. Therefore, the water will be highly demanded resource in the future.

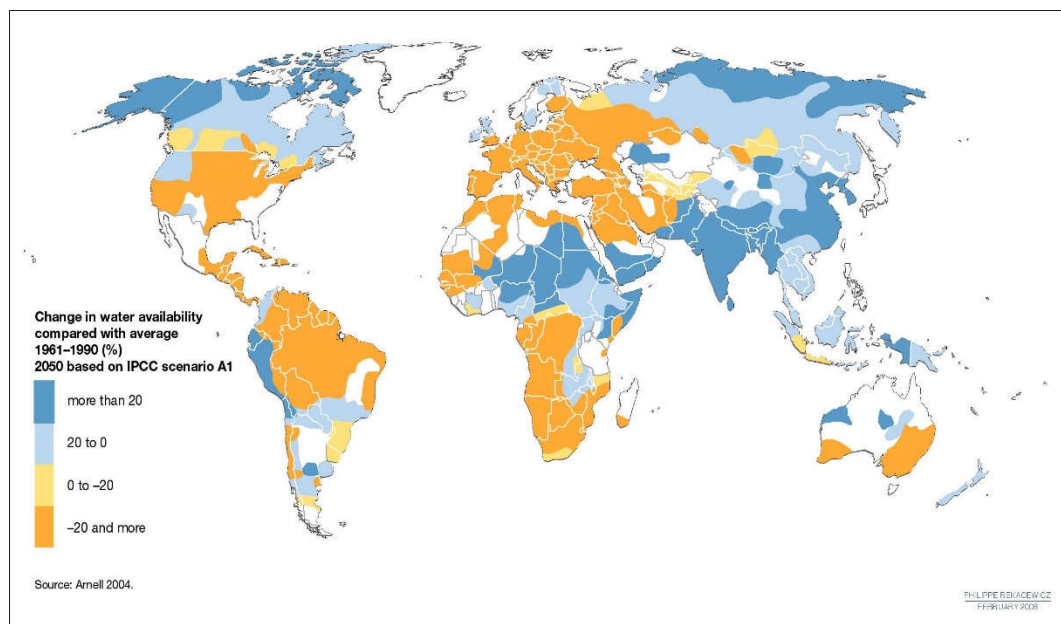


Figure 2: Condition of drinking water availability as a consequence of climate changes

Water is living environment in which life has been developed. Therefore, no life is possible without clean and healthy water. Most of rivers, especially in developed countries have become channels of waste waters. Industrial and municipal wastewater have exceed water flows/rivers capacities and water is not capable to decompose such wastewater. Large European rivers carry tons of harmful substances (heavy metal salts: mercury, lead, cadmium, and cellulose pulp, oils, detergents, etc.) which makes them useless for drink and recreation.

Awareness on water pollution and the problem itself are present for a long time. Pollution is the most important and the newest problem of modern times. Water is contaminated more than ever before. Rivers such as Visla, Laba, Odra and some other large European rivers have remained almost without fish. Due to currently largest pollution, half of France river Senna in its downstream part is mostly combined of wastewater. In order to make comparison, people of Paris have drink water directly from the Senna by the end of 18th century. Nowadays, this would endanger health of people. Beside health issues, pollution also creates many unexpected problems. Therefore, the Kaiahoga river which flowa into American lake Iry near Cleveland was burned thirteen times during its history.

The reason for that is the large amount of oil which flows through this river. In 1952, the fire developed and totally destroyed wooden railway bridge. Due to poor ecological condition, there are plants, animals and microorganisms in the river for which dangerous substances are favorable (Anabaena, E.coli), while other living organisms are dying.

The hazard of pollution substances is reflected via effects on following: recipient (water surface, sea, river, lake, ocean), system for draining and refining of wastewater.



Water pollution can be accidental but is mostly a consequence of uncontrolled leaking of different pollution substances:

- Wastewater from households,
- Industrial wastewater,
- Wastewater from living stock farms,
- Water from agricultural surfaces,
- Water from urban surfaces.

Pollution classes: The water pollution is closely connected with increased demand of people for resources which is usually followed by increased population, developed economy and technology and progress in living standards. The used clean water turns into dirty, wastewater which endangers ecosystem if it is not previously refined. By flowing into the river, wastewater changes its physical (colour, smell, taste, temperature, providence), chemical (composition) and biological properties (presence of taxons). According to properties formed by external effects, quality of water can be determined. Furthermore, according to certain level of quality, categorization of water, especially rivers can be done by classification.

First class of water quality includes smaller mountain streams and upper flows of rivers. This water is very clean and safe for drinking. Among fish, it includes trauts, and there is no fish intolerant on pollution. Such water is present in rivers Studenica, Rzav, Piva, Tara, Drina (to town of Srbinje).

Second class of water quality includes a third of all Serbian rivers. This water does not include fine fish sorts and it needs to be refined before drinking and use in food industry. Water with these properties includes rivers Dunav, Drina (from town Srbinje), Golijaska Moravica, Crni and Beli Timok.

Third class of water quality includes mostly large rivers. It is exclusively technical water which is not suitable for water supplying, swimming and sensitive industries (food and pharmaceutical industry). Such water includes rivers Sava, Tisa, Velika Morava, Zapadna Morava, Južna Morava and Kolubara.

Fourth class of water quality includes many smaller streams, excluded river sectors downward from larger pollutants and downstreams of larger rivers. This water is polluted in a way it cannot be used for anything else except for sailing and hydroenergetics. Water of this class includes rivers Begej, Đetinja, Sitnica, Resava (downward from coal mine), Lepenica (downward from Kragujevac), Nišava (downward from Niš). Certain number of rivers are classified as „out of class“ water streams. Rivers of such class are Topčider, Pristevska and Bor river. Water in these rivers often gets black colour. They are saturated with acids developed due to separation and electrolyzing of mine products. No signs of life are recorded in these rivers.

Illnesses developed from water pollution: Pollution illness is each illness caused by contaminated substances, in this case by water. Polluted water can be indicated by coliform bacteria which can survive in this environment. Beside them, there are other microorganisms which can survive in polluted water (and food) and they cause pollution



illnesses. There are other pollution illnesses beside microbiological. The best example are four large pollution illnesses in Japan.

First two illnesses are Minamata and Nigata diseases – intoxication by mercury which was bioaccumulated in fish due to leak of wastewater in the sea. The mercury was used as a catalysator for oxidation of ethanol into ethanal. The symptoms were lack of ability to make equal or any movements, decreasing of view space, paralysis, coma and death.

Third illness is Jokaici asthma – intoxication by sulphur-dioxide and nitrogen-dioxide due to burning of petroleum and raw oil. Symptoms were devastation of lungs, chronic bronchitis and bronchial asthma.

Fourth illness is Itai-itai illness – intoxication with cadmium released in rivers during mine extraction. Symptoms include strong pains in the entire body.

Another case which is older, less famous and dangerous and not listed in Great pollution illnesses is Toroku illness – intoxication with arsen released from nearby plant in the river – it caused changes on skin, and skin cancer.

2.1.3. Soil pollution

Soil is one of main parts of each land ecosystem. Its main property is fertility. It is the ability of soil to supply plants with water, mineral substances and oxygen. Soil properties determine production of organic substances in photosynthesis process. Also, soil is habitat for many kinds of organisms.

Agriculture: Soil can be polluted in many ways. One of the most common pollution sources is agriculture. Agricultural lands can be polluted by direct chemical treatment in order to destroy weeds and other hazards. The overloading with fertilizers can pollute agricultural soil by different inorganic mixtures.

Waste landfills: Direct sources of land pollution are dumpsites and landfills. Poisons leak from them and keep saved partially in soil and partially in underground waters. Also, organic substances intensively decompose in these places. During decomposition process, gases which pollute the atmosphere are also released.

Acid rains: They are another important source of soil pollution. Beside acid rains from the air, there are other substances which pollute soil on smaller or larger surfaces. Dust, soot and other particles which are exported through chimneys of different plants or cars usually deposited on surrounding soils which further leads to pollution.

Industry: According to industry type, it depends which pollution substances will be located in the soil. The soil around cement plants is usually polluted with dust while around smelters it can be polluted by lead, copper, arsen, sulphur or silicium. The soil near fertilizer industry includes pollution from nitrates and phosphates. Soils can also be polluted by water.

2.1.4. Noise



Noise the unwanted sound which endangers human health in many ways. It is subjective feeling and it cannot be measured. The measurable unit is sound or its velocity.

Noise sources from the nature to the environment (thunder strike, water falls, wind, animals) are less important than antropogenic sources of this kind. Such sources are traffic, industry, building and public works.

Noise pollution is an important publichealth issue and ecological issue. It demands better understanding of dangerous effects of noise and exposition levels in working and living environment in order to take actions for decreasing of noise level in everyday life and work.

3 .CONCLUSION

Due to all ecological problems on each step of life, things which are not harmful for ozone should be chosen. It is the way to make its “wound”/”ozone hole” heal as soon as possible. The “ozone hole” was developed in 2000 with size of 30 millions of km², which includes about 550 surfaces of Serbia. According to idea and plan of Montreal protocol developers, “ozone hole” could heal by 2050 if humanity apply further instructions related to environmental protection.

In order to recover from great damages caused by large changes on Earth, the world needs to be careful about its habits. Only common sense can lead people to preserve nature from further disasters. Therefore, these countries are highly responsible and obliged to use potential they have. This could lead to preservation of energy, money and planet as a whole.

The great ecological crisis has also its influences on tourism. If humanity is still willing to live better with existing natural resources, it should be recognized that use of ecological resources will involve many other actions for preventing of global and financial crisis.

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CONTEMPORARY TENDENCIES OF HIGHER EDUCATION IN TOURISM

Invited paper

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***Abstract:** Investment and care about the education system are very important for any country that wants to improve the solution of all general, cultural, social, political and economic problems that may be current in any society. Development, stimulating innovation and achieving a satisfactory level of quality development, not only in tourism, but as well as in the economy and society as a whole, depends primarily on the level of knowledge, ie. education of the population. While secondary education in terms of student enrollment, even in Zlatiborski district which is rich of prestigious destinations, it's pretty solid and restricted by many factors, the fact that in the last few years higher education follow world events and involvement in terms of providing skilled personnel for the tourism industry is couraging, because it is one of a safe ways to activate all production processes and progress of society as a whole.*

***Key words:** education, tourism, secondary education, high education*

1. INTRODUCTION

The fact is that tourism is one of the most important socio-economic activities of the modern society. In the beginning it was the privilege of a small number of privileged individuals and families, but today more than 1.2 billion people annually participate in touristic movements. The process of globalization, industrial, technological and transport revolution as well as the development of civil class influenced that the tourism become one of the most important factors of economic development in the world. Tourism generates more than 9% of the total gross domestic product in the world with revenues of around 1.3 billion USD. One of the eleven employees worldwide works in tourism, while one of three provided services in the world exists thanks to tourism (<http://www.turizamiputovanja.com>). It is necessary to point out the multiplier effect of tourism because the money that is generated from it, cash money, is entering into each pore of the local, and therefore the state economy. Special importance should be given to the development of domestic tourism in order to avoid the situation that a surplus money created in the country would be set forth abroad. Currently in Serbia is not such a situation, because the consumption of domestic tourists in Serbia, regardless of the benefits that the Government of Serbia provides, is much smaller compared to what Serbian tourists spend on trips to other countries.

According to the estimation of the World Tourism Organization on the global tourism perspective by 2020, 1.6 billion of international arrivals worldwide it is projected, by the average growth rate of 4.1% annually. Europe should continue to remain the world's leading (receptive) tourist region although its average growth rate will amount to 3.1%, i.e.

if its share on the world tourism market will drop from 59% to 47% (<http://www.unwto.org/facts/eng/vision>).

Table 1: Share of the torusistic regions by arrivals – assumptions for 2020

	Arrivals (in million)		Market share (%) 20205	Average annual growth (%) 1995- 2020
	2010	2020		
World	1006	1561	100	4,1
Africa	47	77	5,0	5,5
America	190	282	18,1	3,8
Asia and Pacific	195	397	25,4	6,5
Europe	527	717	45,9	3,1
Near East	36	69	4,4	6,7
South Asia	11	19	1,2	6,2

In 2016 the highest increase of the number of foreign tourists is expected in the region of the Asia and Pacific, from 4 to 5 percents related to 2016, similar as in both of Americas, while in Europe could be little bit lower, by 3,5 to 4,5 percents. After falling in 2015, odds are favorable for Africa too, as well as for the Middle East, where it is expected from 2 to 5.5% more foreign tourists. Regardless of such predictions, Europe remains the world's most visited region. According to the UNWTO data, increased number of foreign tourists by 5% in 2015, three world regions recorded - Europe, America and Asia and Pacific, but Europe is still the most visited region of the world, with more than half of the total number of tourists who traveled in 2015. Central and Eastern Europe thereby had higher growth rate, for 6%, as well as the Northern Europe, while southern Mediterranean Europe recorded an increase in foreign tourists of 5% and Western Europe of 4%. In 2015 tourists from China, USA and UK traveled the most by while the Chinese were the most spending ones, then the Americans, although they spent 9% more than in 2014 while those from Great Britain spent 6% more compared to the previous year. Share of formerly strong states by this issue, such as Russia and Brazil, have dropped significantly due to economic constraints in both of these countries.

Tourists from Germany, Italy and Australia spent about 2% more than the previous year, while Canadians and French reduced their consumption (<http://www.poslovni.hr>).

2. HUMAN RESOURCES IN TOURISM

Human resources, personnel and labor force are the most important segment in the operation on tourism, i.e. hotels and catering facilities/restaurants. Satisfaction of consumers is directly linked to tourism employees, regardless of their qualifications level and position on which they are located. All employees have one and most important mission – satisfied consumer who will come back again or recommend the hotel, i.e. destination, where he was staying. The fact that the work of staff in tourism affects on



whether tourists will be satisfied, indicates the necessity of consideration of the staff as an unavoidable part of the process of tourism development.

Education, development, training and professional development primarily of the managerial personnel in tourism is of great importance for the development and maintenance of competitive ability in the tourism industry. In fact, tourism by itself represents an industry characterized by rapid development and application of innovative solutions, and therefore it is expected that human resources in the tourism industry have appropriate formal education of this profession and that the share of unqualified personnel is reduced to the lowest possible level.

In Serbian education, tourism as a subject and direction, first appeared within the high schools for economy, and when it comes to the higher education institutions it was studied at the Faculty of Economics and the Faculty of Geography within the Faculty of Sciences and Mathematics. Modern tourism trends, the importance of tourism and its impact on the balance of payments of the country, affected the necessity to allocate tourism and to be treated as a separate activity. This fact has prompted an increase in the number of secondary and higher education institutions that have tourism as a separate service activity (Blagojević, S.; 2009).

3. EDUCATIONAL COMPOSITION OF THE SERBIAN POPULATION

According to the Statistical Office of the Republic of Serbia data obtained in the population of the Republic of Serbia census from 2011, more than one third of the population or 34.45% have incomplete or only primary education, 48.9% have high school and 16% have college or higher education (Table 2) (Blagojević, S.; 2009).

Table 2: Level of education of population

Level of education	1962	1971	1981	1991	2002	2011
Without school or with 1-3 elementary grades	32,4	23,7	17,3	12,4	7,7	2,7
4-7 elementary grades	47,7	41,4	28,5	21,2	14,2	11,1
Elementary education	7,2	14,0	22,9	24,5	23,9	20,75
Secondary education	10,9	17,4	26,2	32,1	41,1	48,9
High education	0,6	1,4	2,6	3,8	4,5	5,65
University education	1,2	2,1	2,5	5,1	6,5	10,58

The fact that more than a third of Serbian population have only elementary school finished, and that, according to number university educated people Serbia is at the bottom of the European list, inclines that it is necessary to increase the country's investments in education because it represents one of the most important compounds of social and economic structure of every nation. In any case, it also requires substantial economic resources of the country which would support the education reform on the way that it keeps



the finest tradition of Serbian education built on already existing expertise of the national schooling system and the best international practice.

4. SECONDARY EDUCATION

According to the Statistical Office of the Republic of Serbia data (without data for Kosovo and Metohija) in 2015/2016 total number of students in all state secondary schools was 253.997, where 195.571 (%) in vocational schools and 64.913 (%) in gymnasiums (table 3). For many years ago enrollment of students in secondary vocational schools is planned and performed by automatism. Only the number of students in secondary schools per profession area is as in following table (table 3)

Table 3: Students per profession areas in the Republic of Serbia

Profession area	2008/09	2009/10	2010/11	2011/12	2012/13	2013/14	2014/15	2015/16
	St. No.	St. No.	St. No.	St. No.	St. No.	St. No.	St. No.	St. No.
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Gymnasiums	68645	68426	68114	68378	68189	67044	65586	64.913
	23,83	23,85	23,85	24,15	24,32	24,80	25,11	25,56
Agriculture, production and processing food	19156	18524	17843	17130	17014	15951	15.105	14.421
	6,65	6,48	6,25	6,05	6,07	5,88	5,77	5,68
Forestry and wood processing	4053	3909	3743	3630	3610	3234	2.908	2.748
	1,41	1,36	1,31	1,28	1,29	1,20	1,11	1,08
Geology, mining and metallurgy	878	1021	1036	1150	1207	1150	1.207	1098
	0,31	0,36	0,36	0,41	0,43	0,43	0,49	0,43
Mechanical engineering and metal processing	31272	30097	29168	27715	26422	24413	22.655	21467
	10,85	10,49	10,21	9,79	9,42	9,03	8,67	8,45
Electrical engineering	28579	28422	28009	27716	27385	26500	25.942	25.769
	9,92	9,91	9,81	9,79	9,77	9,80	9,93	10,15
Chemistry, nonmetals and print-making	10617	10955	11216	11296	11250	10762	9.893	9.599
	3,69	3,82	3,93	3,99	4,01	3,98	3,79	3,79
Textile and leatherworking	5046	4784	4543	4432	4105	3390	3.110	2.933
	1,75	1,66	1,59	1,57	1,46	1,25	1,19	1,15
Civil engineering and geodesy	8272	8214	8137	7873	7488	6776	6.395	5.967
	2,87	2,86	2,85	2,78	2,67	2,50	2,45	2,35

Traffic	13005	13134	13449	13589	13692	13568	13.623	13.399
	4,51	4,57	4,71	4,80	4,88	5,02	5,22	5,28
Trade, catering, tourism	27357	26877	26603	25752	24864	23051	22.150	20.881
	9,50	9,37	9,31	9,09	8,87	8,53	8,48	8,22
Economics, law, administration	37007	38077	38710	39144	39532	39382	38.178	37.009
	12,84	13,27	13,55	13,82	14,10	14,57	14,62	14,57
Hidrometeorology	219	229	219	204	201	205	215	216
	0,08	0,08	0,08	0,07	0,07	0,08	0,08	0,08
Culture, art, public information	5802	5938	6192	6016	6207	5.858	5.646	5596
	2,01	2,07	2,17	2,12	2,21	2,17	2,16	2,20
Medical services and social protection	23258	23597	24130	24909	25346	25.691	25.427	24.997
	8,07	8,23	8,45	8,80	9,04	9,50	9,74	9,84
Personal services	4946	4640	4484	4230	3910	3411	3.053	2975
	1,72	1,62	1,57	1,49	1,39	1,26	1,17	1,17
TOTAL	288112	286844	285596	283173	280422	270.356	261.156	253.997
	100	100	100	100	100	100	100	100

Source: Republički zavod za statistiku Republike Srbije

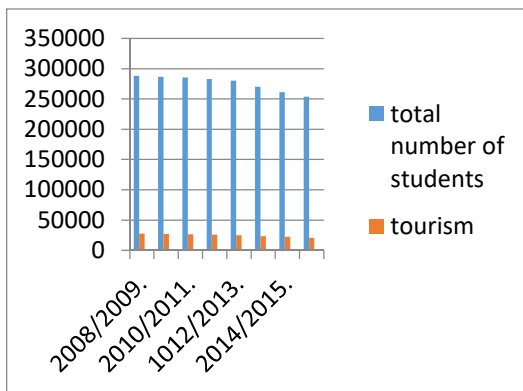


Figure 1. Students per profession areas in secondary schools in the Republic of Serbia

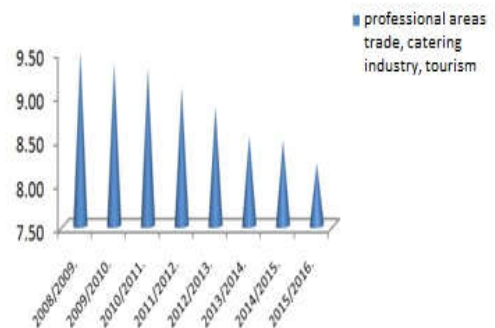


Figure 2. Percentage view of the movements of students by the professional areas trade, catering industry, tourism

The following table provides an overview of the total number of students in secondary education in the Zlatibor district per professional areas (table 4):



Table 4: Students per professional areas in the Zlatibor district

Profession area	2008/09	2009/10	2010/11	2011/12	2012/13	2013/14	2014/15	2015/16
	St. No.	St. No.	St. No.	St. No.	St. No.	St. No.	St. No.	St. No.
Gymnasiums	3.333	3.313	3.287	3.314	3374	3.356	3.289	3.230
Agriculture, production and processing food	689	622	555	515	517	504	518	476
Geology, mining and metallurgy	106	101	101	114	124	134	107	94
Mechanical engineering and metal processing	1.755	1.606	1.593	1.444	1.407	1.284	1.188	1.117
Electrical engineering	1.194	1.229	1.201	1.214	1.205	1.116	949	897
Chemistry, nonmetals and print-making	112	106	96	83	82	81	75	86
Textile and leatherworking	499	478	449	438	400	325	300	271
Civil engineering and geodesy	204	214	199	202	166	155	143	128
Traffic	451	441	447	480	471	530	528	517
Trade, catering, tourism	1.622	1.451	1.457	1.295	1.176	1.021	881	875
Economics, law, administration	1.290	1.314	1.331	1.424	1.517	1.614	1.637	1.566
Culture, art, public information	182	189	197	192	183	171	168	161
Medical services and social protection	797	805	828	839	865	882	883	854
Personal services	87	88	107	104	101	55	53	49
TOTAL	12.321	11.957	11848	11.658	11.588	11.228	10.719	10.321

Source: Republički zavod za statistiku Republike Srbije

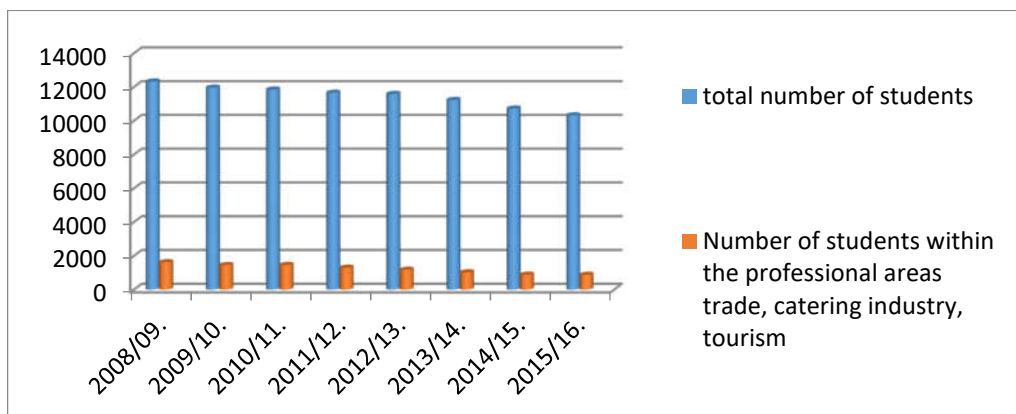


Figure 3. Students per professional areas in the Zlatibor district

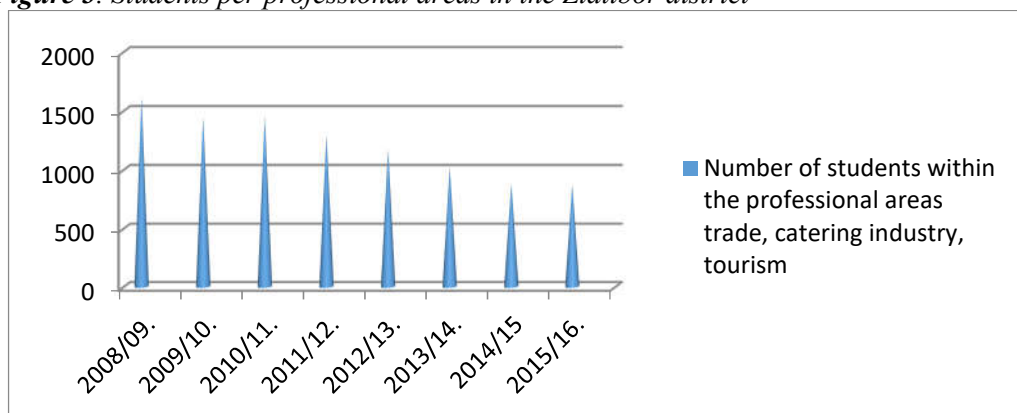


Figure 4. Number of students within the professional areas trade, catering industry, tourism in Zlatibor district

Generally speaking, the problem of education, and the state, is smaller and smaller number of children, and therefore the number of students. Looking at the data on the number of students enrolled in the first grade of high school, a worrying trend is the continuous reduction of enrolled students (Table 5).

Table 5: Students enrolled in the first grade per professional areas in the Republic of Serbia

Profession area	2008/ 09	2009/ 10	2010/ 11	2011/ 12	2012/ 13	2013/ 14	2014/ 15	2015/ 16
	St. No.	St. No.	St. No.	St. No.	St. No.	St. No.	St. No.	St. No.
Gymnasiums	17.952	17.818	17.764	17.881	17.765	16.538	16.309	17.111
Agriculture, production and processing food	5.462	5.404	5.134	4.663	5.125	4.018	3.815	4.062

Forestry and wood processing	1.119	1.165	1.076	1.022	1.066	745	653	752
Geology, mining and metallurgy	263	347	307	394	379	338	365	299
Mechanical engineering and metal processing	9.615	8.900	8.663	8.055	7.761	6.387	5.992	6.407
Electrical engineering	8.587	8.534	8.337	7.988	7.782	7.081	7.102	7.461
Chemistry, nonmetals and print-making	3.008	3.021	3.165	2.972	3.015	2.545	2.353	2.623
Textile and leatherworking	1.499	1.399	1.273	1.248	1.067	775	741	843
Civil engineering and geodesy	2.499	2.338	2.249	2.113	2.083	1.654	1.634	1.710
Traffic	3.915	3.917	3.967	4.072	3.984	3.779	3.744	3.710
Trade, catering, tourism	8.487	8.326	8.233	7.487	7.318	6.273	6.092	6.035
Economics, law, administration	9.735	9.864	9.852	9.899	10.337	9.820	9.060	9.026
Hidrometeorology	60	60	61	60	50	60	61	62
Culture, art, public information	1.654	1.666	1.728	1.658	1.619	1.481	1.563	1.629
Medical services and social protection	5.946	6.173	6.384	6.534	6.399	6.440	6.108	6.148
Personal services	1.746	1.688	1.647	1.478	1.341	1.133	1.139	1.165
TOTAL	81.527	80.620	79.840	77.524	77.091	69.067	66.721	69.043

Source: Republički zavod za statistiku Republike Srbije

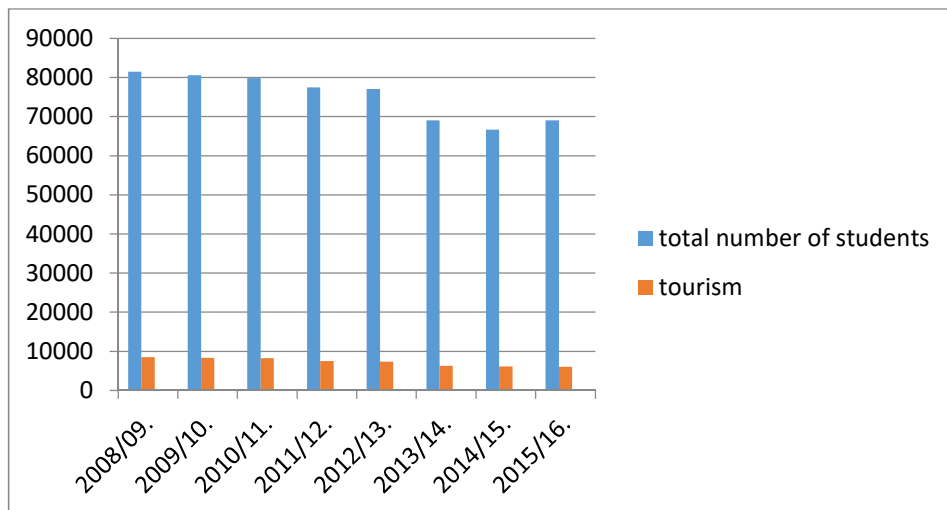


Figure 5: Students enrolled in the first grade per professional areas in the Republic of Serbia

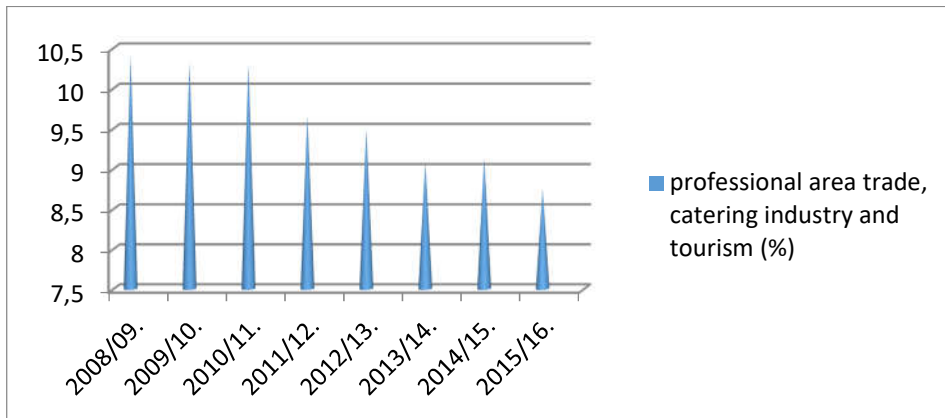


Figure 6: Students enrolled in the first grade into professional area trade, catering industry and tourism (%)

If we consider student enrolment trends in the area of Zlatibor district, it is in same situation as other areas of Serbia, while data is shown within the following table (<http://www.hit-vb.kg.ac.rs>).

Table 6: Students enrolled in the first grade per professional areas in Zlatibor district

Profession area	2008/ 09	2009/ 10	2010/ 11	2011/ 12	2012/ 13	2013/ 14	2014/ 15	2015/ 16
	St. No.	St. No.	St. No.	St. No.	St. No.	St. No.	St. No.	St. No.
Gymnasiums	825	850	887	876	888	814	811	824
Agriculture, production and processing food	142	185	126	161	150	168	139	119
Geology, mining and metallurgy	27	24	24	42	36	35	20	23
Mechanical engineering and metal processing	493	463	477	407	370	330	340	342
Electrical engineering	313	365	365	319	312	273	175	256
Chemistry, nonmetals and print-making	20	23	22	20	19	20	15	31
Textile and leatherworking	147	128	115	108	82	75	83	75
Civil engineering and geodesy	65	46	62	46	47	41	22	47
Traffic	121	128	141	155	137	114	157	123
Trade, catering, tourism	401	404	423	307	270	245	212	259

Economics, law, administration	358	332	331	410	447	436	364	348
Culture, art, public information	55	54	53	51	44	51	57	51
Medical services and social protection	206	210	210	215	227	233	220	192
Personal services	29	31	52	29	27	0	28	25
TOTAL	3.202	3.243	3.288	3.146	3.056	2.835	2.643	2.715

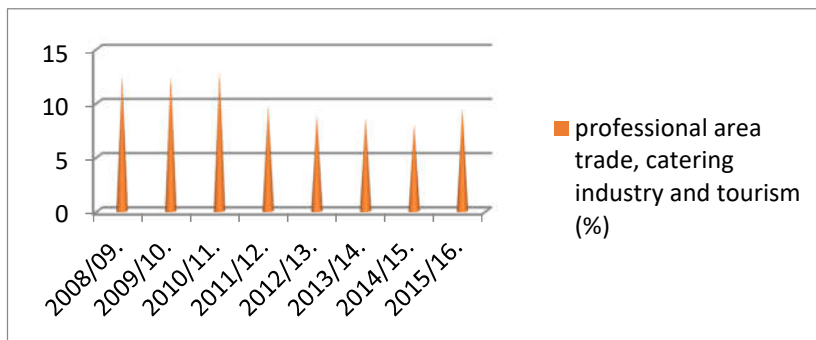


Figure 7: Students enrolled in the first grade into professional area trade, catering industry and tourism in Zlatibor district

5. STATE FACULTIES

Trends on students enrollements in state faculties where study programmes exists, i.e. department for tourism are given in following table 7 (www.hit-vb.kg.ac.rs).

Table 7: Number of enrolled students in the first year

Faculty	Study programme	2010/11		2011/12		2012/13		2013/14		2014/15		2015/16		2016/17	
		B	S	B	S	B	S	B	S	B	S	B	S	B	S
Faculty of Economy - Kragujevac	Ecologist - tourismologist	25													
Faculty of Hospitality and Tourism -Vrnjacka Banja	-Hospitality and Tourism			60	40	60	40	59	41	60	40	60	40	60	40
	-Health tourism														50
Geographic Faculty - Beograd	Tourismology	30	50	30	50	30	50	30	50	30	50	30	50	30	50
	Tourism	60	90	68	83	60	90	60	90	57	103	60	90	18	44

Faculty of Natural Sciences – Novi Sad	Organizer of the hotel industry												19	19	
	Organizer of the gastronomic industry												10	24	
	Organizer of the hunting-tourism industry												10	10	
Faculty of Economy – Nis	Tourismology -Management in tourism					75		75		75		75		16	11
Total		255		331		405		405		415		405		411	

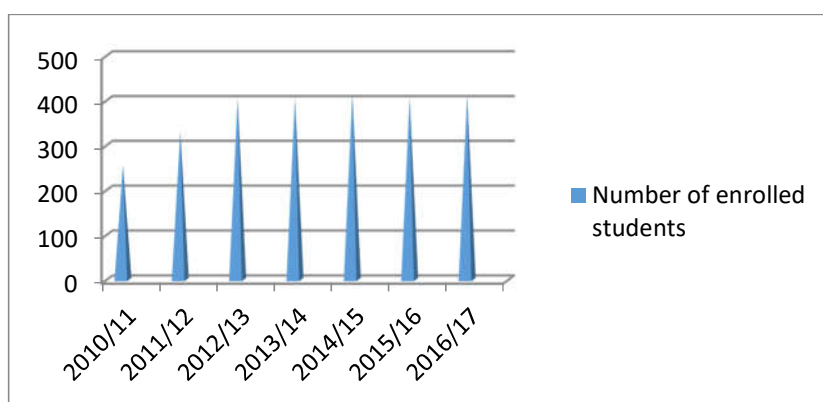


Figure 8: Student enrolled in the first year of tourism studies

6. STATE HIGH SCHOOLS

State high schools quite successfully follow the trends in the activities in tourism, so as to introduce study programs devoted to tourism and hospitality. Data on the enrollment of students at these high schools are not fully available so that the following table shows the data that was possible to get, where it is important to note that this is not a real presentation of the number of students enrolled.

Trends on students enrollements in state high schools where study programmes exists, i.e. department for tourism are given in following table (<http://www.tourism.in.rs>):

Table 7: Number of enrolled students in the first year

High schools - Study programme	2010/11		2011/12		2012/13		2013/14		2014/15		2015/16	
	B	S	B	S	B	S	B	S	B	S	B	S
High school for tourism Belgrade – Economy and tourism	110	290	110	290	110	290	110	290	110	257	110	290

High school for business - Blace											23	1
High school for technology - Arandjelovac											22	38
High hospitality school - Belgrade					35	115	35	115	35	115	35	115
Belgrade business school - Belgrade											25	47
High business-technical school Užice							30	63				
High school for business – Novi Sad	30	70	34	82	20	70	30	79	30	75	30	76

It is important to point out that high schools are trying to catch up with trends in tourism on the way that they are gradually introducing tourism as a program of study, such as for example: Agricultural High School of Professional Studies - Šabac from 2016, High Business School of Blace 2015, Belgrade business school from 2015, the High school of Technology - Arandjelovac since 2013.

Also, it should be noted that private colleges and private high schools are increasingly concerned about the introduction of tourism, hospitality and gastronomy as study programs, as well (Milic, LJ.,2015).

7. STATISTICS OF THE ACQUIRED TITLES

Given the variety of titles that graduates of the high-educational institutions from the field of tourism in the Republic of Serbia acquire, the following table provides an overview of the acquired titles which in their names have specific terms related to tourism and hotel management (Table 8).

Table 8: Acquired titles

Acquired titles of the I degree	2009	2010	2011	2012	2013	2014
Manager of hotel industry	147	222	129	208	283	311
Graduated tourismologist				47	90	45
Economist for tourism and hospitality	231					
Acquired titles of the II degree						
Graduated geographer-tourismologist –MSc	70					
Manager of tourism	86					
Manager of hotel industry	293	45				26
Manager in the field of tourism	8	3	1			1



MSc (Magistar) in the field of hotel industry	2		1			
Graduated manager in gastronomy	19	20				1
MSc geographer-tourismologist		50	29	18	19	36
Specialist in hotel industry			1			
Graduated tourismologist					341	341
Acquired titles of the III degree						
Ph.D. in tourismology			5	7	1	5

Source: Republički zavod za statistiku Republike Srbije

8. CONCLUSION

Such as in all spheres of life, economy and non-manufacturing, as well as in tourism, human labor with a certain level of knowledge has the top role and importance. The necessity is that tourism constantly follows technical-technological, cultural and other changes in the world, in order to adequately and timely observation of the characteristics of tourism demand, while at the same time adapting the tourism offer of the new needs of tourists, confirms the role and importance of human resources in tourism. In the context of the role and importance of human resources in tourism, it is important to note that the same is being referred to adequately educated and professional staff, so that instead of personnel it is better to use the term human capital (Ristić, Ž.,2001). By the personnel all employees, and a doorman or a coal stoker, and financial director or manager, or general manager, or director of information technology, are considered.

Specificity of educational profiles for tourism is in education programs for staff working in the tourism industry which should include the knowledge of geography, economics, diplomacy, urban planning, construction, security, agriculture, information technology, banking, medicine, etc. (Vujić, S.; 2014). As at the beginning of this paper was named, fostering of innovation and achieving adequate level of quality development, not only in tourism but in the economy and society in general, on the first place depends on the quality of education of the population(<https://www.google.rs/search/bdp-izdvajanja-za-nauku-2/2014>). Because of all of that named tourism and education of personnel in tourism industry should find its place in the plans at the state level, primarily in the relevant Ministry and with the support of the Government of Serbia for the benefit of the entire society.



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ENTREPRENEURSHIP IN FUNCTION OF SUSTAINABLE DEVELOPMENT OF RURAL TOURISM IN SERBIA

Invited paper

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Abstract: *In terms of economic, demographic and social devastation of rural areas in Serbia, there is a continuing need in finding and activating all available resources that would stop these negative trends before they become irreversible. Rural tourism, in accordance to their predispositions, should be one of the key segments in the process of redesigning the configuration of Serbian villages. Given that this is a specific area of the tourist industry, which is mainly classified as a "small business", the implementation of entrepreneurship and entrepreneurial philosophy into real business becomes an important prerequisite of competitiveness in the tourism market. Accordingly, the aim of this paper is to emphasize the essential characteristics "of successful entrepreneurship" as well as the importance it has in the sustainable development of rural tourism and the development of rural areas, in the broader context.*

Keywords: *entrepreneurship, rural tourism, sustainable development;*

1. INTRODUCTION

There are few branches of the world economy that have such dynamic growth as tourism. It is becoming a global phenomenon, primarily due to the development of information systems and media as well as transport and communication means, increase of the standard and the level of education of the population in many countries, as well as increase of excess of free time and the individual needs to learn about different cultures and destinations.

Its significance exceeds the economic field itself and it's increasingly discussed in the context of social, cultural and psychological categories. Today, the perception of the term "quality of life", amongst other default assumptions implies the exploitation of various forms of tourist offers.

International tourist arrivals grew by 4.4% in 2015 to reach a total of 1,184 million in 2015, according to the latest UNWTO World Tourism Barometer. Some 50 million more tourists (overnight visitors) travelled to international destinations around the world last year as compared to 2014.

2015 marks the 6th consecutive year of above-average growth, with international arrivals increasing by 4% or more every year since the post-crisis year of 2010.

By region, Europe, the Americas and Asia and the Pacific all recorded around 5% growth in 2015. Arrivals to the Middle East increased by 3% while in Africa, limited data available, points to an estimated 3% decrease, mostly due to weak results in North Africa, which accounts for over one third of arrivals in the region.



Europe (+5%) led growth in absolute and relative terms supported by a weaker euro vis-à-vis the US dollar and other main currencies. Arrivals reached 609 million, or 29 million more than in 2014. Central and Eastern Europe (+6%) rebounded from last year's decrease in arrivals. Northern Europe (+6%), Southern Mediterranean Europe (+5%) and Western Europe (+4%) also recorded sound results, especially considering the many mature destinations they comprise (UNWTO, 2015).

According to data from the same source, the branch of tourism and hospitality industry covers about 6% of world imports and exports of goods and services, which puts it in fifth place globally, after the oil and chemical industry, agriculture and the automobile industry.

Special attention to tourism is paid in the countries of the European Union. To maintain Europe's position as a leading tourist destination, the quality of its services needs to be continuously improved. The European Commission (2015) is involved in initiatives that improve the skills and mobility of workers, particularly by engaging in global digital networks and helping tourism entrepreneurs manage their businesses.

This kind of tourist expansion opens up the possibility for the development of specific forms of tourism which include rural tourism. The tourist demand is shifting towards differentiated tourist services; especially those that provide the conditions that are the antithesis of modern life in urban areas - stress-free holiday, authenticity, direct contact, nature, tradition, healthy food; therefore, the segments that are fully compatible with the essence of tourism in rural areas.

However, the development of rural tourism implies fulfillment of some preconditions. One of the most important is the promotion and affirmation of entrepreneurship, all the more so because it is about Serbia, where the concept of an entrepreneurial society isn't rounded yet, and where the still sporadic entrepreneurial activity primarily appears rather as the result of affinity, enthusiasm and effort of individuals, than as a result of systematic activities of the state and its institutions.

2. ENTREPRENEURSHIP AS ECONOMIC RESOURCE IN THE CONTEXT OF SUSTAINABLE GROWTH

In developed countries, the SME and entrepreneurship sector has been a key factor in the economic growth and development for decades now, while in Serbia these effects are much smaller and with great variation.

Kuratko and Hodgetts (2007) have developed an approach that integrates the key factors of the phenomenon and according to which entrepreneurship is a dynamic process of vision, change and creation that requires energy and passion towards the formation and the introduction of new ideas and making creative solutions. The essential components include a willingness to take a calculated risk, the ability to create an effective team, the skill to provide and use the necessary resources, the knowledge necessary to build a solid business plan, and finally, the ability to recognize business opportunities where others see chaos, contradiction and confusion.

Ekmekcioglu (2012) emphasizes that ideas and concepts arising from entrepreneurship increase knowledge and make it possible to get ahead of what are the



additional requirements that customers may have in relation to the existing goods and services in the market, and this leads to an increase of innovation and creativity.

Modern business conditions, characterized by rapid requirement changes, together with the market offer impose the need for profiling a daily innovative entrepreneur, who creates, applies and implements knowledge in real space and time in order to create a favorable business climate. (Đokić, 2010)

Pejanović (2010) emphasizes the role of entrepreneurship in the development of agribusiness. Splitting agribusiness in three divisions – Pre-farming sector (production of agricultural machinery, mineral fertilizers and protective agents), Farming sector (agriculture and fisheries) and Post-farming sector (industry-productions of food products, beverages, animal feeds and production and processing of tobacco; trade; **tourism**, crafts) indicates that it is a huge business system with great number of organizational forms with practically unlimited conditions for entrepreneurial development.

Entrepreneurship, in its structure, integrates subjective and objective. An individual – entrepreneur concretizes his business idea through an integrative process of connecting activities to available resources in order to achieve synergies, and realize through the creation of a specific business entity entering competition with the aim to reach a projected level of economic satisfaction.

Implementation of entrepreneurship in rural tourism should become the engine of growth for this area. The existence of "dual ability concept" in the process of carrying out entrepreneurial attempt is required from entrepreneurs in rural tourism. Such requirement is imposed by the character of rural tourism as a specific form of tourism that is characterized by a significantly larger scope of non-standard service requests, which initiate an intensive interaction, directness, and improvisation in activities, too. On the one side, an entrepreneur in rural tourism has to possess, in addition to all the important personal characteristics that predispose success of entrepreneurial ventures - creativity, innovation, ability of anticipation, flexibility, commitment, determination, confidence, perseverance, managerial skills, etc., some other qualities which include altruism and empathy, which means possessing a high coefficient of "emotional intelligence" as an important factor of success in interpersonal relationships.

Goleman, D. (1994) in his sociological studies of „Emocional Intelligence“, emphasized that nowadays science has concluded that sociably the most successful and personally the most satisfied persons are not those with high level of IQ. Complete personal accomplishment belong to those with high level of emotional intelligence – ability to empathize with others, to estimate, to create good relationships, to be attractive – as well as other emotional skills which are crucial for anyone who wants to be socially acceptable and successful, and therefore be useful to themselves as well as to the environment.

Goleman accepts the broader classification given by Salovey and Mayer (according to Salovey and Mayer, 1990, taken from Goleman, 1995) who link personal (emotional) intelligence to five basic domains:

1. *Self-knowledge of human emotions*: recognition of the feelings at the moment they are expressed – is the fundament of emotional intelligence. People who are confident in



their own feelings lead their lives more skillfully and make their decisions with more determination; for example - which kind of job they should choose.

2. *Managing emotions* – mastering and managing emotions so that they are precisely selected, is an ability based on self-consciousness. People without this ability find themselves constantly coping with their feelings - particularly with anxiety, depression and irritability; while those with the improved ability recover much faster from life's turmoils and downs, which is especially important in cases of business failures.

3. *Self motivation*: management of emotions that leads to a defined goal, is a base for circumspection, self- initiative, mastering a specific skill, as well as creativity. Emotional self-control and calming down the affects are the fundament of any success. Whereas reaching a state of composure will enable extraordinary achievements in every area, including business.

4. *Recognition of emotions in others*: empathy is just one more ability based on human self-consciousness, and a primordial „human skill“. Emphatic people adapt much easier to almost invisible social signals which suggest what other people need or what they want. Empathy enables them success in occupations such as management, trade and services.

5. *Maintaining relationships skill*: Maintaining relationships skill mainly represents a skill of understanding others' emotions. Those are abilities which prepare persons for public works, management and relationships. People who improve these skills tend to succeed in any activity that includes cooperation with others; they are „stars“ in the society.

Positive emotions affect the level of business and life enthusiasm and imply extroverted orientation which allows an individual an intensive interactive relationship with social environment as an important precondition of entrepreneurial activity.

The high level of personal satisfaction affects the creation of a positive attitude towards life and domination of optimism over pessimism. An optimist sees the world as „a space of wide range of opportunities“. He is determined - anticipates the outcome as a success („ready to jump in dark water“). This kind of anticipation is the initiator of activities. If the expectation of future occasion comes true and businnes success is achieved, such result will have a positive reflection on the total perception of the business activity and on the intensification of business efforts. Any failure will be treated as lesson in the process of entrepreneurial maturity.

Entrepreneurship requires concentration. In any walk of life it represents compression of attention, not dissipation. The high level of attention and concentration reduces the risk of superficial estimations that lead to wrong decisions.

As we have already emphasized before, entrepreneurship is a complex concept that helps leading an enterprise idea, as an abstract category, through phase process to concrete, operational level.

According to Kaplan (2003), an entrepreneurial process consists of five interdependent phases:

1. Analysis of opportunities:

- defining the vision;
- market research;



- competition analysis;
- strategic concept;
- 2. Plan development and starting business:**
 - Formulating of business goals;
 - Creating of business plan;
 - The study of new processes and technologies;
 - Determination of the target group of users of services and price determination;
 - Starting a business;
- 3. Providing financial resources:**
 - Ensuring financing activities starting;
 - Providing financial sources for growth and development;
- 4. Establishing resources and plan implementation:**
 - Establishing the value of licenses, patents and rights;
 - Preparing the organization for growth;
 - Development of the internet business strategy;
- 5. Selection of entrepreneurial development strategy:**
 - Consideration of options or alternatives - sale or merger
 - Entering a stock exchange;
 - Constitution of strategic alliances;

The first four stages, adapted to the specificities of rural entrepreneurship, are applicable to entrepreneurs in rural tourism, while to the 5th phase, which refers to the selection of entrepreneurial development strategy, could, in most cases, be applied the modified and not so intense approach, initiated by the nature of rural tourism itself.

Namely, this kind of tourism is mainly small scale business, mostly with basic characteristics of family business, hence the development strategy primarily relates to the improvement of the service quality through standardization, adaptation to the changing demands of service users, anticipation of future trends in the tourist demands, promotional activities and the permanent use of modern informational technologies and communication systems.

While considering potential for entrepreneurial development in Serbia, it is necessary to emphasize some facts. According to a research on Global Entrepreneurship Development Institute (GEDI), conducted by Acs, Sczerb and Autio (Acs, Sczerb, Autio, 2015) using the Global Entrepreneurship Index (GEI) in 2015., Serbia is globally ranked 78th out of 130 countries, and 38th out of 39 countries in the region, with an overall index of 30,6.

Regionally, Slovenia is the best ranked country - 29th globally, with the index of 53.1, while the worst is Bosnia and Herzegovina, ranked 83rd at the global level, with the index of 28.9. The levels of all three indicators for Serbia are unfavorable, indicating an inadequate entrepreneurial climate and slow recovery of the Serbian economy.

Key problems are related to the low level of internationalization and implementing new technologies, lowered opportunities for starting new enterprises, low level of labor quality, low level of competition, insufficient possibilities of fast growth etc.



Such unfavorable rating indicates a need to intensify the engagement of institutions of different profiles in the process of creating a "network of entrepreneurship support" with the purpose to take an active role in the process of creating an affirmative entrepreneurial environment as a key precondition for the development of an entrepreneurial society.

3. THE MAIN CHARACTERISTICS OF RURAL TOURISM IN SERBIA

Rural tourism is essentially a private sector activity, driven by wealth and job creation, and often by farm diversification, which relies on landscape and related heritage conservation and infrastructure that is often paid for by the public sector.

The OECD's Rural Development Programme tackled the definitional issue in the early 1990s. They concluded that rural tourism, in its 'purest' form, should be:

1. Located in rural areas;
2. Functionally rural – built upon the rural world's special features of small scale enterprise, open space, contact with nature and the natural world, heritage, "traditional" societies and "traditional" practices;
3. Rural in scale – both in terms of buildings and settlements – and, therefore, usually – but not always – small scale;
4. Traditional in character, growing slowly and organically, and connected with local families. It will often be controlled locally and developed for the long-term good of the area;
5. Of many different kinds, representing the complex pattern of rural environment, economy, history and location (OECD, 1994a);

Worldwide increase of rural tourism demand is evident, which is a result of two motives: the need for a better environment, and the need for authenticity. Two factors are distinguished amongst the others – the partition of annual leave on several short travels (travels aren't concentrated exclusively on summer and winter period anymore), and advantage of short relation travels (Beus, 2008., Njegovan, 2015.)

Rural areas, with their basic characteristics: a) low population density and size of the estates, b) agriculture and forestry as basic activities, and c) traditional social structure, are exceptionally attractive for potential tourists. Conditions and components necessary for rural tourism development are:

- attractiveness of area as synthesized form of natural landscape, communicational connection of a settlement and population
- affirmation of cultural and spiritual values of a village: work culture and economic mentality, customs, folklore, traditional and contemporary arts;
- high-quality and standardized accommodation facilities;
- developed road traffic network;
- fitting out households and capacitating staff for tourism;
- organization of tourist associations and connection with agencies;

- measures for encouragement and support of rural tourism on macro and micro level (Vujičić, 2001);

More than 120 villages in Serbia have recognized the potentials of rural tourism, registered and categorized their households thus creating an offer of around 10.000 beds for tourist accommodation. Some of the most significant suppliers of such services are in the chart below, sorted by the municipalities and villages practicing rural tourism (ISTN, TOS, 2016).

Table 1: Municipalities and villages in Serbia practicing rural tourism

Municipality	Villages practicing rural tourism
Kocjeryń	Seča Reka, Donji Taor, Mionica, Skakavci
Kragujevac	Ramača, Stragari, Kamenica, Duleni
Knić	Borač, Žunje, Grabovac, Lipnica, Bare
Ivanjica	Lisa, Kušići, Katići, Međurečje, Devići
Gornji Milanovac	Košunići, Savinac, Pranjani, Gojna Gora, Brusnica
Valjevo	Petnica, Stave, Popučke, Valjevska Kamenica
Kraljevo	Lopatnica
Čajetina - Zlatibor	Gostilje, Tripkovo, Ljubiš, Rožanstvo, Sirogojno
Ljubovija	Ljubovija
Sokobanja	Trubarevac, Jošanevac, Mužinac
Sombor	Bezdan, Doroslovo, Stapar, Bački Monoštor
Knjazevac	Vlaško Polje, Kalna, Vrtovac, Crni vrh
Subotica	Palić, Kelebija
Užice	Mokra Gora, Kremna, Stamenići, Potpeć
Novi Sad	Čenej, Begej
Negotin	Tamnič, Rajac, Vratna, Dupljane
Irig	Perkov Salaš

Source: ISTN, TOS (2016);

The particularly significant fact is that all the aforementioned destinations are „covered“ by tourist organizations or agencies according to the municipality location.

It is important, however, to pay attention to the fact that the level of tourist satisfaction in rural tourism is affected not only by the immediate service in a selected household, but also by his own overall impression of the chosen destination. In the process of forming an adequate rural image of tourist destinations in the rural areas of Serbia emphasis must be laid on the specificities and authentic values. Folklore, music, homecraft, customs, gastronomy, traditional architecture are just some of the elements Serbian rural tourist offer, at the same time representing their comparative advantage. Recognizable identity, with distinct contours, will have positive implications on the subjective perception of the service users.



Just like any other field, rural tourism too doesn't have solely positive implications on the area where it is being implemented. Here are some of the problems that may occur:

- rural tourism is primarily a form of domestic tourism, and there aren't many examples of an international affirmation of a rural region;
- large presence of tourists (townsfolk) causes the change of the village's social character;
- in certain times of the year, large number of vehicles create heavy traffic on narrow rural roads or hinder domestic animals crossing the same roads;
- overlapping of agricultural and other rural activities with tourist season may cause certain tensions with the local population;
- the balance between the expenses and the benefits of the rural tourism isn't positive yet; (Rabotić, 2012)

A structural analysis has been carried out within the framework of the joint program of United Nations „Sustainable tourism in function of rural development“ (Djurovic, Cvejic, 2011), resulting with the most important characteristics of rural tourism in Serbia. Emphasis is placed on the following:

- small and underutilized capacities – such structure limits the commercialization in rural tourism, which implicates a small volume of total income;
- underdeveloped accommodation facilities of medium quality – a small representation of higher categories of accommodation indicates a relatively low quality of accommodation services, which results in low prices, and represents a limiting factor for any substantial increase of business volume in rural tourism;
- incomplete offer of basic services – many rural households do not provide food service to tourists who stay in their accommodations, hence not making revenues on that basis; 38,7% of households does not offer food services, which substantially reduces income on this basis.
- small scale, low price economy – accommodation and food service prices are mostly low compared to other types of tourist accommodations;
- underdevelopment of additional services – very small percentage of households offer some kind of additional form of support services, such as sports and recreation, transport, cultural, crafts, trading services etc.
- small investment capacities – a research has shown that only a small percentage of households had invested in accommodation capacities, and that the level of the investments is quite low. This, again, implicates that there is no existing need for substantial increase of accommodation capacities.
- inadequate promotion – promotion of rural tourism is very constrained and underdeveloped, as well as its sales channels are. The internet, being a global network, with its various services represents a promotional tool that is being used more and more, yet still insufficiently and unevenly amongst various service providers in rural tourism.
- inadequate manpower – socio-economic structure of households involved in tourism is generally inappropriate. Heads of households are mostly pensioners, followed by employed individuals, and then there are unemployed heads of households. Individual agriculturists are ranked fourth with 9,5% - a very small proportion considering it is a rural tourism, which is mostly based on agriculture.



Diagnosis of rural tourism in Serbia indicates the existence of a structural problem that requires a strategic approach to problem solving. „Ad hoc“ interventions without the continuity of treatments must be avoided in order to establish a concept of rural tourism which will, in accordance to its potentials, be an initiator of redesigning of the serbian village, as well as of the development process that will have all the attributes of sustainability.

4. RURAL TOURISM – THE DEVELOPMENT POTENTIAL OF RURAL AREAS

Census of the population, households and dwellings of the Republic of Serbia in 2011. showed that the demographic trends in the Republic of Serbia – especially in rural areas – are increasingly unfavorable.

In the period 2002-2011. the total population decreased by 4.15%, primarily as a consequence of a negative natural population growth and emigration. In the same period, rural population decreased by 10.9%, which indicates a decrease of 311.319 residents, and which makes 40,6% of total population of Serbia today. Also, a disbalance of these negative trends is noticeable on a regional level, so that the rural population of Eastern and Southern Serbia decreased by 19%, while in Šumadija and Western Serbia more population still lives in rural than in urban areas – 52,6% (SORS). These negative indicators appear even more drastic if we consider a significant deterioration of the rural population structure itself – primarily age and education structure. Such demographic trends in rural areas also indicate a low entrepreneurial potential. Intensification of efforts to educate the existing rural population through various programs in order to capacitate it for entrepreneurial activity, and to financially support it through investment programs, should become the priority of the country –namely, the institutions and organizations directly related to entrepreneurial development and rural development in whole.

Rural tourism represents one of the areas with a significant potential. In order for it to manifest in its full capacity, it is necessary to fulfill the prerequisite of sustainable development of tourism. Sustainable tourism is a positive approach intended to reduce the tensions and frictions created by the complex interactions between the tourism industry, visitors, the environment and the communities which are host to holidaymakers. It involves working for the long-term viability and quality of both natural and human resources. It is not anti-growth, but acknowledges that there are limits to growth” (Bramwell&Lane, 1993).

The concept of sustainable tourism, where rural tourism is very well defined, such as preserving the natural environment, traditions, customs, culture, and the satisfaction or fulfillment for the tourist town full of sophisticated services and hotels (Dragulanescu, 2012).

Under the term „sustainable development of rural tourism“ we assume the development which meets the needs of contemporary tourists, while preserving natural, social, cultural and anthropogenic values of a tourist destination, but also securing the



continuity of the resource use for the future generations on the same, and if possible, even larger level. Sustainable development of rural tourism has extremely large influence on agricultural development, considering the fact that these activities are very closely related (Njegovan, 2015).

Sustainable concept of development is harmonized with the environmental concept, while not jeopardizing the resources on which it is based, thus allowing the future generations to use them and develop on them. The sustainable development concept is based on three principles (Jovičić, 2000):

- the principle of environmental sustainability, which assumes the compatibility of development with the vital ecological processes, biological diversity and biological resources;
- the principle of social and cultural diversity, which secures the compatibility of development with cultural and traditional values of communities, and its benefits to the strengthening of their integrity;
- the principle of economic sustainability which enables the economic efficiency of the development, with the open possibility of resource use by the future generations;

Successful planning and managing of sustainable rural tourism assumes the fulfillment of several substantial preconditions, of which the particularly important are:

- active engagement of rural community, namely the local population, into the process (this engagement is necessary since the environment represents an important factor of the quality of life of the rural area population. Every use of this resource in tourism purposes, without the consent of the local community, may be estimated by the local population as a misuse; thus representing a discouraging factor of the rural tourism development);
- state of equilibrium, namely a partnership between numerous participants in the development of rural tourism (the focus is primarily on the relation between public and private sectors, and between governmental and parastatal bodies on the one side, and tourist companies and all the other organizations directly or indirectly engaged in rural tourism development. This partnership should result in engagement of the comprehensive social and environmental issues in the process of planning and managing of the rural tourism development);
- managing the use of total resources in rural areas by visitors/tourists (visitor management) – a tendency towards sustainable development of rural tourism implies that visitors/tourists also take active part in the overall process, in order to assimilate their overall behaviour with the preset of development goals; primarily with protection and preservice of the environment and the cultural and historical heritage. One of the most common ways of exercising such an influence is a declaration of official rules of behaviour, so that the visitors/tourists would, by adjusting their behaviour, take part of the responsibility in the protection of the rural tourism resources; (Popesku, 2015)

The Analysis of budgetary support of the rural tourism in Serbia and the diversification of economic activities in villages for 2009. by the Ministry of agriculture, forestry and waterpower engineering of the Republic of Serbia confirmed the priority measures and investment activities to encourage the development of rural tourism with the



goal of expanding and improving economic activities in villages, and which are still in power today, considering that their valorization demands a continuity in acting and assimilating to the standards of rural tourism as a dynamic tourist category. Some of the promoted priorities are:

- a) construction and adaptation of facilities based on the authentic farmhouses: ('salaši', 'vajati') and other ancillary facilities;
- b) restauration of authentic facilities in villages – mills, wine cellars, „valjarice“....
- c) acquisition of the equipment for enrichment of the content in the rural tourism offer,
- d) acquisition of repromaterials, raw material and necessary equipment for preserving old, traditional crafts, skills, handicrafts and activities;

Taking into account the basic principles of multifunctional schemes, one can distinguish four different forms in which rural tourism is carried out on the territory of Serbia:

- individual rural households in villages, specialized and registered for reception of tourists.
- ethno-house, namely a house with the overall economy, built in the traditional style of folk architecture.
- ethno villages, which represent old serbian rural folk architecture;
- landscape units in Serbia, which represent clusters of rural tourism (Todorović, Bjeljac, 2007);

The term rural economy itself represents an integral, territorially rounded rural economy, consisting of a numerous, interconnected activities. Besides primary agricultural production, many other activities are of great importance as well, such as: process industry, trade, tourism, crafts, small businesses, forestry, spatial planning, professional services, accommodation, ecology etc. (Vujičić, 2001). Consequently, rural tourism cannot be observed and analysed separately, but rather in the context of the integral sustainable rural development concept. Its content and structure indicate that it is a complex concept which sublimates economic, demographic, ecologic, institutional, cultural and social revitalization of rural areas, respecting the authenticities, specificities and resource potentials of the regions where it is carried out (Panić, 2013).

Therefore, the revitalization of rural areas includes the transformation of rural economy activities from traditional (agricultural) into contemporary (multifunctional). This process represents a diversification of activities of the rural households, or more precisely, an expansion towards the services sector, primarily in the rural tourism field, and initiating numerous positive effects which would result in revenue increase, employment rate increase, demographic structure improvement, protection of ambiantal and traditional values etc.

Diversification as a goal in the process of sustainable development of the rural areas is emphasized by the Ministry of agriculture and environmental preservation in the Agriculture and rural development strategy of the Republic of Serbia for the period 2014-2024., through the Priority area No 11. – Diversification of rural economy and preservation of cultural and natural heritage, which defines the operative goals under the following items:

- 11.1. – diverse offer of products and services by the rural households;



- 11.2 - development of the rural tourism;
- 11.3. – increase of the number of products and services based on the local identity of the rural areas;
- 11.4. – protection and preservation of the cultural heritage;
- 11.5. – strenghtening of the vertical and horizontal coordination of the participants in the rural development;
- 11.6. – improvement of the communal and terrestrial infrastructure (MAEP, 2014);

Complementarity of activities is presented through the realization of “the synergy effect”. This effect can be represented through an example of interrelation of agriculture and rural tourism. For example, agriculture enables expansion of rural tourism services to consummation of “domestic products”, while rural tourism brings the consumer closer to the origin of the product, by shortening the space and time dimension on the relation “production-sales” – therefore, the diversification of the activities substantially increases the business efficiency, and expands the profit area for the households that carry out such a process.

The general goal of sustainable development of rural tourism in Serbia is the development of a socially, economically, and ecologically sustainable product in short and long term period, on which the local communities in rural areas would benefit. If there is no interaction between social, economic and ecological components, and if these components are unbalanced, rural tourism yield will be limited (Djordjević-Milosević, S.,Milovanović,J., 2012.), and that is a situation in which everybody loses; both local community and the society in whole.

5. CONCLUSION

The important prerequisites of competitiveness in a dynamic market race are inventiveness, innovativeness and anticipation on the one, and interaction, empathy and team work on the other hand. All these characteristics form a structural model which is in accordance with the essence of entrepreneurship. Entrepreneurship is a concept which is more and more a life philosophy, rather than strictly a business one. Therefore it is more important if it's implemented into specific areas with immense development potential and direct economic and non-economic effects they produce, like rural tourism is. Namely, apart from its primary function which is related to another business alternative for rural households, rural tourism ought to be considered in a wider context which integrates a process of activation of the rural business potential and improvement of the general quality of life in the region mainly of a local character.

For the display of entrepreneurship in its full capacity in Serbian rural tourism, it is necessary to perform a systematic upgrade of comparative advantages for practicing of this type of tourism, which objectively exist, – and which primarily manifest in combination of natural resources, authenticity of rural areas, tradition and hospitality. This upgrade indicates active participation and coordination of relevant institutions, associations and organizations, with the goal of entrepreneurship development in rural households, implementation of sustainable development principles, standardization and categorization



of services, implementation and utilization of new technologies, especially in the IT sector, support in the fields of marketing and ecology, as well as enabling better representation and reception of this entrepreneurial type at the State development funds and banks etc., all this with an intention to create conditions which will upheave the overall competitiveness in the rural tourism area and intensify diversification of activities in the rural areas, as the key factor in the process of transformation of the rural economy.

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CONSUMER ROLES IN MARKETING COMMUNICATIONS IN TOURISM

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Abstract: *Consumer have an active role in production of important word-of-mouth communication. Organizations need to understand a great deal about how consumers react to their brands, what influences impact on the decisions they make about tourism and hospitality services and how they react to the marketing messages distributed by organization. It is important of knowing consumers in a meaningful way that can contribute to the marketing communications process through dialogue and feedback.*

The main goal of this paper is to understand the changing role of the consumer and the effect on marketing communications for tourism. The relevant literature in the field of marketing and tourism, comparative and descriptive methods was used to write this paper.

Keywords: *consumer, marketing communications, tourism*

1. INTRODUCTION

In the paper focus is on the roles of consumers and their behaviour processes which interact with and is affected by marketing communications. Also significant, in the context of marketing communications, are the ways in which consumers are influenced by media representations and marketing messages, and specifically how they interpret and evaluate information. A great deal of marketing research is directed at understanding consumers' attitudes towards products and services, their attitudes and behavioural intentions towards an organisation based on their evaluations of the marketing and promotional messages received. Marketing research also feeds back into the communication process, because this kind contributes to the organisation's communications dialogue with its consumers. This is becoming increasingly important, given the heavily mediated and information rich nature of our world, as consumers may react in different ways to certain types of messages or media channels or sources. In the context of promotion and selling, organisations must understand what forms of messages customers react favourably to, and in order to do this they must evaluate the effects of their marketing communications campaigns, to ascertain what forms of promotion or communication work best and produce the desired results.

This research and feedback process is made problematic, however, because the pervasiveness of marketing communications delivered through integrated communications strategies often means that consumers are aware of brands through a variety of



communications forms, including advertising; product placement; sponsorship; through partnership communications alongside other products; through public relations (PR) initiatives; informal, word-of-mouth sources; and through exposure to places through film and television. This makes it difficult for everyone concerned to evaluate how and where and when a person becomes familiar with a brand, organisation or destination and to be exact about the effects certain messages have on an individual's conscious feelings or belief states. And so marketing communications and brand images commonly now appear in many previously uncharted aspects of people's lives. Cultural, artistic and music events, televised music concerts and festivals, educational events, school books, classrooms and services, it seems that no aspect of social life is immune from the potential for marketing communications.

Whilst consumers themselves actively buy into, or identify with, certain brands, images, messages, organisations and people for a whole host of reasons. Modern consumers often act as advocates for certain products or places. Within the context of tourism research, many authors have made the links between types and forms of experience and consumption of place and social identity claims. The impact of this often intense and emotive link between tourism consumption and identity has the potential to make a pervasive impact on destinations, organisations and brands. The power of word-of-mouth communications and peer evaluations has also been mentioned. In the paper is analysed how consumers influence and are influenced by marketing communications, relationships between consumers and their interactions with marketing communications through a brief analysis of consumer theory.

2. CONSUMER BEHAVIOR THEORY IN TOURISM

This paper briefly details the main concepts underpinning consumer theory located in a consideration of the key disciplinary contexts from which these theories were developed. Consumer behaviour theory is derived from the discipline of psychology which perceives consumers as rational beings whose buying choices will reflect their relative utility in satisfying needs (Bull A.,1991). In an early review of the consumer behaviour literature, Lunn identified that the theory had developed out of three theoretical approaches: (1) the *a priori* approach, where researchers had attempted to fit previously developed theoretical frameworks to consumer behaviour; (2) the *empirical* approach, which attempted to derive laws and knowledge from observations of patterns and regularities in behaviour (marketing research approach); and (3) the *eclectic* approach, which attempted to include the major strengths of the first two. Characteristics underpinning consumer behaviour theory are briefly as follows: (Lunn J.A.,1974)

- The focal point is the consumer, whose internal processes are viewed as a system.
- The core of the decision process is seen as matching products to consumers' motives.



- The choice criteria can be viewed from two standpoints: the extent that the product possesses certain attributes, and the value of the attributes to the consumer.

- Two crucial and related concepts are the 'product class' and 'evoked set of brands'. The product class is the set of brands that are broadly substitutable for motives, and the evoked set is the varying amount of alternative brands considered.

- Perceptual processes figure extensively, including arousal, directive, value of motives, ambiguity of commercial stimulus and perceptual bias.

- Emphasis on the importance of feedback in the process, where the purchase act and usage experience can inform predispositions.

However, there are real differences in the conceptualisation of consumer choice and buying behaviour in relation to tourism and hospitality products/services which need to be highlighted. Ryan (Ryan C., 1997) states that tourism products are not typical of the usual consumer processes because they are not physical purchases, but rather the ultimate intangible service good. The consumer gains little of real benefit for what is essentially a major purchase apart from memories, photographs and souvenirs which in themselves may seem fairly superficial. However, some tourist experiences can contribute to a sense of self-development and self-identity. Unlike other major purchases, the consumer pays a substantial amount of money on trust or without really knowing what the experience will entail and what satisfaction will derive from it. Consumers spend a large portion of the year *anticipating* the holiday. They begin the selection, planning, information-gathering and saving process, as a way of seeing them through the dark months of winter.

For some groups and social classes, travel, tourism and hospitality experiences are readily available, and there are some groups in society who are high-frequency users, highly mobile, experienced, confident and well informed. For these groups the mix of expectations, motives, anticipations and socio-economic constraints is likely to be very different from those in the lower social groups or with different demographic characteristics. Some people, such as successful entrepreneurs or sole traders, opt not to take all their holiday entitlement because of pressures of work and career aspirations, whereas others might forgo some holiday time in order to save up for a once-in-a-lifetime trip. In many other ways, individuals seem able to resist and challenge the preconceived ideas which have been developed to describe and account for their consumption behaviour of tourism and hospitality products /services and increasingly so in the globalised context, and so it is not possible to reduce to common generalisations the inner desires or motives of people.

3. MARKETING ANALYSIS OF TOURIST MARKET

A market can be defined as all those willing and able to purchase tourism and hospitality services. A market can include the existing customers of the organisation and also potential customers. An organisation needs to know how its services are positioned in



the minds both of current customers and of the wider marketplace who may be interested in buying the services in the future (e.g. as they move through the life cycle or change in their attitudes to certain services) or in case the organisation takes a strategic decision to target different consumers groups in the future. The market and customer-base for the organisation is likely to be undergoing structural change all the time, in terms of gradual changes in attitudes or changes in socio-economic circumstances, even if at a very slow rate, and an essential element of the marketing function is to be aware of how these changes might affect the future competitiveness of the organisation. Not only the customers and markets change in terms of their character, they might also change in terms of their attitudes towards the products and services the organisation offers, and so the relationship between the product and the market becomes apparent or obscured by these changes.

In defining service-market relationships, there is a need to distinguish between generic needs for tourism or hospitality services and the range of offers and variants which can be encompassed within that generic category. For example, a generic service category for tourism might be a package holiday, but within that there is a range of subcategories or service product classes; winter sun, summer sun, lakes and mountains, fly-drive, activity package such as safari holidays and so on. Each service class has a defined market which can be classed as the generic service product market for each class. If we take the generic service market for safari holidays, this can be further subdivided into service-type service-market to represent all the brands within this class. This would include perhaps all the destinations which offer safari holidays or all the international and/or national tour operators which offer competing packages to the market. Service variants may also exist within a service type, and so there may be a whole range of different types of safari service product in different destinations covering, for example, day safaris; 1-3 night short-break safaris; luxury safaris; budget safaris and so on.

Marketing analysis of tourist market including following factors:

- the total number of people in a population who may be able to purchase the products and/or services
- the total number of customers actually buying these types of products/ services
- the size of your sales of your products/services relative to the competitors
- the relationship between your products/services offered to your competitors and your markets
- the ability of people to buy your offer over other types of products/ services

The marketing function in which this analysis is undertaken feeds into the marketing strategy and planning development process. However, this is not a simple linear or ad-hoc arrangement and forms a fundamental activity of the marketing department which in turn helps organisations to create and/or tailor its marketing messages for specific and identified audiences.

The management and marketing information system is shown (providing a key data and research resource) feeding into the marketing planning and communications strategy



process. Within this strategic process, markets are analysed, stakeholders are identified, that is, all those people who might have an interest in or influence on the development and communication of the service in the marketplace. From this, potential subgroups of customers can be identified and analysed which can then be narrowed down into customer segments around which specific and discrete marketing communications strategies can be built. Dialogue is maintained through the customer relationship management (CRM) function. CRM relates to the marketing orientation but involves all internal stakeholders of the organisation and requires a systematic and coordinated approach to understand the needs of customers and thus entails a great deal and variety of points of communication over a long period of time. This in turn leads to complete customer satisfaction at least in theory.

4. FACTORS AFFECTING CONSUMER BEHAVIOR IN THE PROCESS OF MARKETING COMMUNICATIONS

Consumers and organisations exist in what Fill (Fill C., 2005) states is an „open system“ whereby both can affect and are affected by external environmental factors which influence consumer behaviour and therefore affect internal individual processing of marketing messages.

All aspects of the design, channelling and targeting of marketing communications must take into account that consumers are open to influence from a complex of sources, not just those of the organisation, including their cultural milieu, social class and background all of which impact upon the types of influential - 'groups' (peer groups) people interact amongst in their daily lives. These groups, local culture and an individual's social class are also influential in determining social identity. The communications context and situations influences refer to the external environmental conditions in which marketing communications is encountered.

In order for organisations to create messages which will be attractive to consumers, they need to understand who their target consumers are, and how they react to certain forms of message. They also need to know which media forms and channels are preferred by different market groups and how the system interacts with people's trust in messages through certain channels or media brands. Companies and organisations need to know the following information about their customers (Prentice R., 2004)

- Who - what type of person, their socio-demographic characteristics and situational influences.
- When - do people buy and when they receive and/or are receptive to the messages.
- Why - their motives for buying and also how they react to the messages through perception.



- What - their preferences, attitudes and beliefs about the services they buy and their purchase behaviour; also their reactions to marketing messages, the frequency of purchase and use.
- Where - the place they buy the products or receive the messages from.
- Which methods - they use to purchase the products/services.

4.1. Demographics

Solomon (Solomon M.R., 2002.) defines „demographics“ as „statistic that measure observable aspects of a population, such as birth rate, age distribution, and income“. The importance of tracking demographic trends not only in relation to the customers to whom the organisation actually sells its products/services but also in the wider population cannot be underestimated, and Solomon argues: „The changes and trends revealed in demographic studies are of great interest to marketers, because the data can be used to locate and predict the size of markets for many products.“ [6, p.8]. Therefore the more that is known about existing customers and how they correspond to broader demographic trends, the better organisations can target their marketing communications. It is important to know where they live (geographic dispersion) in order to define if many customers come from a particular region within the country, for example, or perhaps if we are dealing in largely international markets - perhaps many of our customers come from one or two major countries. There are regional differences in terms of culture and attitude which is likely to impact upon behaviours and attitude to communications, for example. Demographic details about existing customers are usually available quite readily if there is direct contact about them, and organisations can undertake research to check the broad socio-economic profiles of people within certain postcodes (zip codes) or demographic areas. Although postcode types of analysis are useful and a relatively cheap method of determining the broad spectrum of socio-economic profiles of consumers according to geographic dispersion, they are less useful in telling us about the types of people living in those areas and the detailed profiles of customers on a more nuanced and detailed level.

Other common methods for analysing socio-demographic characteristics include age profiling. Consumers of different age groups have very different needs and desires from tourism and hospitality services and they are likely to vary greatly in their responses to certain forms of communications. Gender is another common method of social classification and differentiation by gender is taken very seriously by marketers. Another common method for segmenting the market relates to the employment status of individuals and households. This is often also referred to as social-class or income analysis. It is argued that people who work in similar professions or who have been brought up in similar social circumstances will to some extent share similar tastes in music, clothing, cultural attitudes and so on.



4.2. Feelings, Beliefs and Values

In contemporary market-led organisations, there is a desire to know much more about the feelings, attitudes, beliefs, and values of consumers - their inner states, drives and desires. Alongside this inner world of the consumers, organisations often would like to know about their preferences for certain types of products, their buying habits and intentions, their cycles of consumption and their frameworks for decision-making.

4.3. Decision-Making Units

A further relationship exists within the family decision-making unit, as different family members exhibit different approaches to tourism and hospitality decision-making and so will influence decisions in different ways, so that we know how and to whom we must pitch are marketing communications. For example, debate has focused on the ethics of targeting children with marketing communications messages particularly in relation to „pester power“ in holiday decisions and current debates about rising levels of child obesity, healthy lifestyles and active targeting of children in marketing campaigns for fast food restaurant chains such as McDonald's [7]. In the context of tourism, advertising and other forms of promotion are often placed during television shows and other activities oriented towards children. This is purposeful since children will 'pester' their parents to take them for a visit to the theme park, book a holiday to Disney or to choose a certain type of fast-food chain. Television advertisements are then repeated or channelled or slotted within adult programming to ensure that the key decision makers, the purchases, the parents will be exposed to the same messages as the children

4.4. Buying Centre Roles

These types of marketing communications strategies are examples of how communications are directed towards very particular roles within the family decision-making unit. These are known as buying centres, and each member of the centre can exhibit different types of roles. These roles are: initiator; influencer-evaluator; gatekeeper; decider; purchaser; user.

The key questions of who is responsible for the purchase are connected with those whose role it is to initiate, influence and persuade, and these are important factors which inform the development and delivery of marketing Communications in which the tourism and hospitality industries are adept at understanding the dynamics at play in the family decision-making structure.



4.5. Decision and Purchase Characteristics

Consumers undertake a cycle of consumption in their buying behaviour of tourism and hospitality services. Some of these services are purchased more frequently than others and so price and temporal constraints are important determining factors for consumers. If a person is busy with a demanding full-time job and a busy social life, they are more likely to want to eat and drink out and take advantage of hospitality services providers in their local area. Obviously, short breaks and especially longer holidays are consumed less frequently than evenings out, largely due to the cost of participation, but also because of the availability of time. This dynamic between time and incomes is crucial to understanding tourism and hospitality purchasing decisions. In the UK, for example, the main period during which holidays are taken are the summer months between June and September, but people begin to plan their holidays during the cold winter months after the Christmas season in January and February. This is changing rapidly, however, and many tourism organisations have noted a tendency for people to book later on in the cycle and put off their purchase decisions until the last minute. This has impacted on the tourism industry pricing structure, because the tour operators can no longer pre-block-book large numbers of hotel room and flight seats based on pre-orders from customers, the tour operators have changed their business model to have more flexible and responsive pricing. In the past, people could book ahead and pay more for their holiday than if they waited because the tour operators would have to sell off unsold holidays at the last minute to avoid perishability. Now, however, consumers often pay more the longer they leave booking. Knowing in advance when your customers are likely to think about planning for their holiday means that companies can tempt consumers or remind them about their products. Hotel companies often are least busy (in the northern hemisphere) in the period after the Christmas season in January and February and will often introduce sales promotion, discounting bed nights to try to stimulate demand. Consumers might be tempted with a bargain breakaway to help them over the long winter which would not impact too much on their decision-making behaviour in terms of their main holidays in the summer.

An organisation can do a lot to understand when customers buy their products and services by checking through their sales data; however, it is much more difficult to work out when consumers search for information, when they make their decision to buy and what influences those decisions, and so the timing of delivery of marketing messages through the Communications strategy is extremely important particularly if it is a large and costly campaign.



4.6. Consumer Motivations

The next major aspect of information required by organisations and possibly the most important and difficult to understand is the question of why people consume the things they do. This is, of course, a question of motives. If the organisation understands its customers' motivations for buying their services and why they choose them over the competitors, then marketing Communications can be used to stimulate new demand - extend the market - by telling other people who might share similar dispositions, attitudes or motives to the existing market as to the benefits and features of the experiences. Alternatively, Communications can be used to remind existing customers how much they enjoyed - needed, were motivated - the services previously and so can be persuaded to repeat their purchase. Because it is more cost-effective (up to five times more so) to persuade existing customers to repeat purchase than it is to market to new customers, and easier to communicate to existing satisfied customers, understanding their motives, or how they benefited from previous consumption experiences enables the organisation to create the right type of message to connect with the customers needs or drives.

4.7. Perceptions

Perception is a fundamental construct in understanding how consumers react to the world of marketing communications and stimuli. „Perception can be defined as the process by which individuals receive, select, organise, and interpret information to create a meaningful picture of the world“ (Belch G.E., 2004). Consumers are being constantly bombarded with messages and sensory stimulations, some of which are filtered out and rejected and others are attended to more closely and are retained within the memory and enter into our stock of knowledge. The link between sensations and perception is made by Solomon (Solomon M.R., 2002, p.42) who states that sensations are the immediate responses of our sensory receptors, whereas perception refers to the processes by which the sensations are selected, organised and interpreted. The sensations consist of the sensory stimuli we receive as sights, sounds, smell, taste, textures.

These sensory stimulations can be incorporated into the marketing communications for tourism and hospitality products/services in many different ways. The visual is a primary way in which tourism destinations are experienced and consumed, for example, and so the use of visual imagery in the promotion of tourism places which evokes memories of warmth, peace, relaxation, the sound of the sea will stimulate memories of enjoyable holidays by the beach. Similarly, the use of images of well-prepared and delicious food in food and beverage hospitality marketing Communications can often work to stimulate feelings of hunger. When exposed to certain messages at particular times or in certain places, we may become more aware of the message and the affect will be different.



4.8. Identity

As mentioned earlier, identity is an important construct in understanding how consumers react to certain messages. Self-identity refers to the beliefs *a*person holds about themselves - their attributes and values although there are many differing theorisations of identity within distinct disciplinary fields, and it is not possible here to provide real depth of analysis of these conflicting conceptualisations. However, it is important to state here that identity issues relate to the possible ways in which identity can affect the design and delivery, reception and interpretation *of* meaning *of* marketing communications. *Therefore, it is important to note that in some theories, identity appears as fixed and stable and in others such as symbolic interactionism, individuals have many social selves which can be deployed in different social circumstances.* It is clear that some aspects of identity would appear to be fairly stable, such as gender identity, and others are more fluid, such as professional identity which might change and develop with learning, changes in responsibility and so on. As far as this book is concerned, a crucial difference is that between the actual and ideal self. The ideal self is partly developed out of an individual's culture (their background and social milieu, the peer groups who are regarded highly) and refers to an individual's conception of who they would ideally like to be. The actual self is the realistic appraisal of those attributes and values we actually embrace. Marketing Communications messages are often directed towards consumers' idealisations of themselves in an effort to convince them that consumption of the product/service will go some way towards realising their goals for themselves as *a*person.

4.9. Attitudes

However, of interest to marketing Communications is how attitudes to places and services can be influenced. Attitudes are related to motivations, are presumed to facilitate social behaviour, can exist in relation to any object, and can be changed. It is here that marketing Communications is often used in relation to its consumers. Organisations need to know how people feel in relation to their services or destinations, their attitudes towards them and how those attitudes could be changed if they are unfavourable. Attitudes are important because they are deemed to exist - they serve some function for the individual. And Solomon outlines four main functions: [Solomon M.R., 2002., p.197-198]

- Utilitarian function (related to basic principles of pleasure and pain; positive attitudes are formed towards products which provide a pleasurable experience).
- Value-expressive function (attitudes which are related to identity and an individual's values. These attitudes form an important strand of research on lifestyles which look at how consumers' activities, interests and opinions express their values/identities as people).



- Ego-defensive function (attitudes that are formed to protect a person against external threats or internal feelings).
- Knowledge function (attitudes which are formed in response to the need for structure and meaning)

It is important to understand these functions, since if the marketer knows which functions the products serves - or put another way, how the product benefits the consumer - they can create messages which highlight these benefits.

4.10. Distribution and Access

This pertains to the points at which consumers access the services and also relates to how they access marketing messages. For example, it is vital to know the proportions and characteristics of consumers who search for and book their travel and hospitality services online, as opposed to, through a travel agent. It is also important to know how consumers hear about the services or destination. Since many organisations undertake a range of marketing activities and undertake different activities at different points in the cycle or season, they need to know which activities are preferred by customers through which channels at which times. Again this is achieved through research and data processing. As previously mentioned, organisations need to understand where consumers access the marketing communications and under which circumstances they reacted favourably in terms of the content of the message which in turn led to a favourable action or reaction, such as a purchase or some other desired action.

5. CONCLUSION

This paper has provided a brief outline of the role of consumers in marketing communications. The work has argued that consumers can play an active role in the production of important word-of-mouth communication, and as such, organisations need to understand a great deal about how consumers react to their brands, what influences impact on the decisions they make about tourism and hospitality services and also how they react to the marketing messages distributed by the organisation. This analysis highlights the importance of knowing consumers in a meaningful way that can contribute to the marketing.

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THE IMPORTANCE OF USING THE MARKETING STRATEGIES TO ACHIEVE CUSTOMER SATISFACTION IN SERBIAN TOURISM

Invited paper

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***Abstract:** Strategic approach to business performance and use of marketing strategies became the key to success of any service company, especially in tourism. Main indicator of tourism company's success is customer satisfaction. Customer satisfaction is the main goal of tourism companies' marketing strategies. In Serbian market, especially after entrance of major hotel chains and tour operators, competition becomes tougher and domestic companies have to introduce modern business concepts. The key to success is analyzing and creating the sustainable business and marketing strategies. In modern business environment main goal of tourism companies is to provide quality services customized for target customer groups in order to achieve long-term customer satisfaction and create customer loyalty. The paper aims to point out the importance of marketing strategies for achieving the customer satisfaction in tourism and the necessity of marketing orientation of tourism companies in Serbian market.*

***Key words:** marketing strategy, customer satisfaction, tourism*

1. INTRODUCTION

Modern tourist market is characterized by modern business concepts which include implementation of modern technologies, major innovativeness and use of knowledge, as well as proactive approach to changes of extremely turbulent and dynamic market. Strategic business approach and use of marketing strategies becomes the key to success, especially in tourism. The main indicator of tourism company success is customer satisfaction. Customer satisfaction is the main goal of tourism companies' marketing strategies. Any company which is oriented towards needs and wishes of target customer group may expect profit growth and achieving the competitive advantage.

The essence of modern company operations is in creation and delivery of value to customers, where such value correspond to their expectations and preferences, all of which can be achieved by well developed marketing strategy.

In Serbian market, especially after entrance of major hotel chains and tour operators, competition becomes tougher and domestic companies have to introduce modern business concepts. The key to success is in analyzing and creating the sustainable business and

marketing strategies. Use of appropriate marketing strategy is necessary for creation of good and quality offer, for making customers satisfied and to differentiate from the competition.

2. CUSTOMER SATISFACTION IN TOURISM

Customers in modern tourism market keep changing their preferences due to quick economic, technological, cultural, political and other changes. Today's customers are subject to immense changes. Customers have become more informed, with information on almost any product, service, and company. Use of modern technologies, especially of the Internet and social networks, improves their position on the market. Also, the Internet and social networks have created new media, as well as new channels for direct sale. These changes call for radically new way of thinking about managers and marketing experts in today's tourism market.

Customer satisfaction is achieved when customer's expectations correspond to its needs and wishes. Studies showed that satisfied tourist intends to use services of tourism company again in the future and recommend it to others (Petrick, 2004; Chi & Qu, 2008; Williams & Soutar, 2009), which is why concept of customer satisfaction and customer satisfaction research is extremely important for tourism companies. Satisfaction is immediate customer experience with purchase and use of products and services resulting from created and delivered value (Johson, Wenhstein, 2008). Customer satisfaction is the central issue of all successful service companies, and especially of tourism companies. It has direct and positive influence on increased number of customers in tourism, i.e. increased income of tourism companies.

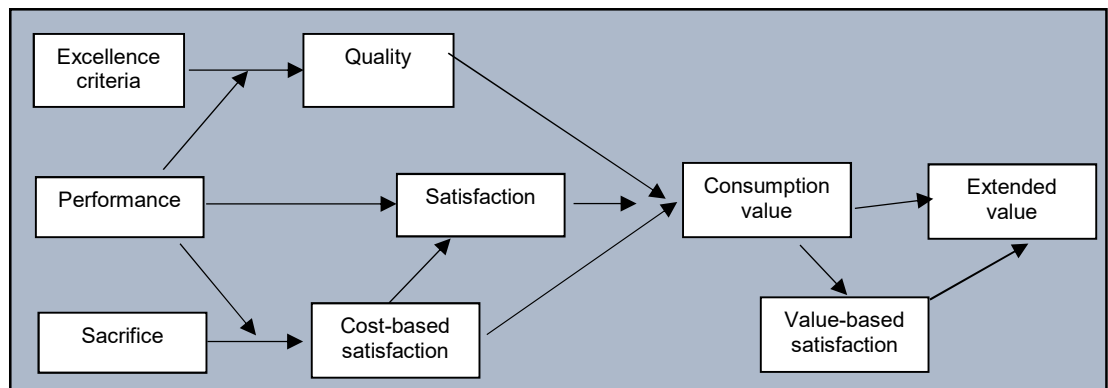


Figure 1: Customer satisfaction model (Oliver, W., 2007)

Figure below shows customer satisfaction model which presumes two levels of customer satisfaction. Satisfaction at first level is affected by expectations and performances of a product or service. At second level satisfaction is based on values which, besides expectations and performance of products and services, are also affected by product characteristics and quality which can be seen as benefits and sacrifices, which are



expressed as customer costs. Second level of satisfaction depends on customer's expectations on total value which is created along entire supply chain.

Customer satisfaction in tourism is affected by many factors, which all have to be taken into account when preparing the marketing strategy. In addition to service package quality, customer satisfaction is also affected by personal factors, price, atmosphere and situational factors. However, satisfaction is mostly influenced by factors which create experience during use of a product, i.e. services. Such experiences will have huge effect on customer satisfaction, depending on entire atmosphere and staff politeness. Many tourism companies do not pay much attention to employees and effect their satisfaction has on customer satisfaction. Customer satisfaction cannot be achieved if staff is not satisfied. Only satisfied staff can create and delivery excellent value to a customer. The staff is the key to success of any service company, and motivation, care for employees, skilfulness and satisfaction of staff is necessary in modern business environment.

Tourism companies should put specific emphasis on responding to customer complaints, i.e. resolving disputes and unpleasant experiences and situations, since they have large effect on customer satisfaction. Tourism companies which handle the complaints in organized and professional manner will have more satisfied customers, i.e. more possibilities to satisfy dissatisfied customers. Of course, service level is the priority, because quality is the way of getting satisfied customers over longer time periods and a precondition for increasing the number of customers. Service quality is also a way to differentiate from the competition and increase profitability.

So, customer satisfaction is the main goal of marketing activities, one of the main factors influencing growth and helping company achieve competitive advantage and profitability. Therefore, the essence of modern marketing is in creating and providing the customers with values which correspond to their expectations and preferences.

Customer satisfaction makes loyal customers, increases intent to repurchase and reduces number of complaints, so the main goal is to continually improve service quality in order to create long-term relationship with customers. In the opinion of the authors (Živković & Ilić, 2008, pg. 3.), customer satisfaction should be continuously monitored through:

- Complaint and suggestion system,
- Satisfaction monitoring through studies (questionnaires or phone call regarding provided services),
- Mystery shoppers,
- Tracking and analysing the "lost customers", i.e. contacting the customers which stopped buying the product and/or using the services of the company.

Customer satisfaction is one of the basic goals of marketing, but can also be used to increase profit and market share. In the figure below, Veljković (Veljković, 2006, pg. 200) showed the connection between employee satisfaction and loyalty, service quality, customer satisfaction and customer loyalty and increased profit.

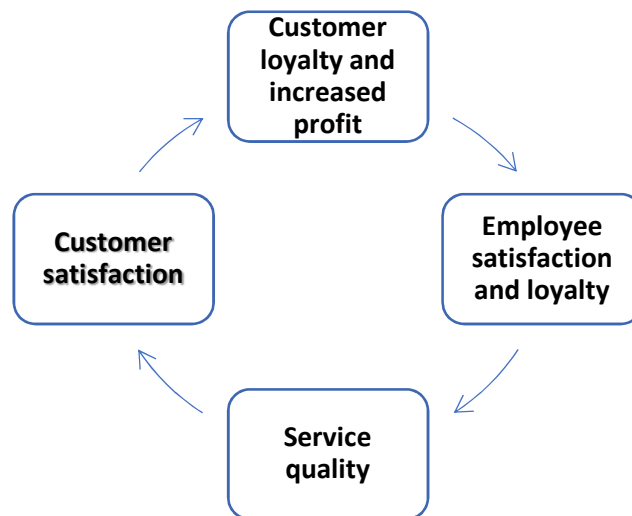


Figure 2: *Connections between service quality, satisfaction and loyalty (Veljković, S., 2006, pg.200)*

High demands of dynamic customers, followed by tougher competition in world tourism market, but in Serbian market as well, leads to the need to improve quality of service package, create base of satisfied customers and develop long-term relationship with them.

3. THE NECESSITY OF MEASURING THE CUSTOMER SATISFACTION

In order to be able to successfully manage company's strategy and establish appropriate marketing instruments and marketing concepts it is necessary to measure customer satisfaction. Measurement of customer satisfactions means quantification of customers' subjective perception used by companies to estimate their quality and position in the market. Companies may use the results of customer satisfaction research to review currently implemented marketing strategies and take appropriate measures to improve their operation.

By researching and measuring the customer satisfaction companies obtain information on compliance between marketing mix program with needs and wishes of target customers. Also, customer satisfaction represents an important task of any service company, because it is much easier and cost-effective to keep existing customers than to attract the new ones.

A tourism company faces many strategic decisions and many questions, such as – do we provide quality services, do we provide added value to our customers, are we able to create competitive advantage, etc. Only marketing approach to business decision making and quality and continuous research and analysis of customer satisfaction can give answers

to these and other strategic questions. Only customer satisfaction measurement can help tourism companies improve in quality.

It is important to monitor customer satisfaction, since satisfied customers can bring many benefits to a company, and Maričić (Maričić, 2006) points out the following, as the most important – tolerance to price levels, future loyalty and referrals. Factors with major influence on customer satisfaction, and therefore on behaviour of satisfied customers, are shown in the picture below.



Figure 3: General model of influence on customer behaviour (Maričić, B., 2006, pg. 280)

Perception, such as value, quality, image, etc, interest, involvement in purchase or provision of services and emotions are factors with major influence on purchase experience, which lead to satisfaction and other emotions, such as happiness, excitement, disappointment, etc. Experiences related to service or product will have different effect on customer behaviour regarding price tolerance, loyalty and referrals depending on the satisfaction/dissatisfaction level.

Also, in the figure 4. below authors Živković and Ilić, (Živković & Ilić, 2008, pg. 3) showed the benefits brought to a tourism company by positive customer satisfaction, such as increased customer loyalty, which leads to repurchase, and positive oral propaganda, which helps acquiring new customers.

The goal of customer satisfaction measurement is to determine level of customer satisfaction, which is the main indicator of quality and successfulness of a tourism company. Measurement of customer satisfaction is conducted by companies which want to determine if they provide good and quality service packages to their customers. Measurement is based on results of customer satisfaction research. The most common research techniques applied in tourism are interview and focus groups.

Furthermore, customer research can be used as basis for correct market segmentation, such information on customers and their satisfaction are of great importance

for precise definition of target market, i.e. for analysis and definition of market segments, competition analysis, as well as for determination of appropriate goals and marketing strategies for chosen market segments.

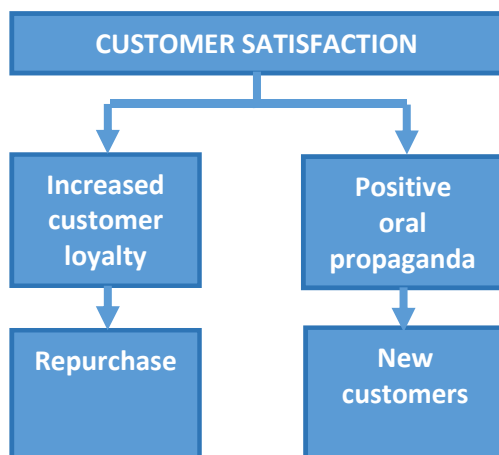


Figure 4: Benefits of customer satisfaction (Živković, R., Ilić, M., 2008, pg.3)

Process of customer satisfaction measurement is very important for operation of tourism companies, since results contain valuable information which may be used to increase efficiency and effectiveness of marketing strategies, which further increases existing customer satisfaction and leads to creation of long-term customer relationship.

In addition to measurement of already achieved customer satisfaction, measurement of customer retention rate is also very important. Information on customers and retention rate can be very easily and efficiently obtained if a company maintains proper customer database. In that way companies can continuously monitor customer behaviour and adjust their marketing strategies based on such information. Buttle states that analysis of purchases made by a customer can be used to make changes to marketing strategies in certain customer segments, which then allows a company to better meet various customer tastes (Buttle, 2004, pg. 140).

Živković states that customer studies in tourism allow for (Živković, 2009, pg. 43):

- Creation of added value for customers,
- Development of unique tourism products and experiences at destination,
- Possibility of increasing the market share and attracting new segments,
- Creation of different offers for various target segments,
- Increase of service quality by investing in infrastructure and human resources development,
- Development of integrated quality,
- Development of destination management policy,
- Development of integrated marketing communications,



- Improvement of special events visibility,
- Creation of flexible tourist products and sale through new distribution channels,
- Active research of point of difference on tourism market,
- Improvement of tourism sector performance – modern information and sales

system,

- Improvement of general and tourism infrastructure,
- Creation of crisis management,
- Compliance with sustainable development,
- Improvement of strategic investments in tourism infrastructure,
- Socially responsible management of resources and potentials.

It is also very important to emphasise that it is necessary to ensure continuous research of customer needs and wishes, customer satisfaction measurement and retention rate measurement. Comparisons with competition are also necessary, since they will help determine quality of delivered products and services and implement marketing strategy adjusted to market conditions.

Tourism market is highly dynamic, and customers are subject to large changes. In the future tourists will have the following characteristics (Živković, 2009, pg. 59):

- Showing tendency for new experiences and events,
- More aware of the offer quality,
- Possessing highly-developed environmental awareness,
- Preferring social, cultural and environmental unity, with emphasis on autochthonous elements,
 - Increasingly dominant holiday fragmentation, with growth of share of short holidays and destination diversification. Seasonal character of tourism will be less important, since tourist will have multiple holidays over one year (partially depends on recession in source markets),
 - New market groups will emerge, travel motivation will diversify,
 - Tourist will get more informed over the Internet,
 - New selective offer elements will be implemented (nautical, sports, wellness, hunting, fishing, countryside, religious tourism, etc.).

Considering all the changes customers will be subject to in the future, tourism companies must be marketing oriented and become aware of the necessity of conducting research of customers, their needs, requirements and satisfaction. Satisfied customers become loyal customers, which have high economic value. Loyal customers keep returning, spend more, are less price-sensitive, spread positive company image and are a good source of information for the company.

Therefore, providing the value to customers, making them satisfied and loyal, as well as making adequate profits, are the most important goals of company's marketing strategy.



4. THE IMPORTANCE OF MARKETING STRATEGIES FOR CREATING THE SATISFIED CUSTOMERS IN TOURISM

Modern tourism market is characterised by market stagnation, increased competition, increasing marketing costs, changes of distribution channels and constant changes in customer needs. Under such conditions the importance of use of adequate, customized market strategies, becomes extremely important and represents the key for creation of satisfied customers. Satisfied customers bring many benefits to tourism companies, from creation of emotional and business relationship with the company, customer retention, to creation of long-term relationship with customers and developing the loyalty. The main reason for implementation of marketing strategy is creation of continuous communication with customers, provision of top-rated services, development of satisfied employees and development of satisfied customers.

Service activities, which include tourism, due to their specific characteristics require special approach to marketing strategy development process. The most important specificity of service activities is intangibility of services, followed by failure to put appropriate attention to use of marketing required to achieve business goals and results, as well as inadequate size of most service companies, which makes marketing pretty expensive. Due to these specificities, use of marketing in tourism markets is not at the needed level, which especially applies to developing countries, such as Serbia.

Tourism companies must develop their business performance and their marketing activities so that they can ensure that needs and wishes of their customers are met in the best possible way. Therefore, it is necessary to apply strategic approach to business operations and marketing. Strategic approach means that company's operations are based on pre-planned activities, i.e. on comprehensive environment analysis and continuous review of current operations and adjustment of operations to market changes. Planning the marketing activities means determining own capabilities, environment analysis and determining marketing goals, strategies and tactics.

Strategic marketing process has three stages (Drummond, 2008, pg. 13-14):

- Strategic analysis,
- Strategy formulation and
- Implementation.

Marketing strategy defines mission and marketing and financial goals of a company. Furthermore, marketing strategy defines customer groups, their needs and requirements based on which it creates own offer package and position in the market. The goal of marketing strategy is to attract, retain and increase the number of customers. Marketing strategy is based on market segmentation and product differentiation, considering the market is very heterogeneous, both in terms of demand and supply. Market segmentation will lead to implementation of different strategic plans and marketing strategies for each target segment within which customers have similar and homogeneous profiles.

Creating the adequate offer for target market is exactly the point of company's marketing strategy, but also the main company growth and development prerequisite in dynamic tourism market. Marketing strategy has long-term effect on company's business



activities, which makes detailed and continuous market analysis and research necessary for company to be able to provide quality and service package customized for target customer groups. Also, due to dynamic character of tourism market, continuous research of customer needs and wishes, competition, company's capabilities, as well as entire business environment is also necessary, so that company can timely adapt its offer to the market. Therefore, orientation towards market demands and flexibility of marketing and business strategy are the main factors influencing successfulness of tourism companies in today's business environment.

So, the way in which relationship with customers is developed and competitive advantage is gained depend on the chosen marketing strategy. In order to adequately formulate the marketing strategy it is necessary to obtain proper factors that determine the market. Therefore, marketing strategy must also be based on market segmentation and differentiation of offer package. By correct market segmentation, i.e. by classifying the customers in homogeneous groups, companies create such combination of marketing instruments which have similar or the same effect on chosen segments. Entire marketing strategy of the company has to be directed exactly at chosen customer segments, so correct segmentation is of immense importance. Differentiation of offer package means changes of characteristics and functionalities of a product and service, as well as changes in the way product and/or service is sold, so that it differs from the competition.

The essence of market segmentation lies in implementation of different strategic plans and marketing strategies in each chosen segment. Market segmentation allows companies to develop such marketing strategies that pay specific attention to particular needs and requirements in different market segments.

The objective of marketing strategies is exactly the creation of customized offer which meets the needs of target customer group, but with features that make it different from the competition. In fact, successful operation presumes systematic and constructive way of formulating the marketing strategy.

Tourism companies, especially in less developed economies, must be aware that without well-developed marketing strategy they will not be able to properly respond to market demands, they will not be competitive, they will lose their market, and all because they will not be able to adequately and fully meet constantly increasing customer needs. Growth and development of a company, as well as its competitiveness, must be based on comprehensive marketing strategy which is based on good knowledge of customer needs and requirements in chosen market segment. Afterwards a company has to find ways to meet the needs of target customer groups as good as possible and to the greatest possible extent and then integrate them into single offer package. It can be concluded that segmented customers represent both starting and ending point of entire marketing strategy, and competitiveness in modern tourism market is based on creation of differential advantage. The key to successful implementation of marketing strategy is in researching the needs and wishes of customers and creating the offer which will be better than the offer of competitors.



Company's marketing orientation can be seen as multidimensional concept which includes (HarisonWalker,2001, pg.139-146):

- Acquiring information (on buyers, on market trends, competition activities, opportunities, external threats);
- Distribution of information, i.e. horizontal and vertical dissemination within a company;
- Analysis of collected information.

Marketing in service companies leads to focus on target markets, creation of quality service package, creation of added value and creation of adequate communication and distribution channels with customers.

Information on customers are in the centre of company's marketing. Based on these information companies can plan their marketing strategies. Continuous monitoring of customers, their needs and satisfaction, allows companies to keep adjusting and improving existing marketing strategies. The most efficient way of continuous customer monitoring is interactive communication with customers. Specific nature of tourism product creates the need to continuously monitor intangible elements of the quality, as well as to improve technical and functional dimensions of the quality.

Marketing strategy of tourism companies allows provision of quality product to customers. Therefore, Radisavljević (Radosavljević, 2008, pg.4) is of the opinion that meeting the customer needs and interests is in the centre of quality management, which includes:

- Customer orientation,
- Continuous and dynamic quality improvement,
- Adopting quality as organization's highest goal,
- Requirement that all employees are quality managers.

Tourism companies must strategically plan and implement those marketing strategy which may bring the biggest success in the market. It is a complex task which requires analysis, planning, testing and continuous monitoring and control.

Achievement of tourism company's business goals depends exactly on its ability to meet customer – touris needs with optimal combination of marketing mix instruments for target market segment.

Marketing strategy creates satisfied customers, because key of any good marketing strategy is orientation towards customer needs and wishes. Also, by creating adequate offer package for target market segments marketing strategies will lead to development of long-term relationship with customers and basis of loyal customers. Marketing-oriented operations certainly help achieving good business result and developing good and quality product meeting the needs of customers, which can create competitive advantage.

So, the main goal of marketing strategy is to maximize overall experience of the customer regarding use of company's product and service. Tourism companies must recognize differences and specificities of each target customer market segment and create such offer package that will have the highest possible effect on customer satisfaction.



5. CONCLUSION

Tourism is a business activity which includes different economic and non-economic activities combined to create satisfaction for a customer. Implementation of strategic concept to business operation, and especially to marketing activities becomes a necessity in modern tourism markets. Marketing strategy provides tourism companies with quality offer package which is fully adapted to the needs of target customer group and which leads to their satisfaction. Level of customer satisfaction, way of developing customer relationship and gaining competitive advantage all depend on chosen marketing strategy. Marketing in service companies helps such companies understand the needs of customers and adjust their offers so that they satisfy their needs and wishes as good possible and to the greatest possible extent.

Success of a company in tourism depends on the ability to comprehend the necessity to strategically plan company's marketing activities. Marketing strategy of tourism company allows for satisfied customers, which are the main indicator of quality of business performance and the key to achieving success in the market.

Implementation of marketing strategies in tourism companies is especially important in today's business environment, which is characterized by intense competition, strong changes in customer-tourist behaviour and productivity stagnation. Implementation of strategic approach to formulating the product package is especially emphasized in underdeveloped economies and developing economies, such as Serbian economy, due to large problems in the market, such as irregular macroeconomic conditions, high market uncertainty, underdeveloped market, rare use of modern technical and technological solutions, innovations and knowledge, as well as insufficient finances.

Although implementation of marketing strategies by tourism companies operating in developed market economies is a necessity, we are of the impression its use in Serbian market is yet to flourish, and this paper aims to teach tourism companies in Serbia about necessity of its use in business activities. Marketing-oriented operations, i.e. business operations focused on satisfying needs and wishes of target customer market segments, formulation of marketing strategies which help gaining the satisfied customers and creation of long-term relationship with customers is unavoidable on today's Serbian tourism market.

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ON SOME EXTRA-LINGUISTIC ISSUES WITH AN IMPACT TO MANAGING EFL TEACHING

Invited paper

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Abstract: *Our aim in this article is to discuss the relations between intercultural and environmental approaches to teaching English for global perspective. Our interest is directed towards creating an educational model that will enable the teaching of English for International Communication objectives. In this paper, we will pay particular attention to the influences coming from the external environment, which are manifested in the behavior of students, both at the psychological and the cognitive level. Terms of the living environment greatly affect the speed and accuracy of acquiring knowledge in general and language learning, as a process that requires commitment and concentration, should be performed in adequate environmental conditions. The proposed teaching model is expected to conform with the learners' care-taking environment that provides conditions for healthy physical, humane and affective social context.*

Key words: *care-taking environment, teaching model, social context, EFL.*

1. INTRODUCTION

English spoken as a foreign language has built its role as an effective tool for spreading globalization (Đolić, 2013). The largest number of world citizens use the medium of English for the purposes of international communications and global trade market (Crystal, 1997; Aloysius, 2011; Salikoko, 2010; Quirk, 1985; Walraff, 2000; Abbott & Wingard, 1992; Gnutzmann, ed., 1999; McKay, 2002), also to meet requirements for developing scientific and technological achievements worldwide. English has become the tool for globalization, but it is also the tool that can help learners of English as a foreign language (EFL) to develop self-consciousness and to come to firm intention to unite with other world people in search for better quality of life on Earth. The present determination underlines the necessity for the respectful environment in order to manifest working skills and provide values for healthier living and working atmosphere. For this respect particular concern for the quality of life is essential in education. As a result, the role of environmental education within the scope of foreign language / second language (FL/SL) teaching has become indispensable. Environmental Education that consists of a process which enables an individual to become aware of and concerned with environment, reflects its goals through the impact on the related teaching and learning problems, which manifestations are present during the process of language acquisition. This recognition of



individuals' and learners' own well-being makes the basis for teaching environment to become harmonious towards respectful learning conditions in the classroom atmosphere. We hereby stress the impact of environment to teaching and mental processes involved in learning activities which, in our opinion, should become one of major institutional issues to be solved with the help of school educational program and particular course curriculum.

Globalization of English assumes in its widest context understanding, appreciation and development of the intercultural skills. Sharing one language, English, as an international one, we expand our communicative skills and develop ability to deal with foreigners at the distance in order to do business or interchange experience and various kinds of information through video conferencing, emails or phone and by using worldwide network like Facebook or, more professionally specific, LinkedIn.

People we meet and interact with come from various parts of this world and belong to different cultural and civilizational milieu. In that respect, English learned in the countries belonging to the Outer Circle (Kachru, 1985) is based on multicultural diversity of multilingual societies. The teaching of English is approached and held inter-culturally, based on the elements of the culture of native speakers of English but, at the same time, takes into account the cultural patterns of the nation learning English as a foreign language in their social environment.

Culture as an integral part of every language including English is assumed to be an indispensable part of the language teaching and is being developed under the conditions of an inviting, healthy, environment.

Foreign language pedagogy is concerned in cognition of the relationship between language and culture, which significantly affects the level of comprehension and interpretation of a particular language discourse, both spoken and written. It is a matter of social and psychological problems that may occur during the process of English language teaching when we try to facilitate the learning process through the cognition of cultural elements from the target language. The foreign-language teachers have to be determined of the type of schematic input (Gries & Divjak, eds., 2012) to the learners of English.

Foreign language teaching involves two types of meanings in a target language: 1. systemic knowledge and 2. schematic knowledge. *Systemic* knowledge refers to the formal properties of language, comprising its syntactic and semantic aspects (Alptekin, 1993), whereas *schematic* knowledge is socially acquired and for this reason we will be primarily interested in discussing the matter of foreign language acquisition followed by culture cognition of English as the language of lingua franca.

Our aim in this article is to discuss the relations between intercultural and environmental approaches to teaching English in global perspective in non-English speaking countries and to point out the pedagogic dilemma about which teaching model is best suited to implement for international communication.



2. INTERCULTURAL APPROACH TO TEACHING EFL

Before English has changed its position as a medium of international communication (Brumfit, 1982) its traditional ethnocentric view of the language and culture was in harmony. Speaking of EFL teaching the cultural content was based on the cultural context of Britain or the USA and that notion was caused by political, economic, technological and other reasons that established the leadership position of these two countries among other Anglophone-speaking communities like Canada, Australia or New Zealand. „English is widely used for intercultural communication at the global level today” (Sharifi, 2009). The environmental macro level which relies on global trade and communications create pressure towards „cultural life-style uniformity and brings with it fear of a standardization of values and increased anonymity“ (Moser, 2003). This attitude of globalization and the fact that people around the world have to operate internationally put forward the necessity to use a lingua franca, which role is overtaken by the English language. Broadly speaking, English is in possession of all citizens of the world, and the question is who is in possession of English cultural context?

“Cultural instruction does not usually build bridges between home and target culture ... students are asked to role-play and imitate the target behavior rather than synthesize it with their own experience“ (Robinson, 1985). Robinson proposes intercultural approach in teaching English as a foreign language. It is important to know the way of thinking of the people with whom we share the English language. The challenge is to develop cultural sensitivity and build cultural awareness of the people from other cultures and different native languages.

The importance of English language teaching as education is understood, in Cook’s words, as an „interesting“ language content: „Current views of language teaching are highly instrumental and have led to the creation of speech oriented syllabuses ... much more thought is needed on what the aims and content of school EFL syllabuses should be“ (Cook, 2008) To meet the described learners’ requirements, intercultural differences and similarities and the quality of the relationship with the environment are to be identified and formulated in order to help improve more inviting model for EFL teaching and learning. This model is expected to conform with the learners’ care-taking environment that provides conditions for healthy, physical, humane and affective social context.

3. THE IMPACT OF TEACHING ENVIRONMENT TO LANGUAGE ACQUISITION

The impact that teaching and learning environment have on the quality of learning skills and its development through time is manifested in the leading goal of language teaching, which is focused to the production of speech for real situations in the native



speakers' manner. The production of new language is considered the major issue of the teaching practice. To reach such a goal of teaching depends on various factors among which we want to underline the exposition to inner and outer environmental conditions in which the teaching process is evolved. As educators we recommend humane environment that is sensitive to inter- and intra-personal needs, the environment that would provide good conditions to develop student autonomy and turn the classroom into an inviting teaching and learning ambient. This is what we call healthy ambient which will reflect flexibility, availability and readiness to develop learning skills according to educator's objectives and learners' aims.

Cornell University environmental and developmental psychologist Gary Evans (Evans, 2006; Evans, Hygge, 2007) developed the effects of the physical environment through a great number of research studies conducted in schools, both primary and secondary. The studies were based on influences of noise level outside and inside of the classroom, overcrowding and neighborhood quality of the school location. The investigation was aimed to reveal learners' "cognitive development, physiological indicators, and motivational tasks" (Kopko, 2013) that are affected by the above mentioned factors. Noise has proved to be a very influential factor in developing learning abilities which is particularly significant for improving reading abilities with young learners. We would add other ages of those who learn a foreign language, English, that prevails in Serbia as a result of neighboring European Union and good political relationships with the United States of America. Noise comes from different sources: from exposition to means of transportation, noise that is provided by undisciplined and ill-educated learners and school interiors. Professor Evans findings justify the hypothesis that exposure to noise is in positive correlation with learners' cognitive development affecting reading abilities and particularly long-term memory and "abilities at tasks that require speech perception" (Kopko, 2013, Shield & Dockrell, 2003, Creel, 2002). Learners are less patient so are teachers who in noisy schools show fatigue and become more annoyed than usually. Noise distraction result in high blood pressure and stress hormones are experienced.

The effects of crowding are found in "interpersonal behaviors, mental health, motivation, cognitive development, and biological measures" (Kopko, 2013). Crowding can be seriously manifested as a very negative factor in the organization of teaching foreign languages in Serbian schools. Overcrowding can result in adapting the curricula to suit the needs of such classroom teaching which can further develop into cutting and shortening the program of language teaching issues. Learners go through psychological distress, suffer from behavior difficulties, and lose motivation to perform tasks.

Neighborhood quality of the school location is the third major factor in Evan's research studies that influence the quality of "both educational and health facilities" (Kopko, 2013). This factor is recognized as the physical environment of an educational institution. The school environment could be exposed to toxic effects if the quality of municipal services is poor; toilets are not kept under good care; school interiors are cleaned with toxic solutions that learners inhale while spending time in the school, etc. "Exposure to these poor-quality physical conditions is linked to other psychological and social aspects



of the environment, especially poverty” (Kopko, 2013). Creel (2002) underlines “children vulnerability” which is higher than in adults to environmental hazards.

To sum up, children and adults are under risk as long as environmental health is problematic and effective remedies are not applied in proportions as they should be to secure healthy environmental requirements.

In respect to previous comments, English is seen as an useful aid, a tool, in search for help to save the mankind from the polluted environment, because English as a global language of this universe, has developed another dimension – the language dimension that has strength to unite the peoples of the Earth in order to make a better place for progressive living and more profitable working environment. This has become today one of fundamental requirements for productive and effective teaching of English as a world language. This fact forms the starting point in search for educated professionals who can get involved in finding and providing best solutions against further decline regarding other environmental factors such as air, soil and water pollution.

Eroding values and advancing materialistic tendencies are leading characteristics of living environment today. We are witnesses and at the same time victims of environmental degrading processes that relate to the quality of life and bring about the possibility of extinction of life on this planet. Such environmental conditions affect the learning atmosphere and enable learners to get involved more sensitively in acquiring knowledge, skills, and attitudes to cope with and solve the environmental problems in their surroundings.

Our concern for learners of English as a foreign language account for their physical and social context of the learning environment. Physical conditions of the environment make an impact on effective and active learning in the negative connotation when accompanying by various disturbances from the outer world such as, above mentioned noise, air pollution, the layout of the interior of a teaching space, the furnishing, etc. For example, the space plan and arrangement of furniture in the classroom can influence the interaction and relations between learners, learners and their instructor, and slow down motivation and interest for the subject matter. Learners easily lack concentration, motivation and interest if physical conditions of the environment are in misbalance. Social context of the environment is a matter of crowding, population, heterogeneity etc.

The interrelations between learners, their behaviors and environment are factors that determine success in teaching particularly a foreign language in non-English speaking country like Serbia.

Climatic conditions of the environment make great influence on learners’ temperament and this refers to successful and pleased individuals with their education. Depending on environmental conditions such as cold climate with freezing days, or hostile environment, or hot weather, the impact on learners is manifested through insecurity, aggressiveness, lack of moral control, laziness, inertia, etc. “Applied environmental psychology aims at better management of the environment for better life and psychological growth” (Baum, Singer, Valins, 1978).



4. THE TEACHING TRIANGLE AFFECTED BY ENVIRONMENTAL HEALTH AND INTERCULTURAL APPROACH

Effective learning space is attained through good relationship between environment and individuals, professional relation between teacher and learner, and interesting language source implemented in the teaching curriculum. These three major and general requirements for making professional intellectuals should be deeply and widely spread through all spheres of social life and accompanying environmental conditions at both micro or macro level.

The intercultural model of FL teaching represents teaching procedures through which learners' ability to negotiate meanings across languages and cultures is developed in order to prepare learners for living in a multicultural world. This is about encountering linguistic and cultural barriers in cross-cultural communication. Teaching from an intercultural perspective involves developing in learners' their critical cultural awareness of their own culturally-shaped world view and behaviors as well as the skills and attitudes to understand and successfully interact with people from other cultures. They are to become interculturally and linguistically competent (Byram, 1997; Kramsch, 1998; Risager, 1998). This statement is based on two theoretical concepts: intercultural communicative competence (Byram) and the intercultural speaker (Kramsch). Risager (1998) describes four different ideal-typical approaches to FLT, which are used as analytical concepts: 1. The foreign-culture approach, which has been losing ground since the 1980s; 2. The intercultural approach, which has replaced the foreign-culture approach, and is the dominant one today; 3. The multicultural approach, which has made its appearance since the 1980s, but still is in marginal position; 4. The transcultural approach, which is just beginning to appear as a result of internationalism.

The fundamental principle of teaching a foreign language environment should be made to "to encourage students not only to recall facts and to think critically or creatively about the content of the subjects they learn, but to think wisely about it, too" (Halpern, 2001). This is the principle of the Wisdom Approach within the model of EFL teaching in any non-English speaking country. Sternberg develops this approach by pointing out the factor of motivating learners to develop their ability to "balance competing intrapersonal, interpersonal and extra personal interests" (Sternberg, 2001). The main concern of instructors is the shift from a knowledge-based teaching to wisdom-based education. The interest is on learner-centered curriculum designed for developing communication skills in proficiency oriented approach which makes a focus on fostering a high level of intellectual functions, in flexible way of presenting teaching and learning contents (Kim, 1997). More recently this model-based teaching has been defined as an "implementation that brings together information, resources, learning activities and instructional strategies intended to facilitate" desired teaching-learning goals.



In the teaching environment of EFL learners are encouraged to deal with cultural differences and this intercultural approach is represented by initiating and developing empathy towards other nations and the feeling of ethno relativity as described in Bennett's (1987) model of teaching. This intercultural sensitivity is assessed through the learners' respond to teaching materials and language sources that serve as the background to base teaching activities.

5. TEACHING EFL FOR PROFESSIONAL COMPETENCE

In this brief theoretical analysis about interrelated principles in organizing goal-oriented teaching English as an international and world language, emerges the idea of teaching English for professional reasons.

In non-English speaking environments and countries, EFL teaching goals have drastically changed from knowledge-based to wisdom-based approach for linguistic, intercultural and environmental purposes. I would like to add another perspective and that issue concerns the requirement for building a professional intellectual, a person capable of applying the knowledge and skills through his professional career and education. This is to state that the learners of a foreign language, English, are expected to become "professionals" in the sense of developed abilities and skills to actively use the foreign language for specific purposes according to the business field they are involved in. As a result, the new teaching dimension, that we try to recommend, is environmental education as a part of the language curriculum in schools. It would mean the implementation of the acquisition of knowledge about clean, safe, healthy and rewarding learning environment. In conclusion we would like to point out that we advocate in this paper for the introduction of environmental education in a foreign language teaching program. The choice of language materials should contain themes that will enable instructors to make an impact on cognitive development of students so that they start to pay more attention to the cleanliness of common spaces both inside and outside the classroom. It also aimed at influencing the students to develop the habit of taking care of the school facilities and its neighborhood. In this way, through teaching activities the positive attitude towards the physical environment will be reinforced. Similarly to culture as an integral part of the language learning educational program, ambient as a part of environment where you realize the educational program of learning a foreign language, should become indispensable and inseparable part of language teaching curriculum.

English is learned as a tool to develop cognition about working conditions, to enhance environment in order to provide better life-style and increase production of values that can help the humankind to explore, restore and protect the environment, globally and locally, and to increase such behaviors that lead to well-being of individuals.

We consider the role of professional individuals in English language as multifunctional. Students acquire knowledge of the foreign language through well-organized intercultural approach and environmental education in schools. "Support for the Environmental Education Policy : English" issued by New South Wales Department of



Education and Training in 2001 cites the above mentioned and commented curriculum objectives for English and Environmental education: It is pointed out that learners acquire and develop knowledge of English to understand about the nature and functions about ecosystems and how they are interrelated; then, it comes the study about the impact of people on environments, the role of the community, politics and market forces in environmental decision-making, the principles of ecologically sustainable development and career opportunities associated with the environment. The same objectives can be applied in EFL teaching but only through the implementation of this specific approach to the curriculum design depending on the language materials that will deal with the mentioned topics. Teaching materials designed in the manner to promote increase certain behaviors in the learners of EFL will help teach English in non-English speaking countries for a professional world individual.

6. CONCLUSION

Our proposed theoretical concept of EFL teaching in non-English countries is based on the principles of interrelations between Wisdom approach, intercultural teaching for communication in a foreign language and environmental education specified through the selection of texts and activities in teaching materials for the purpose of better living and working conditions for the world generation. This concept relies on humane environment which is sensitive to intra- and inter=personal needs and allows development of learners' autonomy and independency. This English teaching through environmental education is the approach that claims for the following requirements: learners' engagement in creating, designing, modification and management of environments that are care-taking, clean, with reduced pollution and regular waste removal. Learners and their instructors share good personal relations. The teaching model is basically intercultural with elements of environmental education as indispensable and integral part of English learning curriculum design.

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SPORTS TOURISM - A NEW SIGNIFICANT DIMENSION OF DEVELOPMENT OF TOURISM

Invited paper

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***Abstract:** Sports tourism is on one hand an expression of the expansion of sports activities in all aspects of daily life, converted into so-called sports industry, and on the other hand it becomes a significant element of expansion of tourist services in today's consumer civilization based on globalization, monopolies, brutal competition, rapid technological development, standard of consumer and health protection of citizens. To be able to successfully develop, to build their own power, influence, prestige, position, sports tourism has to continually adapt your strategy, business portfolio of services suited to the needs of users, ie. to restructure both organizationally and management, technological and financial, with appropriate marketing, tourism market segmentation, analysis mid- environment, creating a matrix of customers, adopting EU criteria, respect, ethics, customs, health and environmental standards of the nation.*

***Key words:** tourism, sport, sports tourism, development*

1. INTRODUCTION

People often say that tourism and sport are huge phenomena of social development of the second half of the 20th century, because as a basis they have the development of industry, services, economy, trade and transport, and as a consequence too fast development of cities, urbanization, new quality of life of people, their education, standard, excess of free time.

The beginning of the 21st century shows a turbulent connection of tourism and sport with the general social and civilizational development, i.e. its crisis in the field economy, trade, politics. The so-called "New World Order", built on the illusion that the new neo-liberal ideology of the market and monopoly in all important spheres of life are inevitable and eternal, crashes since 2008, in front of the eyes of public opinion in the struggle of different interests, new centers of world power and internal contradictions "welfare state". The world today is facing a global ideology, religion, interests, monopolies and markets crisis, and the fate of ordinary citizens around the world becomes insecure, burdened by fears for their safety, education, standard, traditional value systems, existence in the labor market, etc.



In front of tourism and sports (better: sports tourism) is the man's struggle for a new quality of life (tourism is becoming a new spiritual and physical value of a man in search for exercise, play, socializing, entertainment, etc.) and its institutional integration into the existing division of labor, economic and political market because it has become a significant social value and organized activity.

Basic development factors of sports tourism are:

- Tourist consumption (the needs of tourists that are connected with their free time, life standard, level of urbanization, behavior and lifestyle, exposure to propaganda, etc.);
- Tourist offers (natural resources- climate, relief, infrastructure resources- accommodation, catering, transport, as well as human resources- programs, training of personnel, economic justification and organization of tourist destinations);
- Mediation (tour operators, travel agencies, companies and offices, sports organizations, etc.).

All these factors make a tourist destination, the places of realization of sports and tourist offer which creates and implements strategies, innovation, marketing, restructuring and business process redesign, segmentation, targeting and positioning in the market, and tourist offer turns into a brands, because it relies on the marketing campaigns and tourism and sporting events. Therefore, potential tourists have a choice, such as "schools in nature" if they are students, an offer of Fruska Gora if they are recreationists, rafting on the river and the canyon of Tara, if they are attracted to extreme sports that have fear, emotions, pleasure and pride as their basis.

2. DEFINITION OF TERMS: tourism, sport, sports tourism

Tourism (in Latin - *tornus*, in Greek - *tornos*) originally means drawing a circle, to circulate, and is closer to the English word travel. From the variety of definitions, we chose the following: "Tourism is a business that offers tourists travel, accommodation, food, entertainment ..." (Collin, 1999). As the tourism expanded and popularized, it is equalized with the notion of "economy, industry" because it has become "a significant sector of the development of the global economy" (Orams, 2001). With the development of its market, tourism is now divided into mountain, coastal, health, religious, congress, sports, adventure, etc.

Natural resources of countries were the basis of tourism development, but today we have more tourist potential made by human activity because of developed tourist market, whole tourist industry, connected by economy, politic, culture, entertainment, spots, transport, hospitality, etc. Peak of tourist organization are today's national strategies and plans for tourism development and the forming of ministries of tourism in all countries of the world.

Sport (in Latin *disportare*- deliver) from medieval England indicates the nobility party in "knights games", and the term "physical culture" in ancient Greece was focused



on "the unity of body and spirit", the physical exercises that have health, educational-pedagogical and competitive character.

Today sport is a complex social phenomenon and value, the phenomenon of man's leisure and entertainment, but also a significant political, economic and cultural phenomenon. "As the most general term could be defined as a psychophysical creativity of individuals and groups (specific exercises: training and competition), performed in independent forms of motoric exercise (game, competition and school sport and recreation), directed towards the highest achievements of athletes (results, successes, the audience and the sports market) and in order to meet the needs of the humanistic needs." (Krsmanović, 2006)

Sports tourism can be defined as "active and passive involvement in sporting activities in which people participate occasionally and organized from non-commercial or commercial reasons, away from the housing and work" (Stanvenden, De Knop, 1999) and that becomes "a social phenomenon, in relation to the development and importance". For other authors "sports tourism involves travel and participation in a predetermined sports activities" (Turco, Riley, Swart, 2003). From different definitions, it is clear that sports tourism is a result of the development of civilization, which is characterized by economic development, urbanization, standards and leisure time of man. Increased differentiation and pluralization of sport disciplines and competitions, as well as the development of tourism offer and demand lead to the need of people to be actively or passively be present in sports events by traveling and through them to fulfill their needs for movement and play, fun and active holiday, while preserving their health and prolonging their life. Redmond (1991) points out three types of activities in sports tourism: observation of sports events, visits to sports events (facilities) and actively participate in sports activities. It should be added that sports tourists usually conduct their activities outside of the place of residence because there are no necessary conditions (hikers, athletes in water sports, etc.), but also for active athletes for their specific specialization (preparations in different climatic conditions), or to enjoy the top sports events as spectators or fans.

From tourist side, sports tourism is part of the tourist market, offer and demand of tourist services. At the same time sports tourism is a combination of sports activities and travel, (sports) management and marketing, participation in personally chosen activities and range of social and sports offer. In any case, the sports tourist is characterized by its activity- sport, but away from their place of residence. The connections between tourism and sport is most obvious in the case of the world's biggest sport events - the Olympic Games, world and regional championships. If we add objective factors to that (new forms of needs, behavior, fashion, prestige, emotions, habits, etc.), we get a strong connection between tourism, sports and recreational users. Of course, all this is reflected in the whole community and its development.



3. SPORTS TOURISM - CHANCE FOR TOURISM

We can make a conclusion from different definition that basic characteristics of sports and tourism are: an excess of free time for sports activities, extra money for travel expenses and stay out of the apartment, the infrastructure of the necessary facilities, equipment and accessories, a trip to the events (stadiums, practice sites, hotels, swimming pools, waterways, mountain areas), as well as passive (auditory) or active participation in the sports offer.

The task of sports tourism is to satisfy the needs of users of this market which we might call "sport tourists". It is necessary to know their needs which are not the unified. Research shows that there are several types of sports tourists who are going on trips to directly engage in sports (sports competition or recreational activities) or to participate in sport as spectators of sporting events (Pitts, 1997). Basically, anyone who decides to travel and sport is his main motive, can be defined as a sport tourist. When it comes to athletes and their performances all is clear, but those tourists who "travel and temporary stay for at least 24 hours at the site of sports events and when the purpose of their trip is a visit of the event" (Douvis, Etal) can also be defined as a sport tourists.

Reeves (Reeves, 2000) divided the sports tourists into four groups: athletes who compete, recreationists, casual recreationists (for example, on holiday) and passive sport tourists. What are their needs? Athletes traveling for competitions, training or rehabilitation, for a long time with the expectation to get a high comfort and a multitude of services. Active recreation enthusiasts traveling for the preservation of health and recreational pleasure, require decent accommodation, organized sports programs and a lot of support services. Casual recreationists want prestige and less athletic ambition and typical sports for them are bowling, billiards, golf, recreational skiing, etc., and they require programs from tour operators that are for entertainment and tourism, and less sporty. Passive sport tourists aim to track a (big) sports events or a visit to the biggest sports facilities, however, they are essentially spectators, not the athletes, and their visits are often very massive and require large organization and a high level of infrastructure.

The needs of sports tourists are conditioned by the size of their leisure time, ie. distribution of it to: sports recreation and entertainment, at home (broadcasts, home exercises, hobbies), outside of the place of residence (train or watching sports) and longer trips (vacations, sports trainings, sports events, visits to sports facilities). Also, the needs depend on other determinants: the price of the sports events, income and life standard of the tourists, importance of sports event, the proximity of venue of the event. Basically, conventional theory of demand can be applied on formed sports- tourism market where quantity of demand approximately corresponds to the price, income of consumers and their tastes. The choice of sports tourists for participation in sports tourism market also depends of price of tickets, prices of other events and offers, affection for the sport, the costs of travel and stay in those places. Sports tourists which are bound for individual sports participation or watching of individual sport disciplines (for example: golf, tennis) are very



mobile and ready for adventure, while tourist fans teams are tied for the same geographical location.

The processes of globalization, which naturally affected the tourism and sport, emphasized the social dimension of sports tourism- class origins, social status and prestige, lifestyle, cultural and religious characteristics, so the development of today's sports tourism is moving in the direction of:

- ⇒ make free time for sports and recreational activities and entertainment,
- ⇒ expansion of interests towards sports tourism to the growing number of people and social classes,
- ⇒ increasing interest in sports and tourism events and facilities,
- ⇒ increasing interest in recreation (primarily personal) and watching major sporting events,
- ⇒ expanding of the sports tourism market are followed by deep economic, political, social and psychological changes in individuals, families and communities,
- ⇒ also, this process of market expansion follows a strong technological development (information, construction, scientific, etc.).

4. BASIC GUIDELINES FOR DEVELOPMENT OF SPORTS TOURISM

Sport and tourism have found a natural connection as part of the economy, entertainment and health. They do not have barriers in terms of cultural, linguistic, age or religious differences. So it is no wonder that in developed countries sports tourism reaches 25% of total tourism revenue.

Sports events are special factor in the development of sports tourism because they include huge organization, personnel, resources, media, transportation, construction, trade and catering infrastructure. In particular, it noted the huge marketing potential for groups, local and national communities (research, for example, reveals that the Australian city of Adeland was not known until the race Formula "Grand Prix", which attracts tourists not only directly, but also throughout the year) .

Researches shows that sports tourism should be directed to the relevant factors for its development:

- ⇒ steady growth of number of sports events,
- ⇒ increasing media interest for events in sports tourism,
- ⇒ increasing interest of citizens for recreation and active holiday,
- ⇒ increasing the need of sports organizations for trips, tournaments, trainings, promotions,
- ⇒ rise in popularity of sport and tourism in the population, etc.

Practically, sports tourism is surviving and developing in an environment of social, economic, political and cultural elements. Both sides influence the size of (sports) market. This implies the need for greater institutionalization of this field. The tasks are imposed



without the national governments, ministries, sports and tourism institutions and organizations, colleges to create the required personnel. Local communities, countries and the international communities are no longer competitors, but they are also contributors in development of sports tourism. An example of global competition is the best criterion. Could the Olympic games in Beijing (2008) and London (2012) pass without the coordination of all the factors of the community?

We distinguish, in relation to the form property, two types of organizations:

1) National (public) organizations

Established by the state, from national to local level, they are operating in the sector of tourism and sport, as a part of the national economy and development strategy: tourist organizations, sports and tourism ministries, government commissions, sports centers, stadiums, swimming pools, etc. The management of these organizations is forming a government, and use funds from the budget, taxes, tickets... Often is this type of sport tourism within a part of other manifestations, entertainment, tourism promotion. They should be carriers of the responsibility and the strategic long-term policy, oriented development of tourism and sport, the wider society, with the aim to improve the quality of life of citizens, improve the operation of the economy, culture, media, sport, tourism, contribute to the employment of citizens, etc.

2) Profit organizations

These organizations in the field of tourism, sport, entertainment industry and so on, are individually owned, in partnership or shareholder owned, which is formed in the stock market. They are usually focused on specific competition and extinguished after the manifestation. They participate in supply and demand in the market, and management is formed on the basis of expertise and results in business. These specialized organizations for sports tourism usually are proprietary related to sports society, large sports clubs or they are located as units of existing tourist organizations that give them their logistics.

The benefits of developing sports tourism:

✚ raising the importance environmental awareness of sports tourists of protecting natural resources;

✚ cultural awareness of sports tourists among themselves, with local people and their culture and traditions, as well as implantation of sports socialization in future life;

✚ economic conscience of sports tourists about the rationality of spending its own funds, but also the potential development needs to invest in sports and tourist facilities, equipment, props, etc.

At the same time, there is benefits to the community in order to protect nature, increasing living standards, investment in new sports and tourist facilities and services, profit from tourist spending, etc. For the community it is important to revive tradition (events with medieval characteristics), the expansion of cultural and sports perspective for practicing sports in all ages, the construction of new infrastructure, improving transportation, urban base, new jobs, business connections, but also national prestige and image. Of course, there are also potential negative consequences: the safety of the local



community, destroying of nature, pollution, noise, traffic jams, the failure of sports events, growth of prices, financial losses, etc.

Global indicators in the world show a steady growth of sports tourism. According to a EU European Commission report for sport, in 1994, sport has achieved a share of 25% of world trade. According to WTTC (World Travel and Tourism Organization), it was reported that in 1999, 63 million tourists in the world spent at least one night abroad and that they spent 453 billion dollars on travel. For 2012., the plan was one billion tourists in the world.

5. CONCLUSION

➤ With development of civilization, urbanization, free time and standards of living, people created tourism as a need to stay outside of residence. There are more reasons for development of this needs: holidays, tours attractions, spending the executive money for prestige, reputation, entertainment, escape from everyday life, etc.

➤ When traveling to a specific destination (main) motivation of tourists becomes sport (practicing some sports activities, or presence on sports events), we can talk about a special branch of tourism- sports tourism, as opposed to cultural, health, religious tourism.

➤ Mass sporting events attracting millions of visitors- sports tourists and so we can talk about the sports market, the law of supply and demand, profit. Also, travelers are increasingly traveling to satisfy, more or less, their recreational needs (skiing, hiking, swimming, jogging, ball games, golf, horse riding, etc.).

➤ Sports tourism is roughly divided to: competition (presence or participation in competitions in various sports), winter- leisure and summer-recreational tourism indicates the basic motive of sports tourists, but also focus on two main criteria: the time- climatic conditions and contents- programs and facilities in places of residence.

The organization of sports tourism is based on conditions (tourist offer: mountains, rivers, lakes, sea, facilities, personnel, etc.), but also in organization and management (management, quality of supply, propaganda, strategy development, etc.).

➤ On the development of sports tourism significantly affects: tourist offer (natural conditions), receptive capacities (accommodation, sports facilities), communication requirements (transport to the site, postal connections, etc.), human factor (sports offer competitions and activities, personnel, propaganda, etc.). The analysis of these factors can "capture" state on our areas in the field of sports tourism and then make a plan of development. SWOT analysis is giving a realistic picture of opportunities and weaknesses in sports tourism in this region.

➤ Economic impacts in sport tourism are direct (renting apartmans, services, etc.), or indirectly (increase motivation for sport, extension of tourist season, new programs, increasing board consumption, quality of service).

➤ Sports tourism can and should count on state policy because the government with its legislative and administrative policy is providing legal security of participants,



channeling market, but also actively helps in realization of sports and tourist attractions. Investments, road infrastructure, taxes and contributions, etc. are important instruments of state to help the tourism industry.

➤ The benefit of sports tourism is manifold: income from tourists, services and other activities (trade, construction, transportation, DIY etc.), foreign exchange revenues, increased employment, community development, development of all forms of sport, cultural and historical effects, increasing standard, health gain, political effects, etc. Income and expenses, ie. profit, have noted with great material benefits and intangible benefits of sports tourism. Sources of funding for sports tourism, therefore, may be not only a variety of services, but also from public funds- budget of social communities, sponsorships, donations, TV rights, advertising, etc.

Estimate that recreational sports spending in the world reaches yearly \$300 billion and growing rapidly, we can find in the root investigated tourists motivation. They increasingly want to return to nature (village!), to be in good condition (appearance becomes more important for prestige from the revenues), to entertain and socialize according to their criteria. Psychologists call this active lifestyle, where practicing sport in free time and on vacation is response to a programmed everyday life, noise, bad air, stress, etc.

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REPRESENTATION OF E-COMMUNICATION IN OFFER OF ZLATIBOR AS A TOURIST DESTINATION

Invited paper

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Abstract: *World tourism is unthinkable without the use of modern information and communication technologies (ICT). This applies to tourism of Zlatibor, which is the main factor of the tourism in Western Serbia. The subject of this paper is a discussion of the form of ICT in the tourism industry, with particular emphasis on e-communication in the tourist supply of Zlatibor. The deficiencies in the application of ICT will be recognized and relevant solutions will be proposed by which the strategic goal will be achieved - increasing efficiency of all entities of the tourism industry of Zlatibor, improving the quality of tourism services and increased satisfaction of users of these services.*

Keywords: *ICT, tourism, e-communication, Zlatibor.*

1. INTRODUCTION

Increasing the quality of life of every tourist is in direct correlation with the level of achieved quality of tourism products. Life is becoming faster. Changes happen every day. Modern tourists want to be informed as soon as possible about the tourist supply, to book travel arrangement promptly, to communicate constantly with friends and family while on vacation, and to exchange their experiences through social networks. All this succeeds only thanks to modern ICT.

The aim of this paper is to highlight the role of information and communication technologies in the development of tourism, as well as to analyze the presence of e-communication in the offer of Zlatibor as a tourist destination, and to propose measures for adequate advancement of e-business of Zlatibor tourism industry.

2. THE ROLE OF INFORMATION AND COMMUNICATION TECHNOLOGIES IN THE DEVELOPMENT OF TOURISM

Successful application of modern information and communication technologies (ICT) in the global tourism market, in recent years, has led to significant improvements in the business operations of all relevant entities. ICT, as a wide range of technologies, is present in all segments of the tourism industry: in traffic (airline, shipping company, car rental agencies and other providers of transport), in the system of business of travel



agencies, hotel companies, etc. ICT has brought new tools in business and new distribution channels. Thanks to the precipitous development of the Internet and the overall ICT, information has become available, shared and spread among a large group of potential users of services. The combination of existing media and Internet services has improved user and service providers interactivity. Business efficiency, the quality of tourism services and consumer satisfaction are constantly increasing. Additional results are the contribution to globalization and popularization of tourist movements (Pavlović, D., 2008). Now we have a new global tourism market with great competition.

Modern research points out that one trip can be defined through 5 levels, and each level can be related to the use of the Internet:

1. Dreaming

At this stage the first ideas about travel occur. Research suggests that as many as 55% of tourists are seeking online information after they see some advertisements on the Internet.

2. Planning the trip

After the idea of travelling, people start planning. According to the data, 85% of people consider Internet a major source of useful information for planning trips.

3. Booking

One third of the tourists say the Internet played a key role in booking the trip.

4. Experience

Experiences from the trip are often shared on the Internet.

5. Sharing

After the trip a large number of people (52%) use the Internet as a means by which they share photos and impressions from their vacation with their friends (Živković, R., 2013).

We conclude that for the birth of ideas about travel, planning and sharing impressions of the trip, Internet is the main channel of information for the most of interested groups.

Serbian tourist market lags behind the world trends, but it is certainly noticeable that there is the improvement of the tourism industry and its increased share in the overall economy of Serbia. Many authors (Buhalis, D., 1998) indicate that although the use of modern information and communication technologies can improve business tourist company or hotel company, we should keep in mind that it may not be the answer to all problems. It is necessary to renew the operational and strategic management in order to achieve long-term profits. Since tourism is an industry that is dependent on other industries (shipping industry, food industry, etc.) the development of tourism in Serbia also has that limiting factor. When considering the use of ICT in the Serbian tourist market, and we estimate the size of the target group of people, we have to take into account the information literacy of users of tourist services. Most of the users of tourist services are still originating in Serbia. In the last few years, data on ICT activities of the citizens are encouraging.

Republican Bureau of Statistics in survey from 2015. came to some important conclusions on the interest of the population about information technologies. Collected data say that 64.4% of households own a computer. Furthermore, it was shown that 63.8% of households have an Internet connection where Internet is prevalent in urban areas (70.1%) compared to rural (53.2%). Compared with previous statistics it is clear that there

is a constant growth in the number of households that have a computer and Internet access. This research has shown that even 2.95 million people every day or almost every day use the Internet. It is interesting that even 75.6% of Internet users are on social networks, and 67.7% use the Internet to search for information about goods and services. (http://webrzs.stat.gov.rs/WebSite/repository/documents/00/01/85/78/SAOP_IKT_2015_s.pdf)

The research of Internet World Stats, international site for the presentation of statistical data on the use of the Internet, Internet marketing and other information related to this global network, from June 2016. estimates that Serbia has 4,758,861 Internet users accounting for 66.6% of the total population, Facebook users 3,400,000 which is 47.6% of the total population. Compared with the percentage that applies to Europe as a whole 73.5%, we can say that we are closer to the European level. (<http://www.internetworldstats.com/europa2.html>)

We conclude that users are no longer passive consumers but already very actively involve in a way that suits them and which are imposed by wider community. The data, which were previously stated, demonstrate that such behavior has a higher percentage of users of tourist services. The availability of information anytime, anywhere, speed, flexibility and breadth of choice affect users give up on traditional types of media and are turning to the Internet.

This positive energy of users of tourist services is huge potential for the tourist market which should be exploited, nurtured and constantly upgraded. This requires certain knowledge and skills in the field of ICT which entities in the tourism industry must master and they have to improve constantly.

3. E- COMMUNICATION

Shanker (Shanker, D., 2008) believes that there are certain key factors that must be met in order to implement ICT in tourism adequately.



Figure 1: Conditions for implementing ICT in tourism (Shanker)

An organization that meets these requirements and provides effective communication and information sharing within the organization is ready to enter the fight for tourists in the global tourist market by application of modern ICT tools and communication channels

Practice shows that consumers go through five stages during the process of deciding on a specific purchase: knowledge of the needs, the search for relevant information, evaluation and comparison of alternatives, decision about purchase and behavior after purchase. In each of these five stages, tourist companies can operate using different channels of electronic communications (e-communications).



Figure2: Electronic communication

Electronic communication (CMC, computer mediated communications) doesn't just mean new tools for communication; it means new ways to communicate. Today organization interacts with its various constituents differently - employees, board members, customers, partners and others - depending upon the nature of the message, the goals you are trying to achieve and the strengths (and weaknesses) of the available media - telephones, voice mail, fax machines, print, etc. Electronic communications adds a powerful new channel that not only will change how you use this mix of options, but it will create entirely new ways to interact. For example:

- Electronic communications lets you combine numerous media - text, graphics sound, video, etc. - into a single message. That can result in far more meaningful communications tailored to the nature of your particular audience. In contrast to broadcasting, narrowcasting reflects the ability to develop numerous communications for subsets of your market or constituencies.
- Electronic communications is interactive. It engages audiences in active, two-way communications. That requires a new way of thinking about advertising copy and the handling of public relations. The pay-off, however, is a self-selected audience, engaged and actively participating in the communications process.
- Two-way communication is nothing new. But electronic communications creates a new form of many-to-many communications that lets geographically distributed groups



communicate interactively and simultaneously through text, sound and video. You can hold inexpensive video conferences or press conferences from your desk, or conference with people at several desks located across the world. One of the burgeoning phenomena of the Internet is businesses and organizations sponsoring, supporting and moderating discussion groups about issues, products, strategies - anything of interest to the organization and its constituents. Sponsorships are also solicited for popular resources, such as indexes and other Internet search tools, and these provide a further communications and marketing opportunity.

- Many organizations are using electronic communications facilities, such as the World Wide Web, as internal communications tools to enhance team work. Many individuals at different locations can work on the same documents, hold meetings and integrate research findings.

- Electronic communications removes the power of communications *gatekeepers* to both positive and negative effects. Most organizations are used to controlling the messages that go out to its constituents through managers, spokespeople and others. But with the Internet, constituents begin to talk among themselves, requiring new approaches and a new emphasis on listening and reacting, not just talking.

- With the Internet you have the ability to transmit and receive large amounts of information quickly to and from individuals and workgroups around the world. This changes the way activists, for example, can galvanize communities, inform legislators and change public opinion. It changes the sources and depth of your constituents' knowledge levels. It also lets those constituents reach you with new kinds of communications they may never have attempted before.

And these are only some of the changes we are seeing now, mostly positive.

However, research and practice suggest caution when using certain types of electronic communications in certain segments of the tourist offer:

1. **E-mail** - problem with this type of communication is that e-mail from unknown senders often ends up in "junk" folder and thus, potential users do not become familiar with interesting offers. In addition, it is very important that the cause for sending e-mails is justified. Mail boxes are usually overloaded with messages of different types, so repeating the same offer may have the opposite effect. It is therefore very important to update mailing lists frequently and be creative in delivering new offerings.

2. **Blog** - according to research of Mack.R. (Mack.R., 2008) and his associates, blog presents to customers less reliable source of information. One of the reasons could be the motivation of blog authors, it is assumed that the on-line comments, which are usually anonymous are objective because the authors do not obtain in this way any benefits while the authors of blogs can be paid to report in a positive way. Also available number of blogs on the same topic is often large making it difficult to find relevant information.

3. **Web site** - unless they meet certain criteria imposed by modern trends, retention of users can be extremely small. Avramovic (Avramović, M., 2007) gives a few rules for the web site as a presentation of the tourist enterprises:

- a. **Clarity**



Internet presentations should be organized with multiple subpages.

b. Easy navigation

A good web site allows consumers to navigate easily and gives them the possibility of switching to the other page, and return to the previous one.

c. Interesting content

The content of the website should be not only informative and relevant, but also written in interesting, original way.

d. Speed

Consumers do not want to waste time on slow sites, so it is recommended that the site does not contain a lot of large format photographs as well as videos and animations that can slow search.

e. Key words

The search is done mostly through a few key words. Companies for web presentation of their business should choose keywords that will allow visibility to consumers who are looking for services that the company offers.

Since the successful formula for designing web site is not final and must be changed during the time, authors believe that some rules should be added:

f. Interactivity

Be sure to set the page "questions and answers" which contains basic questions of site visitors (FAQ) to related products and services.

g. Transparency

A great way to build credibility of the company, ie. to make sure that users of services believe that you sell products or services that are really worth is to engage comments of satisfied and dissatisfied customers. Replies to suggestions of dissatisfied users are equally important and as comments of the satisfied.

h. The simplicity of the purchase of services or booking

If a visitor wants to buy a product or service, we should help him to do so. He should not be allowed to hesitate. Potential buyer must be explained what he needs to do, in the simplest way. If the user wants to buy a product or service, a good practice is the existence of a link: CLICK HERE to order goods or services "X". There should be precise instructions and explanations of what you can expect when you click on a link that takes you to a page for ordering.

i. Making contact

Most of the visitors who visit the site for the first time will not make a purchase. They usually come to inform themselves about the offer. It is important to make contact with potential customers, to find a way to collect e-mail addresses. One way is to sign a free electronic magazine, that is newsletter. By realizing the contact, there is a possibility to create a user base so that they can be regularly informed about new products, services, promotions. Optional registration gives an excellent opportunity that website visitors become customers and thus to maximize sales.

4. Pages on social networks – customers expect from you on a regular basis, almost



immediately, to respond to comments and to update your page regularly, if in the tourist company or hotel there is no person in charge of these activities, you can get only the opposite affect.

If the tourist company or hotel company comply with the previously mentioned suggestions, they enter a good e-communication with customers, which in the opinion of many authors can lead to the following positive effects:

- Connecting with consumers,
- The deepening of existing relationships with consumers,
- Providing information about their own offer,
- Reducing the loss of information,
- The effectiveness of communication with consumers,
- Active formation of consumer attitude
- Involving consumers in the system of value. (Đukić, S., 2011)

Users, as active participants in the e-communication, expect to receive in e-communication a recommendation that will help them in the evaluation and comparison of alternatives as the stages immediately prior to the decision of purchasing the services. Recommendations have always been an important factor in business success. Prior to the implementation of ICT, recommendations were transmitted orally or in writing and were normally restricted to a limited circle of people, mostly friends and family. Internet and e-communications have significantly altered today's ways of obtaining recommendations in tourism. Reviews and comments (satisfaction or dissatisfaction) of the guest, are visible on the web site or on pages of tourist companies or specialized sites for this purpose, such as TripAdvisor.

Numerous studies have examined the impact of social media on consumer behavior in the field of tourism. Research conducted by Fotis and associates (Fotis, J., 2012) showed that respondents consider the comments from social networks more reliable than the information that can be found on the official websites, in travel agencies or in advertisements. Most people admit that the comments from social networks have influenced their plans for travel with more than half of people surveyed and 65% report that they have made some changes in their original plan, while 15% of respondents admitted that they have made major changes to their original plan, as a direct result of the experiences of other people that are available on social networks.

Recommendations from satisfied customers are the strongest marketing tools, knowing this fact, a large number of tourist companies decide to enable guests comment on the presentation or the web page of the company on social networks. However, the negative comments should be seen as an opportunity for the company, first to demonstrate a willingness to respond disgruntled guest, correct mistakes or give a reasonable explanation. Research suggests that if a product or service have a higher number of on-line assessment then the quality of these comment, in fact, is crucial for the deciding whether to purchase or not that product or service. A poll made by website TripAdvisor revealed that more than half of the respondents, 53%, will not make a reservation if a hotel does not have a rating. Research conducted in Ireland showed, based on an analysis of 60 000



comments in the period from 2007. to 2009. that 64% of the hotels, which had average rating between 2 and 3 increased their average rating over 4. This tells us that the poor rated hotels understood the impact of consumer reviews on their business and have decided to improve their services to restore and fix their position on the tourist market (Padraig Cunningham, BS, 2010).

One of the important factors that could affect the character of on-line recommendation is the author's reputation. There are studies that suggest that, the so-called "opinion leaders", or people who wrote a lot of ratings, are usually the most influential. As for the motivation of the user to write on-line reviews, researches say that good will, praise or help other users are main motives for them to write. Less than a fifth of respondents (18.9%) believe that if there is one company which made some damage to them, they need to do the same, and 10.3% of respondents reported that by writing on-line assessment they actually get a chance to take revenge. However, it is important to distinguish the true from the false recommendations. Studies have shown that there are certain rules to identify fake comments. These rules will not be discussed in this paper, we will only emphasize that it is important, for both consumers and companies, to detect and eliminate false comments .

There is a very significant benefit from the data collected from the user, either on the basis of data that they left in their profiles on the website or on the basis of the comments left on social networks. Using modern information techniques of tourism companies, hotel companies could come up with important information concerning service users and their habits. We can recognize interests, needs and preferences of service users, based on which we can make a user profile. "Perfectly tailored offer" is offered to the appropriate profile on the e-communication channels. So you can keep the old guests but also attract new ones.

As the most important IT techniques for this purpose, we will single out data mining and web mining. Karathiya (Karathiya, M. B., 2012) and colleagues defined data mining as the process of analyzing large amounts of data, looking for previously unknown patterns, trends and relationships in order to generate information for better decision making. Data mining involves the implementation of various algorithms that enable the finding of various forms in a large number of data. Web mining refers to the search for information available on the Internet. At the present time, there is no longer a question of whether the information is already available on the Internet but we have to find a way to get to it quickly. Web mining includes algorithms for finding useful information based on hyperlinks, content of pages and user accounts.

When with on-line recommendations in the e-communication we add advertising on the Internet, we get well designed marketing of travel agency or hotel company. Advertising on the Internet is a set of strategies and techniques that use the Internet as a channel for business communications to support the exercise of general marketing objectives of the organization or company. In our country the most widespread advertising is through Facebook and Google Adwords.



4. THE SURVEY OF REPRESENTATION OF E-COMMUNICATION IN TOURIST OFFER OF ZLATIBOR

Zlatibor as a tourist destination, which offers a variety of content to tourists throughout the year, with realized 1 200 000 registered overnight stays during the year, represents a serious tourist center and certainly falls into the category of the most attractive destinations in Serbia.

In this paper we deal with the level of implementation of modern ICT in the tourist offer of Zlatibor, with special emphasis on e-communication with users of tourist services.

The analysis was conducted based on the rules and suggestions given in the preceding section, which represent some, not all aspects of the application of modern ICT. The items on which we rely in this analysis of application of ICT in the tourist offer of Zlatibor are:

1. The importance which modern ICT can have on a successful business on the travel agencies and hotel companies.
2. Reputation and brand image in the virtual world of travel agencies and hotels is an increasingly important aspect of the overall business.
3. Tourists increasingly use the Internet in all the five phases of purchasing services.
4. E-communication is a very important segment of business because it is a way of informing the user, the model for the formation of relationships with service users and form of marketing.

This research we conducted by observation method, synthesis and analysis and inductive-deductive method. We just put ourselves in the role of service users and set out to cruise the virtual sky of Zlatibor.

We investigated the presence of the following forms of e-communication in travel agencies and hotel companies:

1. **Web site**
2. **Facebook page**
3. **Twitter account**
4. **YouTube channel**
5. **TripAdvisor**

In this analysis we will differ hotel offering from offers of other facilities (resorts, guest houses, inns, villas, etc.). The reason is simple, from the total the number of available beds only $\frac{1}{4}$ belongs to hotel accommodation.

Number of hotels on Zlatibor is small, maybe 10, and therefore there is a general impression that most of them make efforts in e-communication with their customers. Most of them have well-designed Internet presentation, which generally meets the criteria listed above in this paper and that can be used in a standard way to perform on-line reservation of accommodation. Three hotels Hotel Mona, Hotel Palisad and Hotel Idila are available through all forms of e-communication that we investigated. Other hotels have a Facebook page, some of them, Twitter account, and some of them Instagram instead of Twitter, a YouTube account, but not all, and it is common to have 3 channels of communication in



addition to the web site. All hotels are available on TripAdvisor, but none of the hotels is responding to user comments. Evaluation and impressions are present on Facebook site of the hotel, but the hotels are not responding to guests here, either. Sometimes, there is some response, mostly on positive comments. We can conclude that the hotels recognize the importance of e-communication with the guests, but they lack link in this chain of communication - deepening relationships with customers by responding to positive and negative comments.

The virtual sky of other tourism organizations and companies on Zlatibor is not as rosy as above the hotels of Zlatibor.

What surprises the user when he searches for the first time is that most web sites that appear as a result of the keywords Zlatibor and Zlatibor accommodation do not belong to tourism companies. Although officially Zlatibor has 11 travel agencies, more than half only offer accommodation in buildings owned by them and only deal with these transactions. Three agencies, beside offering accommodation, also organize excursions. On the virtual sky of Zlatibor there are already a lot of factors that are not travel agencies, which publish their own Internet space rentals in the form of ads. There are also web sites that offer a huge number of units, mainly apartments, with no or very weak mechanism of search (filters). Facebook pages, if there are any, are mainly used for various posts of events on Zlatibor, which is of course beneficial in the category of activity but not in the category of accommodation. Tips and comments of the guests relate mainly to Zlatibor as a destination, and just few comments relate to satisfaction or dissatisfaction with the accommodation. Search for any potential user therefore becomes largely random and unincorporated. For the purpose of the reservation of accommodation users are forced to open presentations of one by one unit without the possibility of comparing alternatives, and then to apply the old ways of obtaining information-phone, because normally, there is no information about availability. A number of units have their own Internet sites, but it is impossible to estimate the number of the total offer. We have found that a number of properties have serious web presentations which meet most of the above mentioned criteria, and a considerable number of them has their own Facebook page. But on the Facebook pages there is a lack of real communication with users. There are no comments yet, not of a large number compared to the number of followers, but mostly answers of service provider are missing. Twitter account is rare.

As for on-line bookings, it is possible for a limited number of accommodation. Mostly, it refers to accommodation present in the world Booking.com website, a total of 120 objects. When we consider the number of available beds in private accommodations, about 20 000 registered, that number is almost negligible. On a couple of sites we observed some kind of booking system where the user leaves the information and dates, and service providers should respond by e-mail on request. It often happens that there is no answer.

The presence of private accommodation on Tripadvisor is very poor, a total of 13 apartments. This is insignificant compared to the total number of properties. Number of customer reviews is very small, but to them there is no response from service providers.

In chaotic virtual world of Zlatibor we noticed two examples of good practice. Portal of Zlatibor, with the title Zlatibor, strange and magical power, at domain www.zlatibor.rs is the first and the authors add a true portal of Zlatibor. In this paper, the subject of research was travel agencies, but this portal does not present travel agency. We have singled it out because it captivates with its interesting content and dynamism among other things it connects the user with providers of tourist services such as accommodation and tours. This portal offers a number of information well organized in several parts, so that it can meet the very different needs of site visitors. Filter for search of accommodations with the specified criteria is among the first to implement and first to set webcam. It is available to its visitors through multiple channels of communication and invests energy in communication with the users, of course, with limited topics, which was not the subject of our discussions in the second part of this paper.

Portal of Tourist Organization of Zlatibor also allows website visitor systematic information on possible activities, upcoming events, accommodations, etc. It is available in more communication channels than those we observed in this analysis. However e-communications developed by this portal has a theme, mainly related to Zlatibor as a mountain.

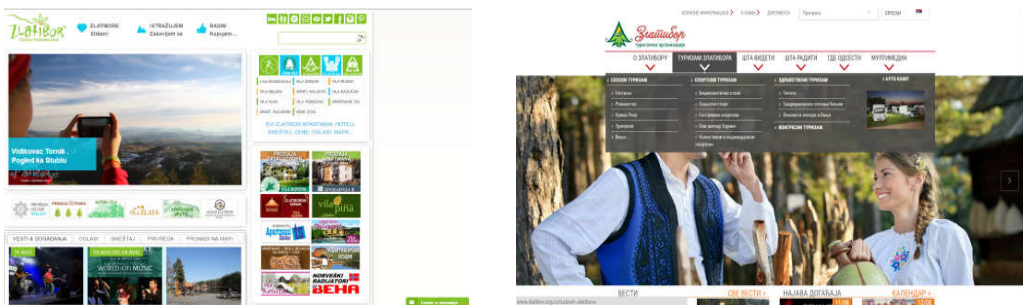


Figure 2: The first portal about Zlatibor, www.zlatibor.rs and web presentation of tourist organization Zlatibor www.zlatibor.org.rs

5. CONCLUSION

In tourist offer of Zlatibor modern information and communication technology is present to a certain extent, and now additional efforts are needed for further systematic and strategic implementation of ICT, which will, with innovative management, marketing and vision lead to increased profitability, efficiency, service improvement and provide long-term prosperity. This is primarily related to private accommodation facilities, which make $\frac{3}{4}$ of Zlatibor accommodation capacities. Information about services is present, but should be further organized to help customers get it easily. This can be done through efficient filters to the web site that will extract the data from a multitude of those that match specified criteria from the user. Web presentations of facilities must include information about the availability, and it would be a good idea to include a system for booking. Offer



should be transparent by introducing guest reviews and evaluation by the user. Electronic and on-line communication is very important even for small tourism enterprises. These technologies allow to establish direct contact with clients, then reduce the cost of "distribution" services and they are characterized by great efficiency and speed in the execution of business operations. It is necessary to represent e-communications and regularly maintain through multiple communication channels: e-mail, blog, web site, Facebook, TripAdvisor, Twitter, YouTube, Google+, etc. In addition, customer service can be provided with a system for recommendation, so every guest will be able to find the perfect offer for himself, and it would contribute to customer's satisfaction .

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THE IMPORTANCE OF LANGUAGE LEARNING STRATEGIES FOR DEVELOPING AN INDEPENDENT LEARNER

Invited paper

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***Abstract:** The concept of independent learner has become a topical issue in language learning during the past decade. This is a topic that has not yet received enough attention in Serbia, though its importance can be explained as a most prominent one, especially after the introduction of the Bologna Process. The aim of this paper is to underline the importance of learner autonomy in tertiary education, not only in language learning, but in learning in general, and draw attention to this critical issue as introducing this change may act as a driving force of changing the attitude towards learning as a general concept. As developing independent learners primarily depends on developing learning strategies, we would make the connection between the two.*

***Keywords:** tertiary education, learner independence, language learning strategies, metacognition*

1. INTRODUCTION

The concept of learner independence enables students to think independently, solve problems, and take responsibility for their own learning. Since it can be seen as a possible instigator of student motivation and improved performance, it becomes of vital importance, especially when talking about tertiary education in Serbia. However, this concept has not yet gained enough attention of either foreign language teachers or students in our country. We will try to point out its importance by looking into it in some more detail with special attention given to learning strategies that are a precondition for introducing and developing this concept.

2. THE CONCEPT OF LEARNER INDEPENDENCE

Tertiary education is expected to make skilled professionals, capable and knowledgeable experts who will contribute to the development of the area of their interest, making thus a contribution to the economic development of a country. Taking the studies of hospitality and tourism as a context, it would mean educating professionals who are to work in these fields, who would be able to influence the development and act as a driving force of changes within these two industries. This implies developing self-aware and confident individuals characterized by proactive reasoning, who are able to connect knowledge concerning different areas.



A particular teaching situation at tertiary-level institutions in Serbia, where instruction is in most cases delivered *ex cathedra*, leaves only a small room for student participation and thus any fruitful contribution to both language classes and their self-development as learners. In such a situation, students become too teacher-bound, which increases their expectations concerning teacher contribution to and responsibility for both their learning process and eventually exam outcome. Having such circumstances in mind, it becomes clear that introducing the idea of learner independence becomes the most critical issue of tertiary-level education in Serbia.

Although the concept of an independent learner has been present worldwide for a few decades, its definition still poses many questions. In the first place, learner independence is very often confused with self-instruction. Further on, there is the question of its nature, i.e. whether it is characterized by learner responsibility or learner control. Finally, having in mind a very complex nature of this concept, it has proven to be impossible to define it precisely. Before defining this notion for the sake of this paper, we would consider few basic doubts of importance for the definition to be accepted.

Learner independence does not imply self-instruction, as a teacher still has a prominent role in the classroom. As a matter of fact, the teacher's role becomes a more complex one by introducing the concept of learner independence. Namely, apart from teaching 'the language' he/she should also work on building independence with their students, teaching them now how to learn. When we come to the question of learner responsibility or learner control, we would prefer to rephrase it into learner responsibility *and* learner control, as they seem to be inseparable in this context. The concept of control would primarily refer to control over the learning process, while responsibility would be the one for the learnt and for the learning outcomes, i.e. exam results. Thus the basic stance to be taken in this paper is that an independent learner takes responsibility of his/her own learning. In other words, we would consider learner independence as 'the ability to take charge of one's learning' (Holec, 1981).

An independent learner is a (pro)active participant of the learning process. He/She does not only react to various stimuli of the teacher (Bound, 1988), but takes an active part in learning, thoughtfully mastering his/her own learning process, where a learner-initiated interaction with the world makes learning happen. This implies that learning is not only memorization, that it is 'a constructive process that involves actively seeking meaning from (or even imposing meaning on) events' (Candy, 1991). Moore (2015) states that in such a process independent learners are well motivated to learn and have the ability to organise their learning. In the context of organisation, they can identify:

- their learning goals (what they need to learn),
- their learning processes (how they will learn it), and
- how they will evaluate and use their learning.

Further, they have well-founded conceptions of learning, a range of learning approaches and skills and good information processing skills.



3. THE IMPORTANCE OF LEARNER INDEPENDENCE IN TERTIARY-LEVEL EDUCATION

Having accepted the principles of the Bologna Process, Serbian tertiary education has agreed to introduce major changes into this system. Some of the principles defined in the Standards and Guidelines for Quality Assurance in the European Higher Education Area (ESG) that call for an immediate attention and reaction of higher education institutions in Serbia are (1) curricula are developed in accordance with national needs and market demands, (2) multidisciplinary and interdisciplinary courses follow the needs of new professions, whose emergence is motivated by technological development, (3) apart from being equipped with necessary knowledge and skills, students are also provided with the applicability of the learned, which would enable them to meet workplace demands, and (4) students are involved in educational process as partners (Crosier & Parveva, 2013). Probably one of the most radical changes that the Serbian tertiary-level education has faced in recent years is involving students as partners into educational process. However, this issue is not treated in the same way by all higher education institutions. The idea of students as partners emphasises a complex role that students have in the educational process nowadays. On the first place, they can be seen as stakeholders of the educational process, as they are direct beneficiaries of this process. Further, as active participants, they are involved in quality assurance through memberships in institutional boards and quality assurance bodies, whereas the results of educational process are directly dependable upon their performance (Marić & Pešić, 2015). The result of involving students not only in the very teaching process, but in making decisions connected with the organization of teaching, could be the developed feeling of involvement, which would consequently lead to increased motivation.

Regardless of such a responsible role imposed on them by the Bologna Process, students at Serbian universities seem to be still too much dependable upon teachers, who are seen both as a knowledge resource and the only responsible party as far as the learning outcomes are concerned.

Introducing the concept of learner independence would motivate students to take a more active part in educational process, which primarily concerns their learning. At the same time, this would also change the balance of the classroom, and put a more serious degree of responsibility on the very students, which is implied by the before stated stance (4), which recognizes students as partners in the process of education.

4. THE NOTION OF LANGUAGE LEARNING STRATEGIES

A successful learning outcome is the result of the proper teaching methodology, on one hand, and appropriate learning strategies and styles applied by the very students, on the other.

Learning strategies have previously been mentioned as one of the important features of an independent learner. They can be defined as explicit procedures and techniques that



are used by students in (language) learning, that are subject to change in the sense that they could be acquired and developed over time. However, they are not to be confused with learner strategies, which are means developed by very learners as help in solving particular learning problems. Learning strategies are also useful in developing learning styles which are approaches characteristic of individual learners used as their usual means in processing new information, developing strategies and connecting both of them with the previously gained knowledge.

Language learning is a complex process comprising cognitive, metacognitive, socio-affective and cultural aspects of learning. Consequently, there are three different groups of learning strategies suggested by contemporary literature (O'Melly and Chamot, Oxford, Vandergrift, Goh, Field) – cognitive, metacognitive and socio-affective. Cognitive strategies deal with the controlled mental or physical manipulation of the material to be learned. They are often seen as theoretical procedures involved in the learning process (O'Malley and Chamot, 1990). Metacognitive strategies are concerned with planning for learning, monitoring one's own comprehension and production, and evaluating how well one has achieved a learning objective. O'Melly et al. (1989) say that '...[s]tudents without metacognitive approaches are essentially learners without direction and ability to review their progress, accomplishments, and future learning directions'. The last group of learning strategies are socio-affective strategies which deal either with interacting with another person in order to assist learning or using affective control in solving a learning task. Although the metacognitive group is given the greatest importance in developing independent learners, the other two groups are not to be neglected in introducing the concept of independent learning. Developing strategic thinking and learning primarily aims at promoting the learning process and enabling learner independence.

Despite the recognised importance, language learning strategies have not often been the subject of the research in Serbia. This lack in research is primarily interrelated with the lack of strategic learning, i.e. direct application of the strategies in the classroom. The results of a recently undertaken research (Nedeljković, 2016) point out that the awareness of metacognitive strategies among students' population in Serbia is not a favourable one. However, in the same study, it is shown that getting students acquainted with metacognitive strategies have resulted in their more active use in the course of learning. Such results go in favour of the students' willingness to accept new concepts and changes, which poses a call for action on the part of language teachers.

5. THE PLACE OF LANGUAGE LEARNING STRATEGIES IN DEVELOPING INDEPENDENT LEARNERS

After pointing to the direct relationship between independent learner traits and learning strategies, we will draw attention to the nature of particular strategies, having in mind the usefulness of transferability of these procedures and techniques to learning not only a language, but other subjects, as well.

According to Wenden (1998), within the context of education, there seem to be seven main characteristics of autonomous learners. They are shown in Table 1. The right-hand column shows the strategies corresponding to each of the mentioned traits.

Table 1: *Independent learner traits and the corresponding learning strategies (source: the authors)*

No.	The characteristic of an individual learner	Strategy
1	He/She has insights into their learning styles and strategies.	Metacognitive
2	He/She takes an active approach to the learning task at hand.	Metacognitive
3	He/She is willing to take risks, i.e., to communicate in the target language at all costs.	Socio-Affective
4	He/She is a good guesser.	Cognitive
5	He/She attends to form as well as to content, that is, places importance on accuracy as well as appropriacy.	Cognitive
6	He/She develops the target language into a separate reference system and is willing to revise and reject hypotheses and rules that do not apply.	Cognitive
7	He/She has a tolerant and outgoing approach to the target language.	Socio-Affective

The first two cells of the table point to metacognitive strategies. Namely, they point to the awareness of all processes and procedures involved in task completion, where students are actively involved in the process of learning. Developing metacognition in language learning helps learners become more aware of the learning process and helps them gain more control over their own learning process. These are the strategies that are used prior to approaching a learning task (e.g. planning), during the task completion (e.g. monitoring and focusing attention), as well as after the task performance (e.g. evaluation). Apart from planning, two more metacognitive strategies should be given special attention in developing independent learners. These would be monitoring, i.e. self-observing one's behavior while performing a task at hand, and evaluation, i.e. estimating progress in task completion.

Planning is the starting point of developing metacognition and building independence. Namely, to be able to plan, a student has to be aware of all aspects of the task at hand, as well as the potential outcomes of the task. At the same time, he/she has to build up a strategic approach that would lead towards achieving these outcomes. This strategy asks for proactive thinking, as it asks a student to think ahead and foresee the possible problems and think about suitable solutions to overcome the obstacles. Planning encompasses advance organisation and self-management.



Monitoring as a metacognitive strategy implies ‘checking, verifying or correcting one’s performance in the course of the task’ (Vandergrift and Goh, 2012). Developing this strategy is very important as the successful completion of the task depends on the ability to promptly spot the failure in comprehension or performance and accordingly redirect one’s attention towards the task achievement.

The task being completed, one goes backwards and evaluates the performance by checking the outcomes ‘against an internal or an external measure of completeness, reasonableness and accuracy’ (Vandergrift and Goh, 2012). In the process of evaluation, one can undertake performance and/or strategy evaluation, problem solving or substitution. The two most important questions that evaluation should address are (1) Was the performance successful and (2) Would I behave the same way next time.

Instructing students to develop such strategic thinking is most beneficial not only to language learning, but to developing the overall critical thinking ability, thus paving the road to self-confidence in learning and taking control over the learning process, which would finally lead to independence in learning.

The cells pointing to cognitive strategies (4, 5 and 6 Table 1) primarily concern connecting incoming information with already existing knowledge, being it of a linguistic or general nature.

Generally speaking, cognitive strategies deal with the transformation and manipulation of the material to be learned. They primarily concern connecting the incoming forms of knowledge with the already existing ones, i.e. developing different mechanisms for activating the existing forms of knowledge. They imply inferencing, elaboration, prediction, contextualization, reorganising (e.g. note-taking) and using linguistic and learning resources (e.g. translation).

The remaining two cells of Table 1, i.e. No. 3 and 7, relate to socio-affective strategies. Using different sources of knowledge, especially communicating in a target language whenever possible, is seen as a very important strategy in developing language learning skills. On the other hand, reducing any form of anxiety increases motivation in the process of learning, which positively influences the learning process. The group of socio-affective strategies is made up of two subgroups – cooperation and managing emotion or, as Vandergrift and Goh (2012) put it: ‘Keeping track of one’s feelings and not allowing negative ones to influence attitudes and behaviours’. Due to this definition, it becomes obvious that developing this strategy group has a wider application and it is found to be very important for all those professions implying direct contact with people, especially those working in the fields of tourism and hospitality.

6. CONCLUSION

In conclusion, we would like to give the recommendation that, having in mind the importance and complexity of the issue, the interventions concerning the introduction of the concept of independent learner should primarily start at lower educational levels. That is, without introducing this practice and developing strategies leading towards autonomy



at lower educational levels, it would be almost impossible to improve the teaching and learning situation at tertiary level of education. Still, the instigators of this change should be language teachers, who should be willing to share the burden of the learning process with their students.

This leads to another critical question imposed by this discussion, which is somewhat changed role of language teachers. Namely, their instruction should not cover only linguistic issues. They should start to teach the way one should learn a language by developing strategic thinking and learning. This only gains on importance having in mind the fact that learning strategies and learner independence can be transferred to learning other subject matter, as well.

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TEACHING LISTENING TO TOURISM STUDENTS

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Abstract: Tourism is one of the fastest growing economic sectors in the world, which offers limitless employment possibilities to tourism graduates, both in the country and abroad. The ability to use English efficiently in communication with tourists is a prerequisite for getting a job in this sector. This paper focuses on teaching listening to tourism students as the skill which is vital for speaking, but at the same time, the most complex to develop in the foreign language classroom. Listening provides learners with the input the understanding of which makes them able to reply or produce language. However, its importance in language learning has not been recognized until recently. This paper explores the most efficient methods and techniques of teaching the skill.

Key words: *teaching listening, comprehension, top-down listening, bottom-up listening, background knowledge*

1. INTRODUCTION

Nowadays, in primary schools in Serbia pupils study English starting from the first grade. However, a lot of those who enroll in a higher education institution come with a very limited and passive knowledge of the language they have been studying for twelve years. Such a situation poses a serious question to English teachers and the Serbian educational system as a whole – why is this so?

The reasons are numerous. One of them is definitely the wrong teaching methodology, which takes listening for granted, focusing mostly on teaching the written language and non-reciprocal listening, which implies one-direction listening only. Students listen to the teacher or a recording without an opportunity to interact with the speaker.

The number of students in a class is such that most of them have no opportunity to speak and show whether they have understood the input.

On the other hand, they are all expected to become fluent speakers. However, producing language is impossible without the comprehension of the input provided through listening. This makes listening the vital language skill to be taught in the foreign language classroom.

The same applies to the acquisition of one's mother tongue. Bloom (1970), Brown (1973) and Carroll (1999) pointed out that babies spend hundreds of hours listening to other people before they become able to speak. No one can directly teach them to talk.



Listening is also the language skill adults use most in their communication. Adults spend 40-50% of communication time listening, 25-30% speaking, 11-16% reading, and about 9% writing (Gilman & Moody, 1984). Listening is the most widely used language skill in everyday life, but the teaching of it has been a neglected and poorly taught aspect of English.

Current research and studies in second language acquisition resulted in the abundant resource of listening materials that are at teachers' disposal now. But the materials themselves will not help if they are not used properly, or if they are reserved for a designated class or laboratory assignment. Listening comprehension can be taught only if listening becomes a part of every class, 'embedded, in fact, into the entire fabric of students' SL experiences' (Morley, 1990). Therefore, the aim of this paper is to explore the most efficient strategies, i.e. methods and techniques of teaching listening skills in the foreign language classroom.

2. LISTENING AS A SKILL TO BE TAUGHT

According to cognitive psychology, all humans are limited in their ability to process information, but some are inherently better listeners than others.

Listening comprehension is one of the least understood processes and learners often regard listening as the most difficult language skill to acquire. The impediments are numerous: the rate of speech is often too fast to comprehend; there are different accents; sometimes pronunciation is unclear. On the other hand, students often have a limited vocabulary, or lack contextual knowledge. Their knowledge of grammar is often poor, they have concentration problems, and very often they wish to understand every word.

Listening is often wrongly characterized as a passive skill, to which still too little time is devoted in foreign language programmes. However, listening comprehension can and must be systematically developed or improved in the foreign language classroom if the communication in a foreign language is to be achieved. It serves as the foundation of speaking, and communication implies both speaking and the comprehension of what is spoken by another person. Students should be regularly exposed to increasingly difficult authentic materials and actively involved in practice, which puts foreign language teachers in a very serious and responsible role.

The development of students' auditory receptive ability to understand the spoken language depends on their teachers' ability to provide them with the appropriate listening experiences. Their main objective at the beginning of a foreign language course should be 'to convince students that they can understand utterances in the second language and that they can be comfortable with only a partial understanding of the components that form utterances' (Terrell, 1977) in order to boost their confidence, which often plays the crucial role in listening comprehension. The lack of confidence usually leads to panic and total loss of the information that is coming continuously. Therefore, in order to improve their listening instruction, teachers must thoroughly understand the process of listening, and its psychological aspects. In so doing, they should be guided by the following six principles:

- comprehension precedes production,



- speech emerges in stages,
- speech emergence is characterized by grammatical errors,
- group work encourages speech,
- students acquire language in a low-anxiety environment,
- the goal is proficiency in communication skills (Terrell, Genzmer, Nikolai, and Tschirner, 1996).

If, in addition to the abovementioned, teachers manage to prepare enough authentic materials to match the interests of a particular group of students, followed by realistic listening tasks, the students will be more willing to study. As to tourism students, listening materials should mirror the real-world tourism-related dialogues and conversations.

Unfortunately, this is a task which requires plenty of time, patience and effort on the part of the teacher, which is probably the most serious reason why teaching listening is still the avoided and neglected aspect of language teaching. However, despite the fact that it is not included in the EL instruction, listening is regularly tested.

3. LISTENING AS AN ACTIVE PROCESS

Listening is a process in which listeners' minds are actively involved. Listeners process the information they hear, and construct meaning using the combination of two different processes: top-down and bottom-up.

Top-down listening refers to using your prior knowledge and experiences about a certain topic and situation to understand the meaning of the message. This prior knowledge makes listeners able to anticipate what might be said, thus helping them guess the meaning of unfamiliar words, overcome unfamiliar structures, and understand the incoming sound signal.

Bottom-up listening implies using the information we have about sounds, word meanings, stress and discourse markers to assemble our understanding of what we hear one step at a time. It is especially useful for low-level students, with limited vocabulary, or in situations of fast connected speech.

During listening, both types of processing take place simultaneously because, unlike reading, listening must be done in real time, no skimming to get the idea of the context is possible, and the language comes rushing at listeners. There is no second chance, and, at the same time, blending of words, as well as reductions of sounds make listening even more complicated. Which type of processing will dominate depends on the purpose of listening.

There are numerous strategies and activities which can be used to practice these two types of listening separately in the foreign language classroom.

Top-down listening skills can be improved using the following strategies:

- listening for the main idea,
- drawing inferences about the setting, the role of participants, causes or effects, unstated details of a situation,



- anticipating the content of a listening activity beforehand,
- summarizing what has been heard.
- putting a series of pictures or a sequence of events in the correct order, etc.

The activities aimed at improving bottom-up listening include:

- listening for specific details,
- reorganizing word-order patterns,
- identifying key words,
- listening for stress in order to determine the focus of a sentence,
- recognizing divisions between words, which is a very important skill to develop given the fact that normal connected speech is full of weak forms.

There are also metacognitive strategies that listeners should be made aware of. They can make a listening plan by choosing the strategy that will be the best in a specific situation. They should monitor their comprehension to determine how effective the chosen strategy is. Finally, they should evaluate their own listening by determining whether they have managed to achieve the listening goals using the strategies they have chosen.

4. LISTENING TASKS

Listening should always be task-oriented, and the tasks are numerous. Listening can be accompanied by:

- specific actions and operations (e.g. responding to directions, instructions or descriptions),
- information transfer (e.g. hearing information and writing it, or using it in spoken communication),
- problem-solving,
- evaluation of the received information,
- negotiation of meaning through asking and answering questions, i.e. the interaction between the speaker and the listener,
- enjoyment or pleasure (e.g. songs, stories, jokes, etc.).

5. LISTENING ACTIVITIES

An effective listening activity should always involve three different stages: pre-listening, while-listening and post-listening.

The aim of pre-listening is to activate students' background knowledge and review the key vocabulary so that they may anticipate the content.

The while-listening stage is aimed at students' comprehension of the input through various activities facilitating comprehension.

During the post-listening stage, students check their comprehension, and often express their opinion about the topic.



6. THE IMPORTANCE OF BACKGROUND KNOWLEDGE

Although not numerous, the literature dealing with the influence of background knowledge on listening comprehension points out the critical role of the former.

Rost defines listening as a complex, active process of interpretation in which listeners match what they hear with what they already know (Rost, 2002). They receive what the speaker says, construct the meaning, negotiate it with the speaker, and then respond. Therefore, listeners' background knowledge is a crucial component of the listening process.

Prior knowledge activation brings students' lives into the lesson, which should generally be the purpose of pre-listening activities. During these activities students make connections to their previous knowledge and experiences, thus building a mental framework with which they link the new information.

Mental schemata, or 'organized background knowledge, which leads us to expect or predict aspects in our interpretation of discourse' (Brown and Yule, 1983), support and enhance comprehension to a great extent. The following two principles help listeners construct expectations – the principle of analogy and the principle of minimal change. The former one implies that things will be as they were before, whereas the latter one implies that things are as like as possible to how they were before.

7. THE PURPOSE OF LISTENING

Listening comprehension training should result in effective listeners, who will be able to select what they want from the input according to their interests, to relate the received information with their previous knowledge in order to comprehend faster, and finally, respond or react properly.

The way students listen depends on the purpose of listening: whether they are listening for the main idea, for details, or listening and making inferences, i.e. guessing the implied aspects of meaning ('listening between the lines'). If they know why they are listening, students will focus better. By activating students' prior knowledge, teaching them the key words, and telling them the purpose of their listening, teachers will definitely help students understand what they are hearing.

Most often students are required to listen for details, or specific information. However, listening for the main idea, or gist, as well as listening and making inferences, should be equally practised in the foreign language classroom. Making inferences, or understanding the message 'between the lines' is more difficult to teach than the other two skills.

Based on communication purposes, we can distinguish between transactional and interactional listening (Richards, 1990). Transactional listening implies accurate comprehension of a message, often in situations with no opportunity for clarification with



the speaker (e.g. public announcements, news broadcasts, lectures, etc.). The aim of interactional listening is to meet the social needs of the participants, and it is two-way listening (e.g. small talk, casual conversations and the like).

8. MOTIVATION AND LISTENING

The role of motivation, or goal-directed behavior, is also extremely important in the foreign language classroom, and closely related to listening purposes. According to Broughter 'motivation is a basic principle of all kinds of teaching – the language student is best motivated by practice in which he senses the language is truly communicative, that it is appropriate to its context, that his teacher's skills are moving him forward to a fuller competence in the foreign language' (Broughter, 1978).

Real-world, interesting cultural topics that will teach students something about other cultures lead to increased motivation. They should be a teacher's guide when selecting teaching materials. The wish to learn about the culture of the other people speaking English represents the integrative motivation. In our classrooms, this type of motivation is less present than instrumental motivation, which relates to the desire to pass a test or obtain a qualification.

Warm-up exercises must not be neglected as they can be a successful means of arousing students' interest, and preparing them for the while-listening exercises. If students are interested, they will concentrate better, which is often not easy to do in a foreign language, where even the shortest break in concentration can seriously impair comprehension.

In order to keep students motivated and avoid becoming predictable, teachers have to keep varying their teaching techniques. Pair work and group work are extremely valuable in teaching listening as they provide students with a sense of community and an environment of trust, thus increasing their motivation to learn.

Students like songs, and songs can be used both as a source of teaching vocabulary, grammar, pronunciation and as a basis for discussions.

The avoidance of the use of students' first language in the foreign language classroom also increases their motivation to listen, and makes them try to understand meaning from context and explanation. However, listening materials must be carefully chosen to match the students' level of knowledge and avoid gaps of communication, or total misunderstanding.

9. CONCLUSION

Over the last 20 years, the importance of listening as a language skill has been recognized, and it has been paid more attention in the foreign language classroom, which is witnessed by a growing number of listening materials, carefully devised and aimed at satisfying specified needs of particular groups of students. However, most teachers still



keep testing listening, without teaching it consciously, thus depriving their students of the opportunity to develop this very important language skill.

In order to increase the students' motivation, teachers should be willing to diagnose listening problems of their students, and therefore adapt listening materials to meet the students' needs, as well as to make listening materials more familiar to them. Students should be encouraged to ask for clarification, and to think of the ways they can practise listening outside the classroom.

Listening must be integrated with other three skills, and practised in each class. Teachers should give students the listening tasks which involve speaking, expressing an opinion, discussions, debates, etc. They should be taught to listen critically, to attend to the main message, and filter irrelevancies.

The activation of the appropriate background knowledge, which should be done by teachers, helps students organize their thoughts and make predictions, thus reducing the burden of comprehension. The awareness of the purpose of listening increases students' motivation to listen.

Students should be encouraged to reflect on the process of listening, and assess the effectiveness of strategies used, and they should do this without the threat of evaluation, in order to avoid anxiety, which seriously impedes the comprehension.

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LABORATORY FOR ECOTOURISM IN THE FUNCTION OF SUSTAINABLE TOURISM OF WESTERN SERBIA

Invited paper

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***Abstract:** Ecotourism is a great opportunity for development of Zlatibor District, Serbia. The Laboratory for ecotourism in the BTC Užice is formed by the realization of TEMPUS project "Modernisation and harmonization of tourism study programs in Serbia" – MHTSP. The goal of this paper is to show the possibilities of monitoring and researching in the field of ecotourism in order to encourage the development of tourism in Serbia.*

***Keywords:** ecotourism, laboratory, environmental protection, sustainable tourism*

1. INTRODUCTION

Respecting the requirements of the higher education development in the field of tourism, the complex TEMPUS project "Modernisation and harmonization of tourism study programs in Serbia," MHTSP is designed. This project was coordinated the future development of higher education in the field of tourism in Serbia and the needs of the tourism industry and also the education in the EU, with a completely satisfied of touristic business systems needs. This should prevent further uncontrolled development of tourism, which can lead to environmental degradation. Partners on the project are: University of Greenwich, London, United Kingdom, Technological Education Institute of Piraeus, Greece, USAMVCN, Romania, Faculty of Tourism and Hotel Vrnjačka Banja, University of Kragujevac, Business Technical College of Applied Studies in Užice, Business College of Applied Studies in Leskovac, Vojvodina Chamber of Commerce, Regional Chamber of Commerce Užice Tourist organization of West Serbia and Tourist organization of Leskovac.

One of the MHTSPS project goals is a development new study program, Ecotourism, and establishment of Laboratory for Ecotourism in the Business Technical College of Applied Studies in Užice, which is equipped with modern equipment for measuring temperature, flow velocity and humidity, device for testing **noise and vibrations** and gas analyzers for testing the concentration of pollutants in the air.

Development of tourism contributes many positive economic effects (on the gross national product and national income and their territorial redistribution, on the tourism industry activities, on the employment and balance of payments, etc.) and can be used as a



factor of rapid economic development. However, although the realization of economic interests take priority, many countries pay more attention to the ecological interests of destinations. This is a result of the adoption and implementation of a new concept of tourism development which is known as the concept of sustainable development of tourism. Sustainable tourism development involves the establishment of a positive relationship and connection between tourism development and environmental protection, and the achievement of complete suitability between economic and environmental interests. Only tourism, which is based on respect for environmental concerns, can provide permanent maintenance of balance in the natural environment and tourist development. Tourism is much more depends on the environment than any other industry, because only pure and unpolluted environment can be the base for successful tourism. Uncontrolled tourism development can lead to environmental degradation (pollution area due to the construction of touristical objects and equipment, air pollution, water pollution, land degradation, noise pollution, reduction of natural and agricultural areas, destruction of flora and fauna, degradation of landscapes and cultural and historical monuments, geological forms of degradation, spatial redistribution of the population and the banalization of space), and on the other hand so degraded environment, negatively affects the tourism development. A precondition for the tourism development is quality environment and preservation primarily, preservation primarily, as well as a healthy environment.

Business Technical College of Applied Studies is located in the administrative center of the Zlatibor District. One of the main economic sectors of the Zlatibor District is tourism. Most visited tourist destination in Zlatibor District, also one of the most visited in the Republic of Serbia, is the mountain Zlatibor. Due to the specific climate and characteristic continental and mediterranean air flows, a large number of sunny days per year, Zlatibor has developed into a famous tourist center (recreational, health and congressional tourism) with the longest tradition among the mountains in Serbia.

National park "Tara", on the Tara mountain, is another significant natural fortune. It is a part of the European Federation of National Parks - EUROPARC with other four national parks in the Serbia. Nearby of the National park Tara there are located the protected areas: Lake Zaovine, Mokra Gora and Šargan. Šargan and Mokra Gora areas are being protected areas - nature park, reconized by the famous narrow gaugerailway (Šargan's eight).

Nature Park "Golija" is a biosphere reserve (under the protection of UNESCO). The Nature Park "Zlatibor", which covers the territory of the Užice town and municipalities of Čajetina and Nova Varoš, is in the procedure for adoption of the act on protection. Protected natural property of great importance (Category I) Special Nature Reserve "Uvac" is a habitat of 104 different bird species and the most important is griffon vulture.

In addition, destinations such as: the river Drina, which is one of the cleanest watercourses of the Europe, also known as the rafting cradle, the lakes: Prerućac on the Drina river, Zaovine on the Tara mountain, Uvac, Zlatar and Radojina lakes on the Uvac river, Pešter's weald - the largest weald on the Balkan peninsula and one of the largest in

Europe, Zlatar mountain and many others, are also very important. In western Serbia there are 43 protected natural totalities (6.4% of the territory is under special protection regimes) and 121 protected cultural and historical properties.

2. MAIN AIR POLLUTANTS AND THEIR SOURCES

A large number of compounds, gases, liquid and solid particles can occur in the air as pollutants: particles, carbon monoxide, nitrogen oxides, sulfur dioxide, photochemical oxidants and hydrocarbons. The atmosphere may also contain specific pollutants emitted by industry.

Table 1: Pollutants and their effects on human health

Pollutants	Source	Effect
Carbon monoxide	<ul style="list-style-type: none"> • Car gas • Industry that use gas or oils • Building oils and gas heating 	<ul style="list-style-type: none"> ✓ Enters the blood system, causing dysfunction of the nervous system, high concentration – death
Sulfur dioxide and trioxide	<ul style="list-style-type: none"> • Industry that use gas or oils • Oils and gas heating • Power plants that use coal, oil and gas 	<ul style="list-style-type: none"> ✓ Irritating to the respiratory tract, and cardiovascular diseases ✓ Plant damages, specialty crops
Nitrogen dioxide and trioxide	<ul style="list-style-type: none"> • Car gas • Heating fuel oil and gas • Industry and power plants 	<ul style="list-style-type: none"> ✓ Irritates the eyes, nose and respiratory tract ✓ Plant damages ✓ Irritates the photochemical fog
Hydrocarbons	<ul style="list-style-type: none"> • Car oil • Petroleum refinery, oil refinery 	<ul style="list-style-type: none"> ✓ Toxic for human in high concentrations ✓ Irritates the photochemical fog

Carbon monoxide is one of the most common air pollutants. It occurs by incomplete combustion of fossil fuels in power plants, cars and homes and various industrial processes. About 50% of poisonings in the world belongs to carbon monoxide poisoning. Hundreds of people die from the effects of poisoning by this gas every year in the world. This is one of the most common forms of living organism poisonings; because of his frequent presence in the human environment, high toxicity, low expressed



organoleptic properties (without aroma, flavor, color), and non-irritating properties during inhalation, making early detection of its presence in the environment very difficult. Carbon monoxide entered into the body (with the inhaled air in the lungs) causes the general hypoxia of organism (lack of oxygen) because it has a strong affinity for hemoglobin of red blood cells. Displacing oxygen from red blood cell receptors, carbon monoxide forms an irreversible connection, which limits the transport and use of oxygen in the tissues, creating carbonyl compounds. Influence of carbon monoxide is more pronounced at higher elevation due to a lower partial pressure of oxygen in air. High frequency of carbon monoxide poisonings, as one of the most common types of fatal poisoning is prevented by the measures of prevention and medical protection. It is increasingly becoming an important issue in public health of almost all countries of the world. The application of preventive measures in industrial and agricultural production, home conditions, traffic and other conditions and environments where there may be a high (toxic) concentrations of carbon monoxide is implemented by early detection, using carbon monoxide detectors, using ventilation, protective equipment, preventive medical examinations of workers exposed to the possible risk of CO poisoning, etc.

Sulfur - dioxide - there is a many different forms of sulfur in the atmosphere, starting from the elementary to the different compounds: sulfur oxides (sulfur - dioxide and sulfur trioxide), compounds with aerated (vapor) water (sulfuric and sulfurous acid) and salts of these acids (sulphates and sulphites) to sulfur hydride (hydrogen sulphide). It is considered that 1/3 of the total sulfur in the atmosphere comes from burning fossil fuels (coal and oil). A large amount of sulfur compounds released by combustion during energy production, melting of metal ores that contain sulfur, as well as from the cellulose and paper industry, where the large amounts of hydrogen sulfide are released. Sulphur oxides, especially those emitted in the air with soot, in the presence of aerated (vapor) water leading to the formation of toxic fog, which causes damage to the lung parenchyma. The average annual concentrations of sulfur - dioxide in areas far away from any kind of human activity is below 5 mg/m^3 , and in urban areas $20 - 100 \text{ mcg/m}^3$. According to the recommendation United Nations (UN) and the World Health Organization (WHO), the average annual concentration of sulfur dioxide should be below $40 \text{ }\mu\text{g/m}^3$. Most people feel the presence of sulfur - dioxide in the air at concentrations that are above 5 ppm. Concentrations of 5 - 10 ppm leads to bronchial disorders in some individual cases, but in the larger concentrations it may come to serious consequences. Sulfur - dioxide in the air partially passes into sulfuric acid. The level of toxic effects of sulfuric acid depends on the humidity, the presence of solid particles as well as the size of the particles of sulfuric acid.

Nitrogen dioxide - there are a many different nitrogen compounds in the atmosphere: nitrogen oxides, salts of nitrogen acids (nitrates and nitrites) and ammonia. The largest amount of nitrogen oxides produced during operation of power plants and motor vehicles which using liquid fuel to form a high temperature which causes a reaction between oxygen and elemental nitrogen from the air, and whose products are nitrogen oxides. Nitrogen dioxide can connect to hemoglobin and form a oksiazohemoglobin which disabling the basic function of hemoglobin - the oxygen transfer. Today, the nitrogen compounds are



among the leading group of cancerous lungs, gizzard and bladder. The average annual concentrations of nitrogen - dioxide in rural areas is about 5 mg/m^3 and in the cities of 20 to 90 mg/m^3 . According to WHO, the average annual concentration of nitrogen oxides should not exceed 30 mg/m^3 . Toxicity of nitrogen - dioxide depends on the concentration, exposure time, the increase in temperature and the presence of other toxic compounds.

Soot is the most commonly produced by burning organic substance in household furnaces. It is very important to point out the content of aromatic hydrocarbons in soot: benzo-a-pyrene, benzo-a-anthracene, pyrene, flouranten, which resulting in burning oilyphase of fossil fuels. Benzo-a-pyrene is a carcinogenic compound. Average annual concentrations of soot is around 10 mg/m^3 in the rural areas and less polluted areas of cities and to $250 \text{ }\mu\text{g/m}^3$ in heavily polluted areas.

Depending on the pollution exposure, air pollution affects respirators, cardiovascular, immune, nervous, skeletal and reproductive systems. The most sensitive populations are children, the elderly, pregnant women and persons with chronic diseases.

Air pollution is a major cause of many global environmental problems such as global warming and climate change, ozone depletion, acid rain. Improving air quality requires greater public awareness, more rational use of resources, improving the quality of equipment in plants and many other factors.

3. RESEARCH OPORTUNITIES OF LABORATORY FOR ECOTOURISM

The new study program Ecotourism is accredited within Specialist Vocational Studies of Business Technical College of Applied Studies in Užice. The following equipment for Laboratory is purchased: devices for measuring air temperature, humidity, air pressure, transferable noise analyzer, gas analyzers - for determining the concentration of oxygen, oxides nitrogen, carbon oxides, and sulfur. This devices are very suitable for maintenance of student practice in the Environmental Protection department and Specialist Vocational Studies, Ecotourism, of Business Technical College of Applied Studies: Modern methods of drinking water preparation, Analysis, control and protection of air, Analysis, control and protection of land, Hazardous materials and waste, Noise and vibration, Electromagnetic radiation and Methods for the analysis of pollutants.

TESTO 310 (Figure 1.) is [a top product of 2013., including](#) PHPI Magazine (Professional and Heating Plumbing Installer) and its easy to handling and using. TESTO 310 residential equipment analyzer sets a new standard in affordable flue gas analysis with its rugged housing, simple design and advanced sensor technology. With five different fuels to select from (natural gas, propane, fuel oil 2, biomass 5%, wood 20%), it provides the flexibility you need for tuning opportunities. The instrument has two measurement sensors for O_2 and CO , and a temperature sensor integrated into the flue gas probe. The gas sensors measure the exact oxygen and carbon monoxide content as well as the flue gas and ambient temperature.



Figure 1. Gas analyzer TESTO 310

TESTO 340 (Figure 2.) gas analyzer involves the use of professional and precise technology. These analyzers flue gases are characterized by a diversity of applications, ease of use and great adaptability to conditions on the ground. Product benefits:

- Can measure CO, COlow, NO, NOlow, NO₂ or SO₂
- Extended measuring range for use in environments with high gas concentrations
- Precalibrated gas sensors for quick and easy sensor change and
- Integrated pressure difference and air flow measurements for mass flow calculations.



Figure 2. Gas analyzer TESTO 340

TESTO DATA LOGGER 175T1 (Figure 3.) is ideal for monitoring storage temperatures and long-term monitoring. This data logger has a built-in temperature sensor and is ideal for monitoring and logging the temperature in cool and cold rooms as well as in storage facilities. It is certified for use in food environments and measures and logs temperatures constantly and reliably. Product benefits is that it is ideal for long-term measurements. Can save up to 1 000 000 readings.



Figure 3. TESTO DATA LOGGER 175 T1 for temperature measurements

The logger's display provides you with a wide range of valuable information including current measurement values, threshold values, points where these thresholds have been exceeded, min/max values and remaining battery power.

DATA LOGGER 32TH (Figure 4.) is a perfect designed logger with built-in USB-connector is the ideal solution for laboratories, production plants, greenhouses, etc.

- For quality assurance in laboratories or storage
- Monitoring the environment conditions in production plants
- Checkings and data logging temperature and humidity during transportation
- Logging the climatic conditions in electrical power plants and
- Temperature monitoring of refrigerators in pharma industry.

Memory for 60.000 measurements, useable without software (default settings with 5 minutes interval), free adjustable recording interval 30 seconds up to 24 hours (via Software Log Connect) and battery lifetime > 2 years. Measuring range is from - 40 to +70°C.



Figure 4. DATA LOGGER 32TH for temperature and humidity measurements

LUTRON HT – 3007SD (Figure 5.) is a very complex and delicate device which made a step forward in precision measurements of temperature and humidity.



Figure 5. LUTRON HT – 3007SD for humidity and temperature measurements

Properly used operative techniques it is possible to use for many years. With the help of this device it is possible to measure the temperature and humidity: % RH, °C or °F, dew point, °C or °F, wet bulb, °C or °F.

Transferable noise analyzer WED007 (Figure 6.) consists of a miniaturized and ergonomic housing. The dosimeter integrates an acoustic WED007 acquisition unit, signal processing, storing and transferring data.



Figure 6. WED007 for noise measurements



Noise is one of the most widespread natural contaminants of basic elements which are essential for a healthy and normal life and work. Depends of the amplitude spectrum, the same noise level may be different harmful. It can damage the nervous system and hearing organs, but as it has a strong psychological effect it can cause a disease of the whole organism. The degree and character of the disorder depends on intensity, frequency and duration of noise, but also of individual noise sensitivity, the organism health condition, the state of the sense of hearing, age, etc. Sources of noise must be maintained not to exceed the allowed levels in an environment where the man stays.

4. CONCLUSION

In addition to the adoption of international conventions and adaptation of national legislation in the field of environmental protection, cooperation with centers for pollutants emission, use of ecologically legitimate energy sources, the continuous monitoring, the control of exhaust gases, zoning areas and informing population of air pollution peaks can be classified as prevention measures for environmental protection as one of the conditions for the sustainable tourism development. Informations about parameters of current destinations respectively the informations which allow the long stay in the open area, most of the year, for all ages of population, should be offered to population, guests as well as meeting participants.

The theoretical knowledge of ways and environment pollutants – air pollution, water pollution, land degradation, specific forms of pollution, noise, vibration, the students are enabled to get by equipment purchase for Ecotourism Laboratory. On the other side, the practical knowledge and skills about the concentration measurements and analysis of the pollutants influence on environmental parameters of turistic destination, the students are able to get by equipment using. Acquired knowledge can be useful for environmental monitoring of certain destinations providing optimal conditions for satisfy all tourist and population needs. Also, it can be detected a parameters which indicating deterioration of environmental quality and possibilities of early functioning: informing the local population and if it is necessary, the wider community.

LITERATURE

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BUSINESS CONVERSATION IN FUNCTION OF PROMOTION OF TOURISM ORGANIZATION

Invited paper

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Abstract: *As the oldest type of interpersonal communication, business conversation is the mostly used form of business communication, by which it can be performed a wide circle of activities with applicative character. Whole content of a business conversation is differentiated in a few timely and functionally separated phases. There are: the preparation for conversation, starting the conversation, getting information, arguing, the neutralisation of the protest and taking the decision – the end of conversation. Successful tourism organizations understand that achieving success in today's workplace is closely tied to the ability of employees and managers to communicate effectively with each other and with people outside the organization.*

Key words: *Tourism organization, effective communication, promotion, business conversation, phases of business conversation*

1. INTRODUCTION

The interpersonal communication is carried out between two or more persons – in oral or written form, by a certain media of communication (a phone, Internet, fax, etc.) and also in other ways. In the text that follows, we pay attention to business talk, as a mostly used mode of the interpersonal communication.

Conversation, face to face is a classic and historically oldest type of interpersonal communication. Business conversation is also the mostly used form of business communication, by which it can be performed a wide circle of activities with applicative character. Initialization of initiative for carrying on some work, the exchange of information and giving instructions, transfer and diffusion of information's and innovations, elaboration and check of suggestions and ideas set forth, etc. So that a business communication in tourism organization would be qualitatively carried out, it is needed that a communicator is well prepared for it and that person should know and apply the appropriate techniques of talk, based on knowledge of psychology of the interlocutor, the logic of convincing, philosophy of interpersonal relations and the economy of time and behaving. A good rhetoric person mostly possesses a good culture and education.

Business conversation in tourism organization can be spontaneous and prepared. The spontaneous conversations, as their name tells, are carried out without a specific knowing, cultural, organizationally – technical, rhetorical, psychological, business or any other preparation. The prepared (organized) conversations are performed by a plan (scenario), prepared in advance. Whole content of a business conversation is differentiated in a few timely and functionally separated phases. There are: the preparation for



conversation, starting the conversation, getting information, augmenting, the neutralization of the protest and taking the decision – the end of talk.

2. THE PREPARATION FOR CONVERSATION

So that the preparation is qualitatively done, it is needed that initial participant in communication (communicator or recipient) provides himself/herself enough time and to carry out the preparation itself with plan and system. The scope and the content of preparation – from talk to talk – in tourism organization differentiate a lot. Basically they depend on the importance of talk, the scope of subject, the number of participants in talk, available time and all business – negotiating potentials.

The preparation of business conversation comprise the following activities: (Micić, 1990.)

1. The prior analysis of the problem, that cause the need for organizing business talk.
2. The establishing of needs and goals for organizing business conversation. The rule is that only talks for which there is a certain need are organized.
3. Starting the initiative for organizing business conversation that should be in time and well organized. The initiative should be started skillfully and performed adequately. If the initiative is done bad it can disable or destroy in start a very good communication.
4. The global planning – through which the politics is defined and also the strategy and tactics of business talk are fixed.
5. The operative planning of business talk should represent the operative concretization of the preceding (global) plan through which are consolidated the following:
 - the jobs and tasks that should be finished in the fixed preparing period and for which performance, it is needed to have a certain business talk,
 - the needed information for realization of the business talk,
 - the terms (time) of doing all single jobs and the activities connected to the realization of the planned business talk,
 - the needed experts that should be contacted and for whose engagement is connected a certain business talk,
 - material goods (displays for presentation and serve – coffee, tea, juice) or monetary means (journey expenses, daily wage) needed for the realization of the business talk.
6. Getting, selection and the systematization of the needed information and/or material inputs, needed for the successful realization of the business talk. The information can be presented orally, in the written form (the texts, tables, draws) or electronically (video tapes, compact discs, digital video discs and other displays).
7. Composing the thoughtful scenario of the business conversation, which assumes to think deeply of the need, essence and the consequences of the talk, partners in the talk, subject, as well as access and aims, which should be achieved by talk.
8. The project of working concept of the planned talk should encompass the following phases and activities:



- determination and the conceptual dimensioning of all the phases and parts of the talk (introduction, content and the conclusion),

- informational filling in, of all the phases and the activities in the planned talk, i.e. getting the needed information and other inputs (with business and/or personal character) for all the parts and aspects of the talk,

- ticking (denoting and remembering) the key words and notions, that should be incorporated in the talk which are, at the same time, basic conceptual, logical and verbal anchorage of the exposed attitude and planned presentation.

9. Rhetorical preparation and the stylization of the determined conversation can be speculative or written. The stylization itself should be done in the end, after finishing all other foregoing preparations and the activities and precisely determining the aims, points and the technique of conducting the talk. The stylization itself represents technical work, deeper detailed elaboration of the working concept with the sentence constructions and the speaking formulations. The performing concept of the more important planned talks can be previously written and after a few repeated readings improved. It may be recorded on an audio or video tape, and after watch and listen so that to note defects with the aim to eliminate or improve them.

10. Confectioning the beginning and the end of conversation encompasses determination of the whole row of little details that should be planned, whether they are personal and/or functional character. Within limit of this, it is needed to make a logical connection between the beginning, mid and the end of talk in order to make a concept of the talk, conduct it and end it according to a desirable scenario.

11. Check of a concept of the planned conversation in all the details is also an important part of the whole of projected job. The check should be formal and logical. Within limit of this check it should be once more determined in particular:

- scope and content of some parts of the planned talk,
- length and the approach of some parts of the planned interpretation,
- the intonation and the stylization of the communicational coming in and other relevant factors and conditions.

12. Trial of the planned conversation is the final phase that can be performed as:

- thoughtful process in head of communicator where he/she repeats and remembers the main thoughts, notes and other relevant determinants of the planned talk,
- as the main trial with the eventual help of the mirror and/ or audio record, or
- as the simulation of the talk with the sparing partner (colleague, friend, the member of the family, etc.) within which business talk is made and led according to the planned scenario.

3. THE BEGINNING OF THE BUSINESS CONVERSATION

The begin conniption in the business conversation often determine its further run and successful ending. Not to slip in the beginning, a special attention should be paid to this phase of the business talk. The business talk should be started in such a way to: draw attention of the recipient (or more recipients), get a good contact with the interlocutor (or



interlocutors), create a pleasant and creative atmosphere for talking, incite interest for the continuation, realization and successful ending of the conversation.

In the purposes of the planned talk successfully begin, it is needed that the communicator – during the first contact – incite the recipient's (recipient's) interest by creating the initial positive tension, curiosity and the expectation. From that reasons, the type of approach, which could be named „the suicidal conversation start“ should be avoided. It is the case when, for example, the communicator detracts, discredits or blatantly apologizes himself in advance or when he approaches the recipient with underestimation and/or putting down. In both cases it may cause in him the psychological antagonism to accept and continue the talk. (Loocker, K.O., 2001.)

With the aim to „break the ice“ and successfully done elimination of the eventual incipient misunderstanding, the various techniques can be used in tourism organization:

THE METHOD OF BREAKING THE TENSION consists of sending some pleasant and occasion personal notice, giving some compliment, telling an appropriate joke, etc.

THE METHOD OF PINNING is a way of starting the talk in which the communicator in the beginning makes a certain analogy (reminds the recipient) on some earlier common development or a known happening and/or circumstances, by which it can be also achieved rejection of incipient tension or boredom.

THE METHOD OF PROVOKING IMAGINATION is suitable to start the conversation with the ambitious interlocutor. The conversation is begun with the several (unimportant for the basic talk) questions, for which he/she shows interest. Such an interlocutor will empty emotionally, while explaining and demonstrating his attitudes, so that in the second (main) part of the talk he will represent, in the relaxed and pleasant mood (because he/she has already proved himself (herself) in rhetorical sense) a nice interlocutor for the successful finish of the determined job.

THE METHOD OF DIRECT APPROACH is sometimes the most efficacious, especially in the case when the interlocutors don't have enough time for longer conversation, or when the communicator wants to impress the recipient by his authority. This method consists in that the communicator – immediately after retrieving the contact (shaking hands) goes directly into the center, without a specific rhetorical or psychological preparation of the recipient.

4.INFORMING OF RECIPIENT

Informing the recipient in tourism organization is a very important sequence of every interpersonal, aimly determined communication, from which quality depends also its success. In order that the arrangement of informing would be successfully done, it is needed to carry out some suitable preparitional actions, which consists in the following: (Bovee, C.L., 2003.)

1) procurement of information of professional nature about the recipient, his/hers wishes and claims and other relevant facts, connected to the job midst which the concerned communication is realized,



2) procurement of the knowledges of personal nature (if it is possible in a discreet way) about motives, wishes and aims of the recipient with which we communicate, and that could be of influence on the carried out communication,

3) interrogation and checking of the attitudes and the opinion, about the questions that will be the theme of communication,

4) the previous informing of the recipient about the aims, mode and the technique of the talk,

5) the creation of the appropriate informational base, needed for the realization of the planned business talk and else needed for the successful start and the realization of communication.

The process of informing itself, by rule contains the following components: bringing before informations about the subject of communication, asking questions and making clear the unclear facts connected to the determined business talk, listening to and looking at the partner and analyzing his reactions, undertaking the corrective measures, unless the process of informing does not carry out in a desirable way.

The important techniques in the process of informing, which should be known and used by communicator and the recipient, in the theory are: techniques for informing the interlocutor and revealing his/hers reactions, techniques for asking questions and techniques of listening to the interlocutor and determination of the relevant data and facts.

All mentioned techniques require the knowledge of bases of psychology of individuals and group, midst which it is desirable that each businessman which communicates to his commitments and cooperators disposes to the basic notes for these communicological and scientific disciplines.

It is elaborated many accesses and techniques in communicology, which can be applied during informing the interlocutor. It is very important to bear that in mind, because the interlocutor reaction depends on the way he/she is informed.

Important and available facts, connected to the certain business talk, should not be brought before the interlocutor during the first meeting. Experience has shown that „opening all the cards“ that are at the disposal may threaten or weaken the negotiating position of the communicator. Something should be left for the next occasions.

All the information's which are at the communicator's disposal and which he/she wants to bring before should not do it at the beginning, and not openly and wholly, but step by step (gradually). Some of them should be placed do sagely and some in the form of „sandwich“. „The method of sandwich“ is used in the situations when an unpleasant information should be brought in front of interlocutor, an information which may oppress, displease and actuate him/her to react negatively. „The method of sandwich“ consists in three phases of interpretation. It is applied in such a way that in the first part of exposition some positive facts are brought in front of the recipient – annotations and/or compliments that will make him/her be in good mood and show that the communicator has nothing against him/her personally. In the second stage of talk, the negative facts, which are the essence of business communication, are presented to the recipient and in the third stage of contact the sober compliments and/or says are put. The third part of talk should show the



recipient that besides the mentioned circumstances (the negative attitude of the communicator on the basic question), the other fields of the potential cooperation may develop in the future period. (Mckenna, C.1998)

Whenever it is possible, oral interpretation should be corroborated by some visual and/or auditive arguments – draws, graphicons, designs, samples, sounds and other displays, by which the interpretation gets on plasticity and persuasion. It should not be especially mentioned that such a way of interpretation:

- causes the amplified attention of the interlocutor,
- enables the interlocutor to realise more easy the note and the essence of the carried out exposition
- abets the interlocutor to be actively included into the negotiating process with greater possibility of the positive result.

The interpretation of the important informations to the interlocutor should not be one sided and unambiguous act of the communicator. During this interpretation, the communicator should permanently and parallel follow the learning and the psychological (emotional) reactions of the recipient to the informations received, and take measures thereat „in walk“ to chanell such reactions in the eligible run.

The behaviour of the business partner is determined by one ore more motives, which leads him to certain activity. That motives can be rational (a wish for a certain social position, a wish for profit, winning a new market, development of the firm). The motives, can also be irrational (a wish for self-assertion, hatred, revenge, etc.)

The greatest number of motives of interlocutor is hidden, i.e. it is not easily perceived. This can be compared to an ice mass – only a small part can be seen, while the biggest is inside, so it can't be noticed. So it is the case with the human. His behavior reveals only a smaller part of his real feelings, while the others are deeply hidden in his psyche, and can be revealed only by attentive watch and analytic research. From these reasons, in business talk, communicator should reveal the motives, that incite the partner not only to behave in a certain way, but also to reveal the intensity of such motives. It is clear that a person with a certain strong motives will behave differently in respect to a person with not such strong motives.

The behavior of the interlocutor in interpersonal communication is determined also with the formed (conscious or unconscious i.e. subconscious) attitudes and prejudices which people has one for another, job they work and organizations for which they work. It is important for communicator to know more such attitudes and prejudices and also to know their nature and functioning in the concrete conversation, so that he would be able to use appropriate approach and methods to direct them for his benefit or at least to avoid and abate their negative influence.

Many recipients in tourism organization for certain reasons won't speak of the true base of their showed attitudes (i.e. which is a real or social motive which incite them to certain behavior), but will rather represent it as, for example, higher social interest, the interest of the company, „the point of principle“, etc. The communicator should, in that case, put efforts, to study and analyze the interlocutor, so that to reveal the motives which



move him. The communicologists, in such case, recommend the following activities with the aim to know better the business partner: listening to and perceiving the revealing signals; the knowledge which comes from various sources about the behaviour of the aimed interlocutor to the other commitments and his colleagues – cooperators; the knowledge of the way of communication of the interlocutor with his superior and inferior partners and cooperators; the knowledge of his personal relation to outside precinct: his family, home, automobile, prestige, personal and all-social property; observing the spontaneous reactions of the interlocutor which reveal him (for example, the way he talks by phone, the way he communicates with the other people, etc).

These all is very important during the first contacts, when we don't know well the interlocutor. Also, it is recommendable to avoid thinking like: „What does he can do? “ ; „This a mule“; „With such an interlocutor I can count on everything possible“, etc.

5.LISTENING TO RECIPIENT

Listening in the business communication is as important as speaking. But, listening by itself has no sense without attention, thinking and remembering. It is a very complex process which includes a various mental function of a human. In the process of listening, informations are learnt, selected, remembered and put forward, and characteristics of the interlocutor are being valued. Also those messages are being „caught“, which are of non – verbal nature (gestures, mime, the modulations of voice, etc).

While we are listening to the interlocutor, we have the possibility to „recast“ and compare the informations, to make conclusions and form attitudes on certain questions. We have time for such operations, as thinking is four time faster than speech. Normally, it can be achieved only in cases when we are, wholly, mentally engaged and concentrated to listening to the interlocutor. So that, it is necessary, not to think about other questions, during the process of listening and to eliminate all not importan, that could preoccupy the attention of the listener.

It is necessary to listen carefully to our interlocutor, because vice versa, he may get the impression that he does not deserve our attention, and that may stop the needed communication. Listening carefully enables understanding well our business partner, which is the base of the successfuk talk. The adequate understanding of attitudes of the interlocutor can be best achieved if we put ourself in his position and imagine going through the situation, he is going through. Also, it is very important, listening to the interlocutor until the end and don't hurry in judging, before he ends his interpretation.

By listening carefully to the interlocutor at the same time it may be achieved, many synergetic effects:

Getting to know the attitude of the interlocutor and the relevant facts and conditions, „from the first source“, which he will, explicitly or implicitly bring out in the direct interpersonal communication.

The correct check of the personal attitudes and informations which we have and which are connected to the interlocutor and the subject of talk and all that if is recipient is



incited to preliminarily, clearly bring out his attitude which is carefully listened to and analyzed.

The satisfying of the rhetorical (speaking) need and the vanity of the interlocutor (which is a big psychological need of many people) in tourism organization, which emotionally empty themselves and socially demonstrate through this speaking. After this speaking demonstration, where they are enabled to express themselves, such persons feel relaxed and satisfied and with that emotionally ready and socially willing for the negotiating saying „yes“ and for positive ending of the finale of the business talk.

Certainly that careful listening includes also careful watching to the interlocutor, because from his gaze, attitude, gestures and other similar expressions of non verbal communication, also can be received the useful informations. It should bear in mind that all the interlocutors can't be easily „read“ by careful watching and listening. Talented and artful negotiators, if they wish, know to represent to the partner falsely, but persuasively in both verbal and non verbal manner and exactly in such way which is diametrically opposite to the true condition and the intentions which are their aim. It is as it is known a characteristic of the foxy politicians and the other propagators, which think one, the other speak, and as third act not in the way they think, nor in the way they speak and their electors and public do not notice that at all. The fact that a leading business talks in the most cases is like leading in politics and that should not be ignored.

6.ARGUMENTATING TO RECIPIENT

Argumentating is a very important sequence of the business talk in tourism organization, in which the communicator or the recipient cites certain proofs (arguments), in a wish to support or change the attitude of the other side. The change of attitude of the other side may be complete (100%, for example), or partial (from 1 – 99%). This depends on the authority of the person which gives the arguments, person to which arguments are disclosed and arguments as they are.

Argumentating may have more aims itself, depending on the type of the scheduled communication. The usual aims of the argumentating are: the formation of preliminary judgement and taking the attitude of the communicator and the recipient of the problem, which is a subject of discussion;

- the change of already formed judgement or taken attitude; the consolidation (strengthening) of the formed or changed opinion, i.e. taken attitude; removing or lessening the communicational opposites, noticed before or during the business talk; critically – positive check of the partner's and our actions and facts; making the way for bringing the clear, concise, partial or complete conclusions; creating the general advantageous base for the final, determining stage of talk – for bringing decisions.

The technique of argumentating may be carried out in more ways. Depending on, if it is applied a so called a) demonstrative argumentation (which is used with an aim to assert something) or b) anti – argumentation (which has for its aim the opposing to the theses and



assertions of the interlocutor), may be used one of the following rhetorical methods, which proved their usage in practice: (Ott, S.J..1989)

THE FUNDAMENTAL METHOD is based on the principle that a direct attitude should be taken towards the interlocutor. Facts and data should be put in front of him, by which his admonitions are belied, among which are (if it is needed) also the concrete numeral assertions (book and statistic data, etc.). With fundamental method, there is no „politization“, the arguments are brought clearly, loudly and energetically.

THE METHOD OF OPPOSITION comes from the aspect that in the interpretation and/or attitude of the interlocutor, by a careful analysis, can always be found certain oppositions, that can be used as an argument in proving our, even opposite attitude. Usual expressions which are used then are: „My attitude is based exactly on your words...“ or „Just as you have said“... etc.

THE METHOD OF MAKING CONCLUSIONS is based on the stabile progressive argumentation (or anti – argumentation) which is done step by step – by which arguments are set forth and by that arguments (attitudes) the arguments of the other side are belied. The classical matrix of such presentation is created by this scheme: „My attitudes are based on the following argumentation – under one...under two...under three...etc.“

THE METHOD OF COMPARISON uses some historical or other analogies (the similar examples from the practice), by which it is asserted the groundedness of our present attitudes, as identical or similar with the set forth (cited). With this type of argumentating, the positive expressions are used oftenly as for example: „Our watches are similar to swiss“, or „We use the original technology of our ancestors, which is 300 years old...“ and so on.

METHOD „YES – BUT“ is a technique of argumentating (or more often anti – argumentating) which is oftenly used in the immediate interpersonal communication. The point of this method is in the fact that negotiator in the first stage of the interperating formally say „yes“ to his interlocutor („Yes, you are right...“), and after – discloses some completely opposite facts („but“) – factually presents fox and takes the opposite attitude.

THE METHOD OF CUTTING comes from the fact that an assertion should be logically divided („cut“) into facts of different groundedness on those: that are possible, that are controversial and that which are impossible and in the further interpretation the accent should be put on the assertions which are impossible, though they are of less importance. In this way the negotiating position of the partner is lessened and he is necessitated to cessions, which he otherwise wouldn't do, if his argument were totally based.

„BOOMERANG METHOD“ is based on a fox tactics through which the arguments of a partner are used against him. This method is oftenly used with joke and humour by system: „As you do, so do I“, or „I do just like you have learnt me“, „I only copy your attitudes“, and so on.

7.THE NEUTRALISING OF PROTEST



The neutralising of protest is a specific phase of business negotiating in tourism organization, which usually comes after mutual informing of the recipients and in which the communicator tells certain attitudes by which it should: strengthen the persuasiveness of his interpretation; to procure and affirm this which is achieved during former talk; to disperse the eventual suspicions and reservations of the interlocutor, which later may easily negatively influence to desirable proceedings of the determined course of communication; to see more deeply and after adequately treat the motives of antagonism and basic attitudes of his partner.

The protests which interlocutor sends his interlocutor may be based on the rational factors and may be the result of certain irrational (psychological, emotional and so on) conditions and feelings with which the grumbler has identified. The communicator should know that – if it is possible to notice that in time – so that the neutralising of the protests would be appropriate to reasons.

The specific problem which communicator meets is protest itself, which may appear in different forms (explicit and implicit) and which should be precisely identified and made clear, so that it could be successfully neutralised.

More different strategies, by which sent protests can be neutralised are elaborated in literature. Some of them are as follows: the rational trial to make clear the emphasized protests; inciting the partner, by a method of asking subquestions, to answer to himself to a set protest, or to get reserved from it; justify to partner and then the continuation of the interpretation on other questions, especially when other set are based; saying the examples from reality (practice), that belie the set protest; energetic opposition to incorrect and scornful protest, etc. Certain techniques has developed from these strategies (methods). They are used for neutralisation of the protests and they are often used in practice. (Stanton, N., 1996).

8. THE „FINALE“ OF BUSINESS CONVERSATION AND TAKING DECISION

The communicationologists consider that the end of talk is a crown of all efforts in realisation of work in tourism organization, for which there is a wish to be achieved and so, to this stage of communication we must pay a special attention. So that the conversation would be successfully ended, it is needed to bear in mind, during the whole course of talk the determined aims of meeting, which are factually also the aims of its last phase.

As basic aims of successful ending of talk may be considered: achievement of the basic or, in the more inauspicious case acceptable reserved (alternate) aim, for which the talk started; creation of the auspicious atmosphere at the end of talk, which will abet later successful communications; inciting the interlocutor to practical actions which are suitable for the communicator; delay, in case of need, of the necessary future contacts with the interlocutor (and his partners), even if the present talk negatively ends; giving the comprehensive, clear and distinct resume of the whole talk – understandable to all present



persons – with the clearly distinguished basic set, so that it not eventually happen that the talk and its results would be differently (wrongly) interpreted.

The end of business talk has certainly its technology of performing, inside which is, with the rest, used the method of taking positive decision as for the communicator, so also for the recipient. It is a very important and sometimes technologically and psychologically complex method and a phase of ending business talk. So, in practice are most oftenly used two approaches:

METHOD OF TAKING DECISION DIRECTLY is achieved in such a way, that communicator directly apply to recipient (recipients) with the request, supplication or appeal to take the decision immediately. In certain cases, this is the best and the shortest way of successful ending of business talk, but in some it is not. Specially, it may be the case, if recipient thinks that it is still not time for the definite deciding or if he thinks that such taking decision is not in his interest – and the proof for that he finds in the insisting of the other side to take decision immendiately.

METHOD OF TAKING DECISION INDIRECTLY is more subtle, and it is used if it is estimated that the direct applying the partner would not give the satisfactory results.

There are four approaches, that are used during the indirect taking the decision:

Hypothetical approach is used in those cases, when the partner is not sure, and when he afraids he would make a mistake, if he agrees with the decision. This method is based on usage of conditional sentences, by which it is made easier to partner to think and decide. Such sentences are for example: „Providing we decide in this way“, „Let’s suppose that...“, „If we accept this option...“, etc.

Taking decision step by step is based on the fact that taking decision is fractionised in several stages, which are then gradually adopted and which total gives the whole at the end.

The alternate modes are in a way similar to above mentioned approach. It is suggested to the interlocutor to take decision, but he must not decide explicitly. After it the talk follows as he agrees silently. In later stages of talk also in other activities the certain operational measures are taken, by which the decision is operationalized and realized. It is written in record the operational tasks for the ancillary attendance, by whose accomplishment, the concrete decision is practically realized, though it is not formally taken in a regulatory assigned procedure. It is came from the attitude that the interlocutor has no might, or that he won’t stop the implementation of the taken decision in this way (silently, not formally).

The key question – „a harmless but crucial question“ – is questioned the interlocutor, so that he would decide more easily. The key questions, for example, may be: „What would you rather choose? What is your conclusion in this case? What is the most appropriate solution for you or for your business system?“, etc. The advantage of a key question is that an interlocutor is incited to a genuine answer. If the communicator led the discussion in the right direction, he may expect that the interlocutor would answer in a positive way. Also, it will actuate him to accept the suggested decision, which is mutually beneficial and which is checked in conversation. (Rouse, M.J., 2002)



9. CONCLUSION

Achieving success in today's workplace in successful tourism organizations is closely tied to the ability of employees and managers to communicate effectively with each other and with people outside the organization. Business conversations are crucial parts of it. Open channels of communication can lead to new ideas and innovation in a number of areas. Employees that understand what's important to their companies can focus on making improvements and spotting opportunities for innovation that can help further success. When employees know their ideas will be sought after, that company leaders will have open minds and be responsive to their feedback, they're more likely to contribute their ideas.

To impress positively the recipient during the business conversation it is necessary: to precisely determine the aims of the talk and the modes to achieve them, to say clearly and concisely the apprehensions and explanations, to name the interlocutor by his name or title if he has it (director, manager, doctor, professor, etc), to keep our eye on the interlocutor, to watch his reactions when we talk about material and suggestions, if it is a talk of greater importance, we should pay a special attention to our looks, to acknowledge the business partner explicitly (openly, clearly) and/or implicitly (in a silent way), that he/she is appreciated and respected, but certainly with taste.

Successful interpersonal communication will lead to strong teamwork and the ability for employees at all levels of the organization to work together to achieve company goals. In addition, effective organizational communication will provide employees the knowledge, structure and positive work environment they need to feel comfortable dealing with conflict and resolving issues effectively and creatively.

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THE ANALYSIS OF TOURISM COMPETITIVENESS OF THE REPUBLIC OF SERBIA AND FORMER YUGOSLAVIAN COUNTRIES

Invited paper

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Abstract: *According to data by the World Tourism Organization (WTO), tourism has been in constant growth for the past few years and it is becoming a highly profitable industry in the world with a high impact on the economic development of each and every country. Tourism plays an extremely important role, not only in the economic and social development of countries, but in people's daily lives. Because of the possibilities and effects it offers, tourism has become a chance for the development of developed, developing, but also of under-developed countries. Current analysis of tourism competitiveness shows that Serbia doesn't stand good on the international and regional tourism market, even though Serbia has a large touristic potential.*

The objective of this paper is to analyze Serbia's tourism competitiveness in comparison to former Yugoslavian countries and point out to the factors which should be improved in order to improve the abovementioned competitiveness.

Key words: *tourism, competitiveness, Serbia*

1. INTRODUCTION

Today, tourism is considered to be an industry which is giving a large contribution to the economic growth and development of global economy. Beside its influence on macroeconomic aggregates and macroeconomic stability, tourism is contributing to the regional and local development of every country, as well as to the reduction of unemployment. Tourism has been known as a potential contributor in economic sector based on long experience of many countries that sustain and improve the national economy through tourism industry (Mansfeld, Winckler, 2008). Şuşu and Bârsan (2009) believe that tourism is "promoting the potential of a country (cultural, historical, folkloric, architectural



etc.)". In the mid-1990s, WTTC (World Travel and Tourism Council) declared tourism the world greatest industrial branch:

- More than 200 million people are directly or indirectly employed in tourism which is, if expressed in percentages, more than 10% of total world labor.
- Tourism produces more than 10% of total GDP (Tomka, 2012).

According to UNWTO¹⁰, tourism has made a continuous growth in the past six decades and it became the fastest growing economic sector in the world. "Tourism analysts foresee that by the end of 2030 the share of those who travel to foreign countries as tourists in comparison to the total number of world's population will reach 14.1%, which can hardly be achieved by any other economic branch" (Vujovic et al, 2011). Given that the tourism sector is today recognized as an important sector for economic growth and development, economies of under-developed and insufficiently developed countries are striving to be actively involved in contemporary tourism streams. Aside from increasing macroeconomic stability, tourism enables faster regional and local development, as well as an increase in employment, both in developed touristic locations and in undeveloped areas in which there is a potential for tourism development (Kovacevic, Vujicic, Nikitovic), hence we should invest in its development and competitiveness. According to the WEF's report (World Economic Forum) on travel and tourism competitiveness in 2015, Serbia took the 95th place among 141 country, while on a regional level it took the 35th place. With its 95th place, Serbia is the worst ranked country in comparison to former Yugoslavian countries because, according to this report, Croatia took the 33rd place, Slovenia 39th, Montenegro 67th, Macedonia 82nd, while research for 2015 wasn't carried out in Bosnia and Herzegovina.

2. LITERATURE REVIEW

Today, competitiveness represents one of the basic conditions for surviving on the market. International tourism market is full of competitors, so the countries doing business on it are forced to constantly seek ways to satisfy their customers. Cimat and Bahar (2003) believe that competition between popular tourist destinations increases the efforts made to establish competitive advantage.

Hassan (2000) defines destination competitiveness as the ability of a destination to create and integrate value-added products that sustain its resources while maintaining market position relative to its major competitors.

According to data by UNWTO (World Tourism Organization), in 1950 the top 15 tourist destinations attracted almost all tourists from the total number in the world (98%) and after 60 years that percent has been reduced to 57% (UNWTO, 2008).

In 2007, the World Economic Forum defined the Travel and Tourism Competitiveness Index (TTCI) for national economies for the sake of assessing the achieved level of competitiveness of the travel and tourism sector at the international level.

¹⁰ *Policy and Practice for Global Tourism, UNWTO, Madrid 2011.*

It contains 14 pillars of competitiveness: 1) policy rules and regulations, 2) environmental sustainability, 3) safety and security, 4) health and hygiene, 5) prioritization of travel and tourism, 6) air traffic infrastructure, 7) ground traffic infrastructure, 8) tourism infrastructure, 9) ICT infrastructure, 10) price competitiveness, 11) human resources, 12) affinities to travel and tourism, 13) natural resources, 14) cultural resources (www.weforum.org/pdf/TTCR09/Rankings.pdf) In the period from 2007 to 2015, Travel and Tourism Competitiveness Index consisted of three sub-indices (figure 1):

1. Sub-index of the regulatory framework of tourism and travel
 2. Sub-index of the business environment and travel and tourism infrastructure
 3. Sub-index of human, cultural and natural resources
- but they altered it in 2015.

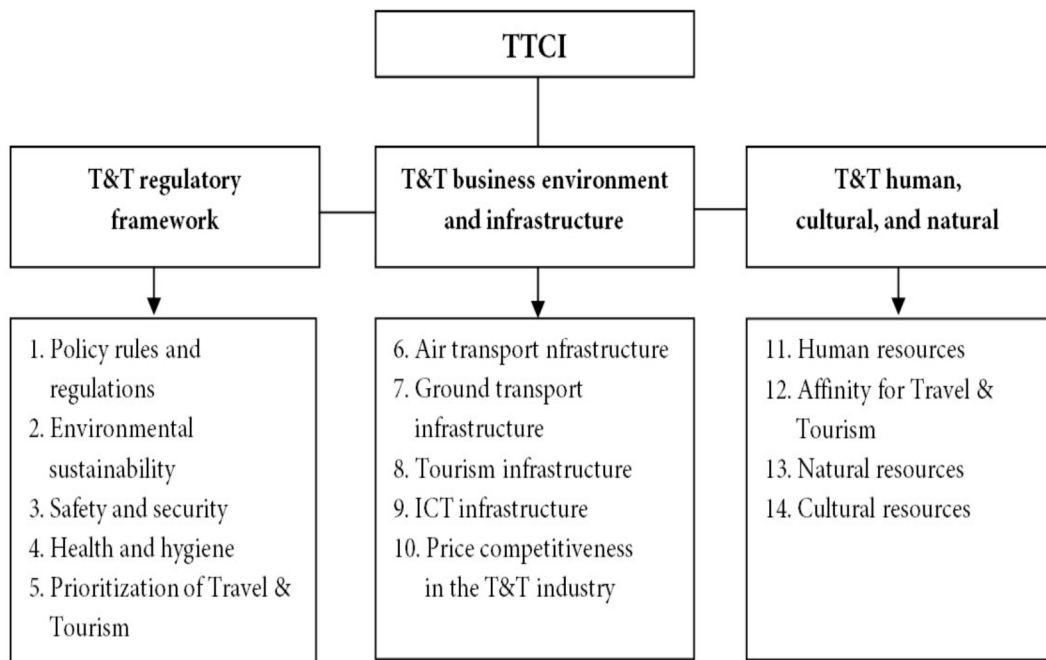


Figure 1. The Travel & Tourism Competitiveness Index (TTCI)

In figure 1, we can see the index content according to the methodology used until 2015 in which there were three sub-indices. However, in 2015 the Report on Travel and Tourism Competitiveness Index introduced new methodology according to which 14 pillars of competitiveness stayed the same, but the new methodology relies on a larger set of indicators and optimizes the allocation of variables to form a cleaner structure.

The availability of new data significantly drove the changes in how the 14 pillars are measured. Overall, the new methodology uses more indicators (90 instead of 79), of which

two thirds are statistical and one third are data from the Executive Opinion Survey. In the Report from 2015, these 14 pillars of competitiveness are sorted into 4 sub-indices:

1. Enabling environment (Business Environment, Safety and Security, Health and Hygiene, Human Resources and Labor Market, ICT Readiness)
2. T&T Policy and Enabling Conditions (Prioritization of Travel and Tourism, International Openness, Price Competitiveness, Environmental Sustainability)
3. Infrastructure (Air Transport Infrastructure, Ground and Port Infrastructure, Tourist Service Infrastructure)
4. Natural and Cultural Resources (Natural Resources, Cultural Resources and Business Travel)

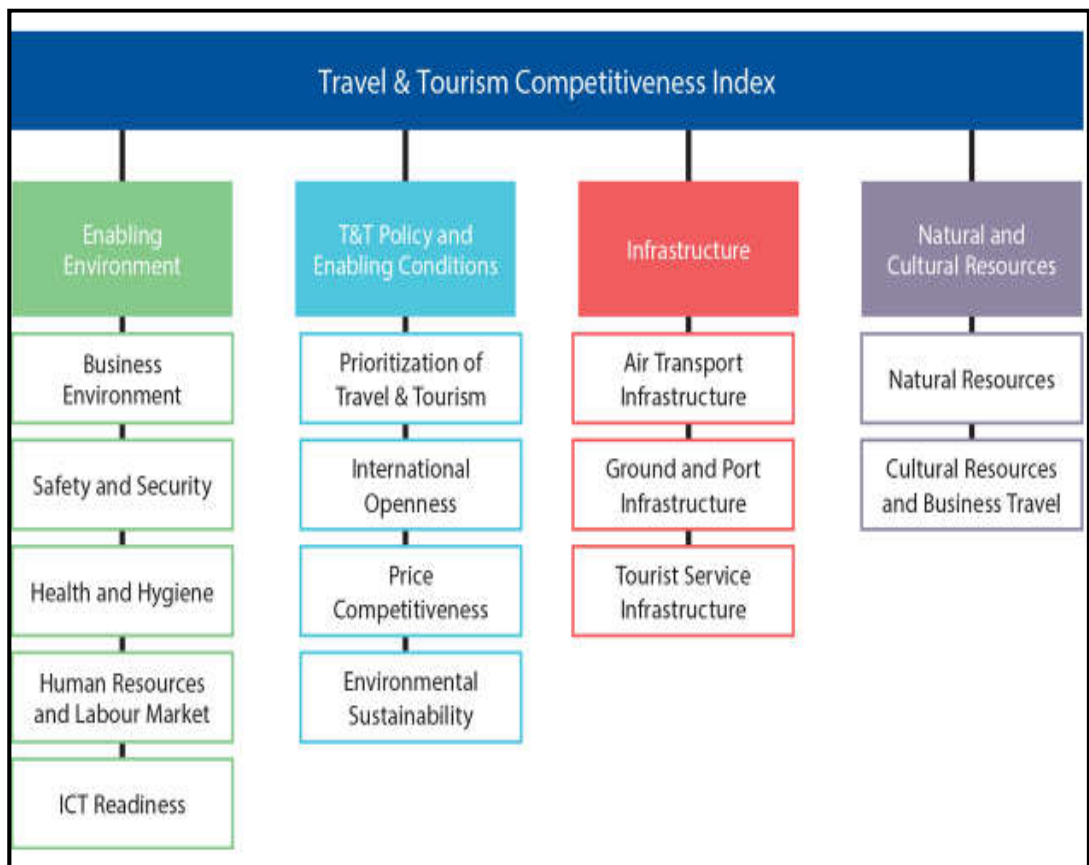


Figure 2. The Travel & Tourism Competitiveness Index (TTCI)-2015

Source: <http://reports.weforum.org/travel-and-tourism-competitiveness-report-2015/the-travel-tourism-competitiveness-index/>



The purpose of this index, which is published every other year, is to identify the most important factors for the competitiveness of travel and tourism sector, by enabling the gaining of grounds for conducting the policy of tourism development at the national level.

The significance of certain factors varies depending on whether a country is developed or not. The analysis of TTCI can be significant for the clarification of certain country's strengths, weaknesses, opportunities and threats for further tourism development (Jovanovic, Djekic, Ilic, 2009).

3. ANALYSIS OF SERBIA'S TOURISM COMPETITIVENESS INDEX

Since 2007, when the Travel and Tourism Competitiveness Index was set, the position of Serbia has varied from year to year. Serbia has been in this index since 2008, while in 2007 the competitiveness of Serbia and Montenegro as a union was assessed. Index value was the lowest in 2015, i.e. in the last assessed year, when Serbia took the 95th place in the world (out of 141 country) and 35th place in Europe (out of 37 countries) (Table 1). Only Albania and Moldavia had poorer ranking than Serbia.

Table 1: Competitiveness of Serbia, TTCI – global and European level

Indicators	Year 2008	Year 2009	Year 2011	Year 2013	Year 2015
TTCI	3,76	3,71	3,85	3,78	3,34
World ranking	78/130	88/133	82/133	89/140	95/141
Europe ranking	37/42	38/42	38/42	40/42	35/37

Source: *The Travel & Tourism Competitiveness Report, 2008/2009/ 2011/2013/2015*,
http://www3.weforum.org/docs/WEF_TT_Competitiveness_Report_2013.pdf,
http://www3.weforum.org/docs/TT15/WEF_Global_Travel&Tourism_Report_2015.pdf

In 2015, Serbia got the highest marks for health and hygiene (6.04) (the lowest mark being 1 and the highest 7), for safety and security (5.46), for price competitiveness (4.56). The lowest marks were for the availability of cultural resources and business travel (1.61), for the availability of natural resources and development of tourist open-air activities (1.90), and for air transport infrastructure (2.13) (Figure 3).



By comparing Serbia's marks from the 2015 Report to marks from previous years (2009-2013), we can see that in some pillars Serbia has made progress, while in some others, it has worsened its position (Figure 4).

	Rank (out of 141)	Score (1–7)
Travel & Tourism Competitiveness Index	95	3.34
Enabling Environment	67	4.72
Business Environment.....	133.....	3.38
Safety and Security.....	59.....	5.46
Health and Hygiene.....	38.....	6.04
Human Resources and Labour Market.....	89.....	4.29
ICT Readiness.....	56.....	4.45
T&T Policy and Enabling Conditions	113	3.71
Prioritization of Travel & Tourism.....	113.....	3.83
International Openness.....	101.....	2.39
Price Competitiveness.....	78.....	4.56
Environmental Sustainability.....	72.....	4.08
Infrastructure	81	3.19
Air Transport Infrastructure.....	102.....	2.13
Ground and Port Infrastructure.....	98.....	2.95
Tourist Service Infrastructure.....	63.....	4.50
Natural and Cultural Resources	122	1.75
Natural Resources.....	135.....	1.90
Cultural Resources and Business Travel.....	67.....	1.61

Figure 3: Serbia-The Travel & Tourism Competitiveness Index

Source: WEF, Travel and Tourism Competitiveness Report 2015

	2013	2011	2009	2008	Rank
TOTAL INDEX	89	82	88	78	
REGULATORY FRAMEWORK	74	67	78	73	
1. developmental policy and regulatory streams	103	68	67	59	
2. environmental sustainability	115	124	127	128	
3. safety and security	55	66	85	76	
4. health and hygiene	46	41	44	46	
5. prioritization of tourism	108	105	119	114	
BUSINESS ENVIRONMENT AND INFRASTRUCTURE	81	84	80	72	
6. air traffic infrastructure	110	111	105	92	
7. ground traffic infrastructure	117	115	91	86	
8. tourism supra-structure	56	49	58	52	
9. ICT infrastructure	49	62	63	57	
10. price competitiveness in tourism	119	118	90	82	
NATURAL, CULTURAL AND HUMAN RESOURCES	109	94	96	88	
1. human resources	94	76	54	45	
2. affinities for tourism	104	66	83	98	
3. natural resources	131	123	126	112	
4. cultural resources	65	59	64	52	

Figure 4: Key competitiveness indicators of Serbia's tourism (2008-2013)

Source: Analysis based on the Report WEF T & TCI: 2013, 2011, 2009, 2008 (Blanke, Chiesa, 2013, 2011, 2009, 2008)

By comparing reports from previous years, from 2008 to 2013, we can see that price competitiveness in tourism, ground traffic infrastructure and environmental sustainability got the lowest marks, while the best marked indicators were health and hygiene, ICT infrastructure, safety and security and tourist supra-structure. As we have seen from the 2015 Report, Serbia got the lowest marks for the availability of cultural resources and business travel, for the availability of natural resources and development of tourist open-air activities, and for air traffic infrastructure (2.13).

4. FORMER YUGOSLAVIAN COUNTRIES' TOURISM COMPETITIVENESS INDEX

By analyzing the index of tourism competitiveness of former Yugoslavian countries in comparison to Serbia, we can see that in the period from 2008 to 2015, some of the countries made progress, while others, like Serbia, were poorly ranked. Table 2 shows tourism competitiveness index of former Yugoslavian countries in the period from 2008 to 2015.

Table 2: Tourism competitiveness index of the observed countries in the period from 2008 to 2015.

Country Year	Slovenia	Croatia	B&H	Montenegro	Serbia	Macedonia
2008	4,49	4,59	3,45	4,15	3,76	3,68
2009	4,53	4,54	3,44	4,29	3,71	3,81
2011	4,64	4,61	3,63	4,56	3,85	3,96
2013	4,58	4,59	3,78	4,50	3,78	3,98
2015	4,17	4,30	/	3,75	3,34	3,50

Source: Authors' calculation from The Travel & Tourism Competitiveness Report, 2008/2009/ 2011/2013/2015 (WEF)

Table 3: Ranking of countries according to the tourism competitiveness index in the period from 2008 to 2015.

Year/Number of countries	Slovenia	Croatia	B&H	Montenegro	Serbia	Macedonia
2008/130	36	34	105	59	78	83
2009/133	35	34	107	52	88	80
2011/133	33	34	97	36	82	76
2013/140	36	35	90	40	89	75
2015/141	39	33	/	67	95	82

Source: Authors' calculation from The Travel & Tourism Competitiveness Report, 2008/2009/ 2011/2013/2015 (WEF)



Based on table 2, we can come to a conclusion that in 2008 TTCI values for the observed countries ranged from 4.59 to 3.45 and that in this group of countries the highest ranked country was Croatia, while Serbia had the *competitiveness index* (TTCI) of 3.76, which placed it on the 78th place in the world (out of 130 countries), while in Europe it reached place 37 (out of 42 countries).

In 2009, Serbia recorded a decline and took the 88th place (out of 133 countries), and 38th place in Europe (out of 42 countries). In 2011, the trend of value decline stopped and all countries recorded a TTCI value increase. In that year, the best ranked country from the observed group of countries was Slovenia (33rd), and Bosnia and Herzegovina had the worst position (97th). According to this year's Report, Serbia has improved both its TTCI values and its place on the ranking list. In 2013, Serbia recorded an index decline which continued to 2015, when it took the 95th place and was the poorest ranked country of all former Yugoslavian countries.

4. DISCUSSION

The World Economic Forum points out that countries that were ranked above the 50th place can be considered globally competitive tourist destinations. The position of Serbia is alarming because, as stated according to the World Economic Forum research from 2015, Serbia took the 95th place in the competition with 141 country. The analysis of tourism competitiveness index should enable those responsible for the development of tourism in Serbia to identify major competitive advantages and disadvantages and, based on that, carry out the improvement of tourism competitiveness, and if possible, the elimination of weaknesses. Given the fact that bad indicators were separated, i.e. indicators that got the lowest mark in the tourism competitiveness index, we should work on their improvement because that's the only way to improve tourism growth and at the same time economic development of the country.

5. CONCLUSION

Day by day, tourism is becoming a highly important factor of economic development of many countries. It consists of a series of economic and non-economic activities and it is one of the most profitable industries in the world, hence it is evident why all countries, including Serbia, are making efforts to take the adequate place both on the European and global tourism market. However, by analyzing competitiveness of Serbia in comparison to former Yugoslavian countries, it can be concluded that Serbia has to make a lot of effort to improve its position and create a unique identity. Possibilities for that exist because Serbia has a long history, it is placed near the traditional tourism markets, and it owns a versatile tourist offer and good natural resources.



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IMPLEMENTATION OF CRM CONCEPT IN TOURSIM

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***Abstract:** Developing long-term relationships with service users is the main goal of implementation of CRM concept in the field of tourism. Continuously collection of information about the needs and wishes of service users and adapting the travel arrangements is a key prerequisite for winning loyalty. Implementation of CRM strategy leads to the modernization of operations, cost savings and improving competitive position in the market. Orientation to services, courtesy and professionalism determine customer satisfaction. A satisfied client is the best advertisement for any company in the tourism industry. In modern conditions of tough competition in the market, application of CRM concept has gained the status of an important predictor of survival tourism enterprises.*

***Keywords:** CRM, tourism, service user, satisfaction, loyalty*

1. INTRODUCTION

Implementation of CRM strategy, together with the application of information technology, has the status of an inevitable mechanism of functioning of any tourism enterprise market, where the conditions of competition have to fight to retain existing and attract new users of services. The great challenge is to simplify the processes that influence customer loyalty, customer service and quality management. There are growing demands that the client is seen as an individual whose needs it is necessary to adapt the tourism product.

The development of interaction with the users, based on an analysis of their habits and understanding of the needs, is a very essential to achieve and maintain competitiveness in the market. It is important to place information that are short, clear, inspiring and unique. Tourists require personalization, and because of that tourism enterprises use combination of CRM concept and IT to can devote care to each client individually. Marketing activities through social networks, customized content, clear and simple communication and just-in-time moves are a winning combination for the success of tourism enterprises.

2. DEFINITION AND IMPORTANCE OF CRM CONCEPT IN TOURISM

Travel companies, in a highly competitive market, are under great pressure and forced to maximize the effort and the effort to ensure their survival and maintain the existing position. Service users have the power and uniqueness of the tourism offer is a



key prerequisite for winning their loyalty. Tourists are aware of all the alternatives that are available to them and their demands increase daily. The real challenge is to offer tourists a unique tourism product. The tourism product is composed of a large number of tourist services provided by the different actors in the value chain: visitors accommodation services, catering services, passenger transport, rental services of transport equipment, services of travel agencies and other reservation services, cultural services, sports and recreational services and a whole range of other products and services. (Veljković, S.; 2015)

Intensifying competition and the uncertainty in the market has led to efforts to strengthen tourism enterprises to find ways to establish and develop communication with service users. Communication plays an important role, not only in the organization of management, but also in marketing. (Mountiho, L. 2000.) Managers recognize the necessity of certain tactics and strategies for a successful struggle with the challenge of winning customer loyalty, which directly affect their livelihoods. Thus, the marketing change from mass marketing to marketing to the center of debate puts users of tourist services, its requirements and needs.

Tourism is characterized by its resemblance to offer tourism businesses offer a real challenge to differentiate against the competition. The implementation of the concept of CRM is essential for success in this challenge. The importance of CRM for business development and confirmation of all the above gives Joplin statement: "far from being a fad, it can be said that the most important CRM strategy, which needs to develop any organization that intends to stay in business." (Luck, D.; 2009.)

The importance of the implementation of CRM concept has been the subject of research by many authors over the last two decades. It is a strategy that is calling its evolution with a flourishing information technology. It puts the spotlight on the requirements and needs of service users and stresses the importance of awareness of the same. Companies must be prepared to adapt, taking initiatives and continuous innovation. Service users require constant care and the award is gaining their loyalty. Loyal users are the greatest wealth of any tourism enterprise.

CRM concept in scientific circles is defined in different ways. The essence of the definition is the same and indicates that this is an activity that is aimed at increasing corporate profits, while achieving customer satisfaction (service users) and to ensure their loyalty. It is actually a "strategic approach that enables organizations to use internal resources (ie. technology, people and processes) to manage customers throughout their life cycle, in order to create competitive advantage and improve organizational performance." (Abdul, A. M.; 2012.)

Establishing strong relationships with service users is the main objective of introducing and implementing the CRM concept. Constant interaction with users and collect information on their requirements and needs is the basis for the personalization of supply and achieving customer satisfaction. Hotel companies, for example, respected the principle "a satisfied customer is the best customer", and recognition of this principle emphasizes the importance of developing and strengthening relations between the hotel



guest-hotel. Implementation of CRM concept in hotel companies requires constant interaction with the guests with the aim of reviewing their specific demands, expectations and perceptions about the quality of hotel services. (Dombrowski, M. R.; 2010.) By gathering information on the requirements, expectations and perceptions of service users, hotel managers gain insight into their strengths and weaknesses in service provision. The aim is to eliminate the deficiencies, improve service quality and meet customer expectations. At the same time it is very important that service users voice their opinions, provide comments and see them organization respects and honors their opinions. Thus gained the trust, the trust is the basis for gaining loyalty, and loyalty is the main prerequisite profitability of any hotel company.

Author Swift has repeatedly pointed to the multiple benefits of implementing CRM concept: 1) reduce the cost of attracting new customers (clients), 2) it is not necessary to attract large number of customers (clients) in order to maintain the business, 3) reduction of selling expenses 4) increase the profitability of customers (clients) and 5) win over the loyalty of customers (clients). (Amoako, G.; 2012.) Travel companies previously listed benefits generated by direct CRM technology to the management of interactions with the customer service, to ensure that data used in different types of business applications. Efficient and effective CRM is actually a repetition of good experiences through technology. The most successful tourist companies are those that through innovation and a focus on business efficiency break the mold of traditional business thinking, focusing on the development long-term relationships with service users.

3. REQUIREMENTS FOR SUCCESSFUL IMPLEMENTATION CRM CONCEPT IN TOURISM

The introduction of CRM concept in the tourism sector is very complex and lengthy process, whose success is conditioned by fulfillment of the following preconditions (Figure 1): 1) orientation to service users, 2) orientation to the organization, 3) knowledge management and 4) the application of technology. (Abdul, A. M.; 2012.) Each of the above listed preconditions have an important impact on the generation of benefits from the implementation of CRM, and consequently on the profitability of tourism enterprises. From their fulfillment depends on the ability of marketing planning of tourism enterprises and the ability to deploy marketing. Previously listed assumptions also determine the financial perspective of tourism enterprises, tourism services user perspective, internal processes perspective and learning/growth.

Orientation to service users is the core of the implementation of CRM strategies in tourism. The aim is to create a sense of service users that the offer is not addressed to them. Personalization is achieved by the use of technologies that allow the web server, based on all the information in its possession about the user, decide what it is that suits their needs. Its application can be achieved by building a good business climate and process oriented to users, all at an affordable price and available resources. It is important to note that CRM

is a software solution and set of knowledge and skills that will enable the tourist business as complete utilization of all interactions with customers in order to increase profitability. (Ilić, K. 2015)

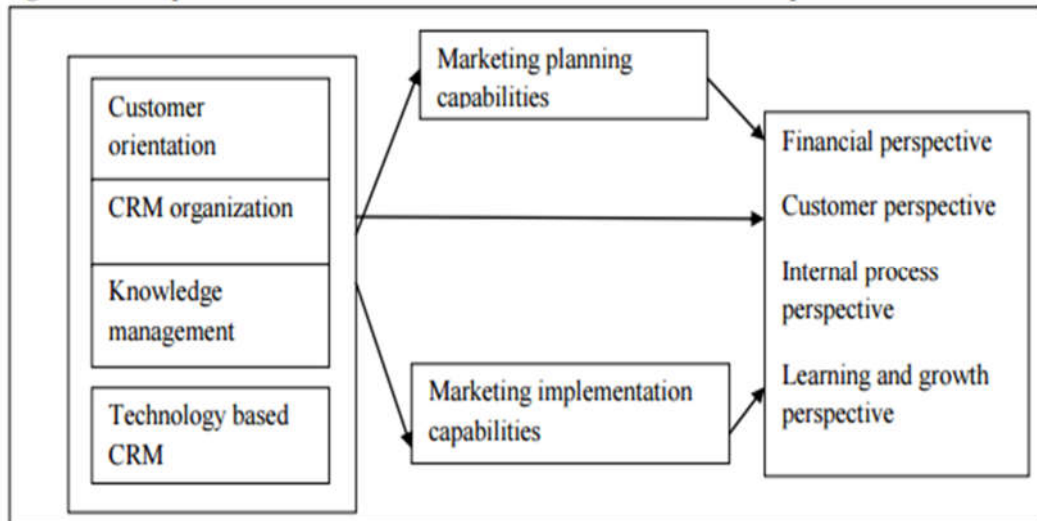


Figure 1. *The prerequisites for successful implementation of CRM concept*

Efficient and effective implementation of CRM strategy requires the implementation of organizational changes, primarily the adjustment of the working environment and employee behavior change. This is primarily related to the training of employees and their teamwork. The application of the concept of CRM requires certain skills and commitment of every employee, their training, and changes the way of thinking and adapting to the new way of doing business. (Vorhies, D. W.; 2005.) Thus, it is not enough just application of technology, but also the human factor must play a significant role.

Knowledge management as a prerequisite for the successful implementation of CRM concept involves intensive collection of information on the requirements, needs and attitudes of users of services, with the aim of making personalization and offers accordingly. Travel companies invest substantial financial resources in gathering information. Practice has shown that the hotel companies that invest in collecting information advantage over those that do not invest because of the customization options bid. However, all this would not be possible without technology and technological achievements, which have the status of the following essential prerequisites of effective implementation of CRM strategy.

Technology is changing and progressing very rapidly and customer needs, which are an important element, which should be maintained at a high level. Each individual has specific needs, habits and certain expectations for their money, so that tourism businesses need to ensure the right offer. With the expansion of technology, especially the development of the Internet and the possibilities for creating a database, establishes a two-

way communication between tourism enterprises on the one hand, and service users, on the other side. (<http://eprints.bournemouth.ac.uk/>) The establishment of two-way communication is the basis for establishing long-term relationships and winning customer loyalty.

4. COMBINED APPLICATION OF CRM CONCEPT AND INFORMATION TECHNOLOGIES IN TOURISM SECTOR

The users of tourist services are becoming more aware of the power they have, making them more demanding. Demanding users is a result of increased education, high availability of information and continuous development of information technology. Thanks to the evolution of IT has facilitated communication and flow of information many times faster.

Information technologies have the status of the most important marketing tools tourism services. The combined use of CRM concepts and information technology in the tourism sector has led to the development of e-CRM concept that has the status of a business strategy to support the programming tools and web technologies (Figure 2). The aim of the implementation of e-CRM concept is to establish and maintain mutually beneficial relationships with service users.

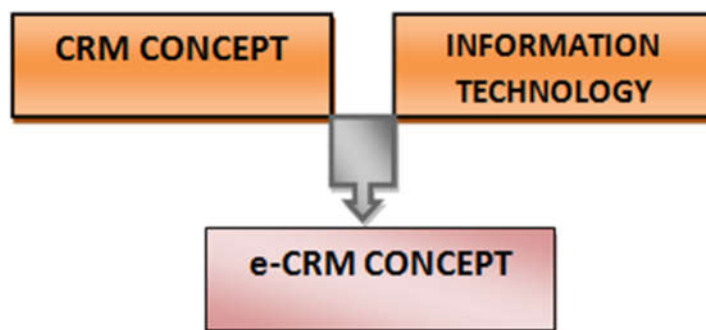


Figure 2. Determinants of e-CRM concept

Different interests and preferences of the users of tourist services can be revealed only by establishing two-way communication that requires: 1) developing a CRM strategy, 2) the choice and implementation of solutions offered by information technology, 3) establishing and maintaining database and 4) formulating a strategy to retain and attract users a favor. Information technologies are the basis of modern marketing communications. Businesses in the tourism and hotel industry are trying to connect users of tourist services with as many channels of communication and to encourage them to share their experiences and attitudes. (Shanmugasundaram, S. (2008.)



With the development of the Internet and its increasing presence in everyday life has made a real revolution in all industrial sectors, including tourism. Possibility of booking through a personal computer and the Internet has the status of one of the most revolutionary changes in the industry tourism, thanks to which the time saved required the purchase of services, while reducing paperwork. Tourism companies, after these innovations, doing more to invest in the development of information technology. Practice has shown that these companies achieved much higher profits and compared to those that have neglected this item in your business. (Louviers, P.,2003.)

Many tourism organizations have recognized the Internet as a tool for improving relationships with their customers and increase the level of personalization offers. Successfully maintaining links with service users is best when there is constant interaction, such as a connection over the Internet. In this way establishes successfully create value for the client, with minimal effort. That is why it got the status of implementation of e-CRM base concept in tourism.

Use of the Internet in the tourism sector is indispensable in modern business conditions, because tourists are increasingly using the Internet and websites for information. It is therefore important in this area to be one step ahead of the competition. Innovation of tourist destinations, in this area, is increasingly becoming an imperative for their survival. For all tourism enterprises site is a means of strengthening the marketing and way of attracting clients (users of tourist services). World Wide Web has the status of one of the most important sources of information about travel. It is a means of strengthening the marketing and communication with potential service users.

Successful interaction with service users over the Internet requires mutual alignment of several organized elements: 1) adjustment of the site, 2) multimedia, 3) provisions, 4) adaptation of the product, 5) support and 6) user forums. (King, B.; 2016) The site is the place where the service user at all times be provided with all the necessary information (news, offers, campaigns ...) with the possibility of booking and electronic payments trip. The following elements are essential to adapt the product (special food, non-smoking room), and support relating to interact with staff vacation object for the purpose of filing an appeal, ask questions and solve all problems. In addition, it also includes organizing forums and multimedia, and information about destinations using display images, sound and other methods by which establishes a visual experience. These are some of the most important functions that may affect the customer satisfaction, gaining their loyalty and achieve the greatest possible profit. It is important to note that the previously listed functions must go to each other because of a collapse may come to a complete change in the whole system.

Social networks, in modern business conditions, are identified as the most important Internet marketing tool in the tourism and hotel industry. Businesses in the tourism and hospitality industry are increasingly began to integrate social network with other channels of communication in order to provide proactive services to clients. Facebook and YouTube have the status of the most-used Internet marketing media in the tourism sector. Using



these tools is achieved by establishing two-way communication between the customer and tourist industry.

The results showed that that the use of video content the most effective way of promoting tourism products. It was found that companies that use video content is around 50% higher revenues compared to those that do not use the same. Experts point out that every bidder has an average of 56 seconds for the marketing message interested site visitors, where video plays an important role. (<http://www.youthnow.rs/e-turizam-konferencija-pomera-granice/>) Video does not need to be expensive and professional done so as not to remind the publicity, but it is necessary to be clear, short and interesting. YouTube is the second largest search engine after Google, and has about a billion users, which is the best proof of the character of video content for offer differentiation against the competition, and therefore the achievement of successful business results.

It can be concluded that e-CRM is a business strategy that involves interaction with all users of services through electronic channels. This is a business strategy oriented to the service that puts into focus the all tourist companies and destinations. E-CRM is based on online ordering, e-mail and knowledge bases that can be used to generate a profile, personalized service, generate automatic replies to e-mail, and automated support. (Midovska, M., 2015) Information technology allows the tourist company that works to increase the personalization of customer relationships because it is possible to send personal messages to users to adapt products and thereby affect the building of their relationship.

5. WEB SITE AS A TOOL FOR THE IMPLEMENTATION OF E-CRM CONCEPT IN TOURISM

During the 90s web site becomes indispensable means of communicating company with its customers. The original role of these websites was for informational purposes only. Significant role was disabled because, then, the technology is not yet developed, less developed flow rate of the Internet, as well as the non-existence of modern reservation systems, as they are today in use. Today, however, the situation has dramatically changed. Internet speed in almost all over the world have increased manifold. The emergence of broadband Internet is no longer an exception, but all the more realistic occurrence in all continents. It is obvious that changes in the technology used, but also an increasing number of digital replaces analogue lines, and there is a diversification in the forms of Internet access.

Exiting the network, hotel companies realize multiple benefits. Among the many, unable to extract some meaningful, such as: 1) direct contact with many customers, 2) avoiding intermediaries, 3) for marketing benefits and 4) connection offers. (<http://www.digitravel.info/ecrm-tehnologije-u-hotelijerstvu/>)

Direct contact with companies in the turbulent environment is a very important opportunity, which could not be imagined before the development of information



technology. Today large companies, both in the world of tourism and hospitality, and other industries have a database of its users and thus acquire insight into consumer habits and satisfaction or dissatisfaction of their clients. (Mastorakis, G.; 2015) This kind of business management based on the often expressed concepts of CRM and TQM.

Avoiding a broker is another important feature, or advantage that brings information technology in business. Traditionally, the management of hotels and accommodation facilities sold before the advent of the Internet as a sales channel, depended to a great extent from a broker who worked selling package deals in the places of residence of clients. Today, the situation has changed considerably, as purchasers or users of hotel services are capable to reserve hotel rooms via the Internet.

The third option, which appears as a result of the development of information technology is the use of the same technology for the purposes marketing activities. The major benefit that has become possible thanks to the Internet and web sites is the possibility that customers receive information on location, its appearance, layout of rooms and any other relevant issues.

Connecting offer is another possibility that brings Internet penetration and information technology. Large companies, such as large hotel chains, have a large number of brands that we can now offer in one place. In addition, some supporting services such as rental cars can be found in the accompanying offer which significantly simplifies the search web site and allows the user to make the best possible decision.

Differences in the concept and design of web sites are best expressed when comparing the large hotel chains with smaller hotels, as evidenced by web sites "Intercontinental Hotels Group" and the "Grand" on Kopaonik Mountain ("MK Mountain Resort"). As a large hotel chain that has a huge number hotel units, "Intercontinental hotels Group" created "web site (Figure 3) as well as global search engine, which in the shortest period of time should offer hotel accommodation in the required place. (<http://www.ihg.com/>) On the other hand, smaller hotels, like the hotel "Grand" (Figure 4) do not use sufficiently the advantages of information technology, and establish their online presence on classical informative basis. (<http://mkresort.com/page/grand-hotel-spa-o-hotelu>) This lack occurs in the majority of hotel companies and is subject to different marketing researches.

In addition to these major differences, comparative analysis of the websites mentioned above has shown that websites of large hotel chains include some benefits of information technology that smaller hotels could use. One such drawback is the lack of feedback in the form of a questionnaire about the quality of the website. This questionnaire is on the pages of all major hotel chains, a posting on its site can be of great benefit.

Other specific difference of these hotels is the lack of promotional activities in the form of club regulars. While large hotels foreground prize nights or merchandise prizes that visitors can win, small hotels do not possess such marketing activities, thus losing the ability to create loyalty by users of the hotel.



Figure 3. Web site of „Intercontinental Hotels Group“

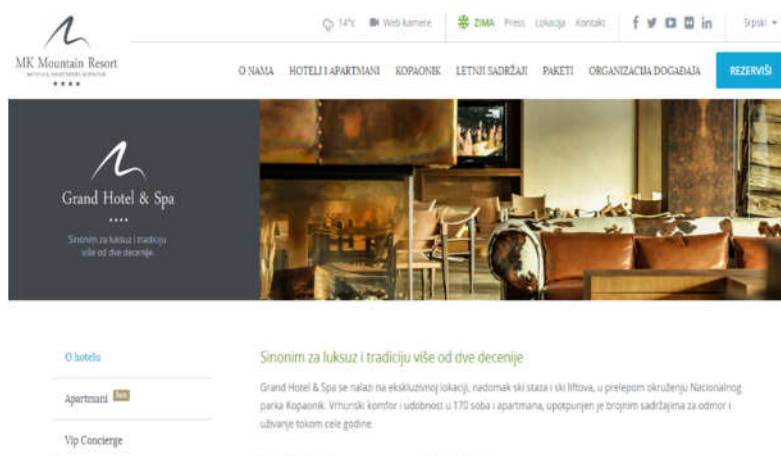


Figure 4. Web site of hotel „Grand“ Kopaonik

In addition to these, the most important, defects, could be given another one that offers certain promotional opportunities, and that small hotels are not yet included in their offer. It is a development platform for mobile devices (IOS or Android), which represent a simpler form of web sites, which all large international companies, including those in the hotel industry have. All major hotel chains on their official websites have a link for downloading these applications, making it easier to use the website via mobile phones and other mobile devices. It is indisputable that these platforms needed more large chains that offer the option of booking the hotel capacity on the fly, anywhere in the world. However, to create such applications is not a big expense, but it may bring some promotional benefits, smaller hotels should consider implementing them as part of their marketing activities.



Apart from these minor differences, hotel companies usually have a more or less identical content on their sites, which is the result of many years of successful business practices of large hotel companies that are pioneers integration of information technology in the hospitality industry, as well as benchmarking of their associates. It remains to be seen whether the future will bring more significant involvement booking systems into the business of small hotels and their websites will continue to be carried out solely for informational - marketing function.

6. SOCIAL MEDIA AS A TOOL FOR THE IMPLEMENTATION OF E-CRM CONCEPT IN TOURISM

Social networks have brought a revolution in marketing the tourism sector because the content on their site affects the marketing and public relations, and in a positive and in a negative way. They also affect the relationship between supply and demand in the tourism industry because they enable direct communication between a tourist destination and a visitor through the Internet. In the modern business environment, any serious tourism brand must not neglect this channel CRM implementation concept.

Facebook, Twitter and Instagram, along with the website, have the status of the most important tools to communicate with users of tourist services. Previously listed social networks have a major impact on the success of the implementation of e-CRM concept as a useful tool for building close relationships with buyers of tourism products. It is a simple tools that allow service users to initiate a dialogue with the tourism brand by leaving a comment. Practice has shown that users are most often seek information about new offers and discounts.

Social networks are the ones that bring guests tourist brands. They are an important tool for market research and gather information on the interests and wishes of existing and potential customers. It is very important that the tourist and hotel companies listen to the demands and needs of service users because it is the only way to personalize offers and differentiate against the competition. You should always respond to the comments of social network users (even negative comments) because it is open access to the best way to expand sharing post which stimulate the exchange of opinions and experiences among users of social networks.

Tourist destinations are known for having built its image on stories. The most common, with hashtags social networks encourage users to publish photos from that will, along with an interesting narration, to participate in the contest and win prizes (Figure 5). (<http://www.inpublic.hr/>) At the same time encourage them to delight their accommodation, food and service express hashtags. Visual evidence is experiencing very important because it conveys positive experience and is an important means of attracting new guests.

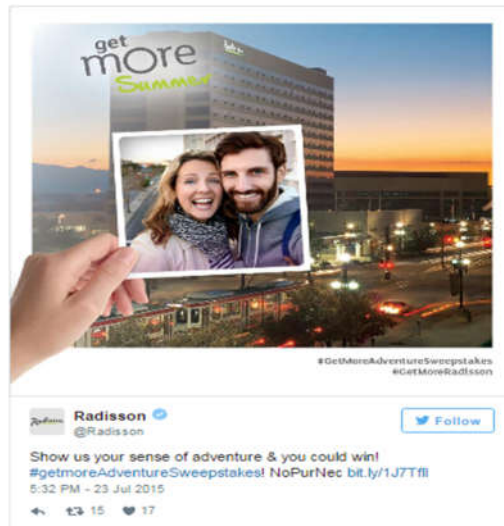


Figure 5. Photo competition as a means of establishing interaction with users of social networks

The fact is that modern technology more than ever part of our trip, from planning to summarize the impressions and storing memories. Thanks to smartphones and social networks are connected with friends before, during and after the trip by exchanging experiences, tips and ideas. This is why the online market was the subject of numerous research agencies. The results confirmed the importance of the Internet and social networks to establish and develop long-term relationships with users of tourist services: (<http://www.travelmagazine.rs/>)

- One in five users of social networks and comments published photos from the trip, and even half of them claim that they are at least one trip decided under the impression commentaries and pictures of their Facebook friends,
- 68% of tourists are using mobile devices to keep in touch with friends while traveling,
- Hotels on their sites have an average of 240 comments
- 57% of visitors travel sites reads the comments of travelers,
- 97% of readers' comments believe everything that is written,
- 87% say that the comments from the site influenced the choice of hotels,
- 49% will be booked on the hotel website, if no reviews yet,
- 84% of the Facebook is the main source of ideas and useful information regarding travel,
- 52% of members of social networks on their profiles published pictures from the trip,
- 50% are willing to change the itinerary influenced read comments,
- Most Popular as tourist sites containing itineraries and advice of professional guides and experienced world travelers.



We can, based on the previously listed items, make conclusion that decreasing the possibility of fraud when it comes to the price and quality of the tourism product. A lot of things can be checked in advance, and delight or experienced disappointment shared with the rest of the world. The fact is that the era of praise tourism enterprises, and the time has come exchange impressions among users of the Internet and social networks. Social activity is necessary if tourist and hotel companies want to survive in the market.

7. CONCLUSION

The power of tourists as the large individual service users is growing. Due to the growth of their expectations of the competitiveness of tourism and hotel companies largely depends on the ability to adapt, and the degree of satisfaction of needs of service users. Under effects such thinking arise CRM concept, with the purpose of introducing changes in the way business and establishing two-way communication with customers in order to regain their loyalty.

Implementation of CRM strategy involves combining modern technology, human resources, organization of the work process, and the necessity of an efficient information management. Monitoring the relationships the organization has with customers, partners, can greatly affect the application of this concept. It is certainly necessary and the employee organizations, their learning and training, and thus achieve greater efficiency. Expertise, communication skills, courtesy, dedication and teamwork to the conditions which directly affect customer satisfaction, a satisfied customer is the best advertisement any tourism enterprise.

The combined use of CRM concepts and information technology in the tourism sector has led to the development of e-CRM concept that has the status of a business strategy to support the programming tools and web technologies. The aim of the implementation of e-CRM concept is to establish and maintain mutually beneficial relationships with service users through the Internet and social networks. Use of the Internet in the tourism sector is indispensable in modern business conditions, because tourists are increasingly using the Internet, websites and social networks to get information. It is therefore important in this area to be one step ahead of the competition. Innovation of tourist destinations in this area is increasingly becoming an imperative for their survival.

During the nineties web site becomes indispensable means of communicating company with its customers. The original role of these websites was for informational purposes only. In modern business conditions, the situation is completely different. Testifying to analyze the sites of hotels that offers its guests, in addition to the information available, provide the opportunity to present their opinions, asking questions and addressing concerns, reservations ... The biggest drawback to web sites large number of hotel enterprises is the lack of feedback in the form questionnaires about the quality of the web site, a posting on its site can be of great benefit.



Facebook, Twitter, Instagram and YouTube, along with the website, have the status of the most important tools to communicate with users of tourist services. Previously listed social networks have a major impact on the success of the implementation of e-CRM concept as a useful tool for building close relationships with buyers of tourism products. It is a simple tools that allow service users to initiate a dialogue with the tourism brand by leaving a comment. A lot of things can be checked in advance, and delight or experienced disappointment shared with the rest of the world. The fact is that the era of praise tourism enterprises, and the time has come exchange impressions among users of the Internet and social networks. Social activity is necessary if tourist and hotel companies want to survive in the market.

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TOURISM AS FACTOR OF DEVELOPMENT OF BANJA KOVILJAČA SPA

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Abstract: *Banja Koviljača is one of the most curative and most visited spas in Serbia. The paper describes the stages in tourism development in Banja Koviljača spa and also points out existing and potential types of tourism which can be implemented in future. We performed a comparative analysis of data on the number of tourists and overnight stays in Banja Koviljača and most visited spas in Serbia. We analyzed the tourist traffic on the basis of statistical data from the late 19th to the early 21st century. Based on analyses of the advantages and limitations for further development of tourism in this spa, research suggests that there are suitable conditions and adequate starting point for it. This requires investments in infrastructure and compatible regulations that will take into account trends in supply and demand of services in the tourist market. One of the most important factors for the tourism development in Banja Koviljača is dedicated involvement of competent local government institutions.*

Key words: *Banja Koviljača, tourism, development, local government institutions*

1. INTRODUCTION

Banja Koviljača is one of the most beautiful and the most healing spas in the Balkans. It is located in Western Serbia region, near small town of Loznica, situated between the Drina River and mountain Gučevo. Factors that led to development and promotion of Banja Koviljača since ancient times are plentiful springs of sulphurous water, therapeutic mud, favorable climate, as well as numerous cultural and historical monuments.

Archaeological research has shown that the area of Banja Koviljača was inhabited in Roman times. According to legend, the healing power of this place was discovered by the merchants. They stopped a wagon next to the old trade route and left feeble and sick horse there by the spring. The caravan moved on, and the horse was left lying in the black mud and warm water. After a while the wagon came back the same way and traders have found their horse, who was once left to die, completely recovered by the spring. That way people have discovered the healing springs, and because of specific odor due to sulfur-hydrogen they called the place "Smrdan banja" ("Smelly spa"). (V. Vulović, 2010) In the Middle Ages, people were coming en masse to the sources of mineral water under the walls of the old city of Koviljača. The first time it was mentioned in 1528 as a Vlach village in principality of Bohorina. During the 18th century rich Turks from Podrinje, Mačva and Bosnia came to outing in this region knowing the benefits of its water. Over the time, spalooking place was formed here, as a meeting place for natural treatment. It was the natural spa in the open air. In 1827. Vuk Karadžić helped spreading the words about the



healing properties of water under Gučevo, when he mentioned Smrdan spa and its cold mineral spring. (S. Stanković, 1997)

2. RESEARCH METHODOLOGY

The task of the research was to determine the level of impact of tourism on the development of Banja Koviljača. In this paper phase of tourism development and established forms of tourism that are in it now represented. It also pointed to new forms of tourism, which in the future encourage the development of this village. The aim of this study was to determine the influence of different factors that influence the development of tourism in Banja Koviljača.

The paper is to determine the stage in the development of tourism, nature tourism, which is here represented, traffic of tourists and accommodation used method of analysis. Synthetic method available information related to the corresponding relationships. Comparative method enabled the comparison of data on traffic in Banja Koviljača and other spas, as well as attendance at different times. The survey used a historical approach and the statistics that best illustrate the attendance and indicate the development of spas in stages.

The impact of tourism on the development of Banja Koviljača is seen through the aspects of the stages of economic development strategy for the future development and how it can be achieved.

3. PHASES IN TOURISM DEVELOPMENT OF BANJA KOVILJAČA

The main spring was capped in 1836. And that's when organized use of healing water in Banja Koviljača started. There were no facilities for housing, but most of visitors stayed outdoors (S. Stanković, 1997). Marshy terrain was drained with the help of a canal and in 1846. the land around the spring was prepared for the construction of the first spa facilities. Warm sulfuric water spring was first chemically analyzed in 1855. Analyses revealed the presence of minerals and salt in large doses, which confirmed its curative properties. The first spa hotel in Serbia was raised right here in 1858. and it had 10 rooms for guests. Extensive surveys of mineral water began in 1874. After that it was concluded that installing new wells is necessary in order to obtain a greater amount of water which will be used for the treatment of various diseases. (S. Stanković, 1997)

Organized tourism development in Banja Koviljača begins on August of 1898. when the new law was passed. The law stipulated the procurement of pipes and equipment for deep drilling, build of special bathrooms, swimming pools and showers, mud preparation, equipping of 60 rooms, lounge, restaurant, office building, as well as apartments for spa officials and accommodation for the middle class. Impoundment of springs and arrangement of wells was completed in 1904. Sulphurous water from the new well was carried to the bathroom. Water from well "Vuk Karadžić" was used for the mud wrap. Shortly after bathroom "Gučevo" was equipped and the water from the spring "Duke Anta" was used for drinking. Water from springs "Copper water" and "Jordan" was used for eyewash. In this way, the list of diseases and injuries that are treated in Banja Koviljača was expanded and new therapeutic procedures were introduced.

The main bathroom is finished in 1907. and in its time was one of the most modern, with 2 swimming pools and 40 bathtubs. That same year, the first spa hotel "Podrinje" with



20 rooms was built. This way capacity of bathroom facilities and accommodation was in tune. During this period spa park got horticultural arrangement, and it is still one of the most beautiful in Serbia. Year of 1910. was significant for tourism development because that is when the railway line between Šabac and Banja Koviljača was put into operation.

Arranging of spa started during the Obrenović dynasty, but the greatest contribution to the development was given by the Karadjordjević dynasty. A dynamic and rapid progress of Banja Koviljača started during the reign of King Petar I Karadjordjević. King Petar I was a frequent and favorite guest of Koviljača and advocated for the construction of a modern building of sulfur bath. The foundation stone for the building was erected in 1904, and the bathroom was opened in 1907. This kings' bathroom has become a recognizable motif spa, with a prominent dome above the main entrance. (V. Vulović, 2010) By the 1911. spa had wells of hot water, sulphurous spring with water for drinking, spring for the old bathroom, and 4 cold springs. Soon the electrification of the spa was made, and the park and walkways got electric lighting. (V. Vulović, 2010)

The beginning of the 20th century was a period of rapid development and the rise of Banja Koviljača. In just ten years Koviljača was set in first place among the spas in Serbia. The leading newspapers in the country almost daily had published reports and photos from the spa. Just before the World War I the construction of spa villas "Koviljača" and "Bosna", which had 40 rooms and were able to accommodate 100 guests, was ended. In private homes rooms were equipped for rent to guests. They had room for 200 visitors, who stayed there up to 3 weeks. (S. Stanković, V. Radojčić, 1983)

At the initiative of King Petar narrow gauge railway Šabac-Banja Koviljača was put into operation in 1911. Popular train "Ćira" drove the stripe and its final station was not very far from the spa park. Miniature train was moving at a speed of 20 km/h and always was full of wealthy travelers, because only they could afford this kind of luxury journey. At that time spa had status of trendy city. (V. Vulović, 2010) Great War in Europe stopped the period of dynamic development of the spa.

The second period of the development started after the World War I and during 1920-1940. intensive construction was continued. This is the time when two nearly identical hotels "Dalmacija" and "Hercegovina" were built. There was a large plateau between them, a lookout and music pavilion. This unique complex contributed to the attractiveness of Koviljača. Then it was a special experience to be photographed at the site and send it as a picture postcard. During this period, the state built a sanatorium "Stražilovo" for the treatment of lung disease. The road from the spa to the beaches on the Drina River was built in 1929. Along with health and wellness tourism that was the time when development of sports and recreational tourism begins. It was especially popular next year after the construction of the monument when many vacationers headed to the new road to conquer the highest peak of Gučevo Mountain.

The most exclusive and most famous spa facility, which is still a symbol of Banja Koviljača is the "Kur-salon" built in the period 1928-1932. The first casino in the Balkans was opened in the "Kur-salon", and the balls were common game for gentlemen. On Sundays and public holidays excursion trains came to the spa from Belgrade and visitors from Loznica used carriages. Before World War II there was 290 rooms with 500 beds in hotels of Banja Koviljača and 370 rooms with 725 seats in private households. In Banja Koviljača in 1939. It was registered 12,371 visitors, and carried out 64.888 therapeutic baths. (S. Stanković, V. Radojčić, 1983). The first beauty contest of Yugoslavia is held



here and musicians had paid to play at night. In the interwar period many villas with unique architectural style were built.

The World War II interrupted the continuity of development. During the war the spa was badly damaged and its facilities were looted, damaged and abandoned. Restoration began in 1945. The old buildings were repaired, some new were built and springs have been renovated.

The Center for Rehabilitation of children suffering from paralysis was founded in 1956. It eventually evolved into the Department of discopathy and post-traumatic conditions. This raised the quality of treatment and allowed the use of modern types of therapy (electrotherapy, thermo-therapy, ultrasound, paraffin, peloid, mechanotherapy, hydrotherapy, kine-easing lower back pain, galvanotherapy, occupational therapy medicamentosa). (S. Stanković, 1997)

4. TYPES OF TOURISM AND FURTHER DEVELOPMENT TRENDS

Banja Koviljača is formed near the mineral and thermal springs and wells and therefore is predetermined to health resort. Health function is extremely dominant and has a long tradition. Institute of Contemporary discopathy and post-traumatic conditions is the holder of the development of health tourism. (S. Stanković, 1990/91)

The existing tourist and catering facilities potentiate picnic function, which is mostly conditioned by favorable tourist-geographic position and good traffic connections with the surrounding cities. Excursion tourist traffic takes place mainly on weekends, public and religious holidays. Excursionists are better consumers of restaurants than tourist services, and spa offer is conditioned by that. (S. Stanković, 1997)

Despite that spa health-curable and tourist function may be performed throughout the year, tourist trade is mainly associated with the summer season. The impact of seasonal character may be mitigated by enrichment offer of other activities to attract clientele during low season, contributing to better business results and more even distribution of activities during the year. (D. Jovičić, 2008) Tourist trade out of season could be increased by creating a package holiday, designed for 3-4 days stays, based on the new offer.

The basis for the development of different types of tourism in Banja Koviljača is moderate-continental climate. Suitable climate during summer has sedative properties and facilitates the work of the heart and circulatory system. During the winter it is stimulating and strengthening the body's resistance (S. Stanković, V. Radojčić, 1983). Spa is suitable for recreation and sports activities due to clean air. One of the most beautiful spa parks in Serbia gives special recreational and esthetic properties to Banja Koviljača. It contributes to the comfort of stay and provides a suitable microclimate environment. Black pine 90 years old tree is preserved in the park and it is believed to have been planted by King Petar I Karadjordjević himself. Park continues in forest that should be placed under protection and retrofitted with paths, trim trail and places to rest. (Group of authors, 2010)

Transit function of Banja Koviljača is stressed along with picnic function. The number of passengers in transit is highest in the summer months, but the benefits of good position is not yet sufficiently exploited. For travelers in transit Banja Koviljača should become a must stop point, because it provides peace, freshness and quality catering services. Several hotel multiple purposes halls with different capacities enable the development of congress tourism, which should be favored in the off-season months. In this way you could achieve the higher level of use of accommodation and catering



facilities. The same goes for tourism of the third age people. Due to lower prices of services, they come massively in off-season months. (S. Stanković, 1990/91) The relatively low consumption of extra services they make up with longer stay, but in the future they should be given adequate attention.

The key innovations in offer of Banja Koviljača in recent years are related to market performance and motivation of tourists, as well as a new target group, consisting of young people and offering of wellness programs. This offer includes short visits and practicing physical activity, healthy food, personal relaxation, various forms of massage, quitting smoking, a variety of cosmetic treatments and decreasing body weight. Wellness programs aim is achieving and strengthening of harmony and health of the human body.

The recent development of tourism in Banja Koviljača is specific by domination of the domestic over the circulation of foreign guests. Nevertheless, foreign tourism has to be one of the priorities in the further development, in order to increase tourist traffic and achieving significant revenue from tourism. Completion of the process of privatization of spa hotels and specialized medical institutions will contribute to that. These processes should be harmonized, as only that way potential investors may be attracted. (D. Jovičić, 2008)

Sports and cultural-manifestation tourism is necessary to develop together with the offer of Loznica and Trsić as a complementary forms. Offer should be designed to provide preventive rest and recreation for employed people. They should be presented with eventful stay, with elements of health, sports, culture, excursions and manifestations. Only synchronized development of multiple functions is possible to achieve greater economic and social effects and transform Banja Koviljača into modern tourism center.

5. NUMBER OF TOURISTS IN BANJA KOVILJAČA

The first documents about the visitors in Banja Koviljača are dating back to the second half of the 19th century. These data are preserved in the annual reports of the main spa doctors at the Ministry of Health of Serbia.

Table 1: Number of visitors in Banja Koviljača at the end of 19th and beginning of 20th century (Source: S. Stanković, 1997.)

Year	Number of visitors
1858.	92
1868.	264
1878.	592
1888.	1 008
1898.	2 318
1908.	3 848

The first guests from abroad had visited Banja Koviljača back in 1888. Their number is relatively small compared to the number of domestic tourists during the entire development of spa. Approximately 6 to 7 thousand guests annually visited Banja Koviljača

Table 2 : Number of visitors and overnights in Banja Koviljača during period 1960-1995. (Source: S. Stanković, 1997.)

Year	Number of tourists	Number of overnights	Average length of stay (days)
1960.	22 245	127 619	5,7
1961.	11 233	115 531	10,3
1962.	11 732	93 653	8,0
1963.	14 133	86 756	6,1
1964.	17 498	89 758	5,1
1965.	16 419	85 788	5,2
1966.	17 263	83 077	4,8
1967.	20 745	86 660	4,2
1968.	24 220	126 189	5,2
1969.	28 219	158 963	5,6
1970.	23 042	107 145	4,6
1971.	17 495	106 752	6,1
1972.	15 290	117 716	7,7
1973.	22 991	126 739	5,5
1974.	20 441	109 050	5,3
1975.	18 814	100 227	5,3
1976.	17 222	88 145	5,1
1977.	25 970	145 430	5,6
1978.	28 888	145 973	5,0
1979.	29 703	127 460	4,3
1980.	26 875	118 289	4,4
1981.	27 779	131 103	4,7
1982.	23 878	139 687	5,9
1983.	30 211	166 139	5,5
1984.	36 984	198 090	5,4
1985.	40 733	250 086	6,1
1986.	31 010	176 375	5,7
1987.	27 179	149 259	5,5
1988.	32 989	170 984	5,2
1989.	34 827	159 323	4,6
1990.	28 774	453 259	15,8
1991.	22 963	134 624	5,9
1992.	21 390	151 619	7,1
1993.	12 600	99 200	7,9
1994.	17 200	180 000	10,5
1995.	20 300	218 000	10,7

between the two world wars. In addition to those who came for healing treatment, number of visitors who came for fun was increasing as well as the ones who were looking for



entertainment and from other tourist motives. This was a significant for expansion of the spa functions and design of additional, complementary content of stay of tourists in the spa.

At the year of 1945. Banja Koviljača was visited by 5 700 people, and three years later, there were more than 16 000 tourists. By the 1951. the number of visitors had been increasing. During the 1960s turnover was about 20 000 tourists and 70 000 nights, but with large and frequent annual oscillations, which reflected negatively on business.

The following table provides an overview of the number of tourists, overnight stays and average length of stay of visitors in Banja Koviljača in the period 1960-1995.

The table illustrates big and frequent annual oscillations. Up to 1970. the largest number of visitors in Banja Koviljača was registered in 1969. when the highest number of overnight stays was achieved. Turnover of guests and number of nights from 1969. has not been reached in the next two decades.

The largest number of tourists was recorded in 1980. This was the result of intensive development of tourism in the country in those years. The most successful business year was 1985. when more than 40,000 guests visited the Banja Koviljača. Tourists have made more than 250,000 overnight stays in that year, and by that Banja Koviljača broke out on the fourth place among the most visited spas in Serbia. These data are the result of economic growth, improved living standards and the development of tourism in the country overall. The largest number of overnight stays was recorded in 1990. but that was not solely made by tourist but it was the result of the war in the former Yugoslavia. That was the time when Banja became a reception center for a large number of refugees. In an effort to develop medical-health resort and tourist features Banja Koviljača invested heavily in equipment, personnel and modernization of facilities in the late 1990s. (S. Stanković, 1997)

Of all the tourists who visit Loznica, about 80% are staying in Banja Koviljača, while the share of overnight stays in it is 93%. Banja Koviljača has been and stayed tourist center of the municipality of Loznica.

Lately level of tourists turnover and overnight stays is below the golden years when 30 000 tourists visited the spa. In order to get better analysis of the current state of tourist traffic in Banja Koviljača, data for the period 2000-2010. are taken into account. In the next table we can see the number and structure of tourists and overnight stays in this period and average length of their stay.

The table 3 shows that the annual fluctuations in number of tourists is still expressed. Number of domestic tourists is much higher than the foreign, but in this spa has always prevailed domestic clientele. In the structure of tourist trade in 2007. domestic tourists accounted for 84.8% of visitors (Gajic M., Vujadinović S, 2010).

In recent years there has been a decline in the number of foreign visitors as a result of the economic crisis. At the same time their average stay remained the same and in 2010. even increased. Data on the structure of foreign tourists are not available, but it would certainly have shown that the majority of foreign tourists comes from the Republic of Srpska, Bosnia and Herzegovina and the other former Yugoslav republics. It is certain that the number of tourists from other European countries is not large and from the statistical standpoint it is almost negligible. The presence of foreign tourists for that reason does not contribute to the tourism industry as much as it could be expected based on available data.



Table 3: Number of tourists in Banja Koviljača during period 2000-2010.
(Source: Municipalities in Serbia, Republic Statistical Institute)

Year	Number of tourists			Number of overnights			Average length of stay (days)	
	Total	Domestic	Foreign	Total	Domestic	Foreign	Domestic	Foreign
2000.	20 594	17 013	3 581	198 154	175 423	22 731	10,3	6,4
2001.	19 000	15 200	3 800	158 000	134 500	23 500	8,8	6,2
2002.	22 476	18 978	3 498	143 496	120 390	23 106	6,3	6,6
2003.	19 542	16 190	3 352	132 733	106 694	26 039	6,6	7,8
2004.	22 779	19 234	3 545	159 331	137 688	21 643	7,2	8,9
2005.	20 302	17 432	2 870	156 497	135 114	21 383	7,7	7,4
2006.	19 352	16 501	2 851	210 097	187 775	22 322	11,4	7,8
2007.	21 439	18 499	2 940	177 505	159 339	18 166	8,6	6,2
2008.	22 443	19 283	3 160	178 459	158 033	20 426	8,2	6,5
2009.	18 434	15 907	2 527	157 172	139 208	17 964	8,8	7,1
2010.	20 512	18 300	2 212	185 881	167 208	18673	9,1	8,4

It is evident that the tourist visits, after the global crisis in 2008. is decreasing compared to 2006. However in recent years this number has been increasing. The reason for this is improving of accommodation and the introduction of additional and new contents that enrich the tourist offer.

The negative trend that has been observed is the reduction of the average length of stay of domestic tourists, which in 2010. was 9.1 day, which decreased compared to 11.4 days in 2006. This was mostly contributed by the economic crisis and the low standard of the local population, who make up the largest part of visitors. The analysis was conducted on the basis of available statistical data, which did not include all spa guests, as the statistics do not accurately record stay in private accommodation.

6. ACCOMMODATION FACILITIES

The largest number of accommodation facilities in Loznica region is located in Banja Koviljača. This is understandable if we consider that the spa tourism in Banja Koviljača has a long tradition. Spa has about 2,500 beds in hotels, special hospital, spa villas and private accommodation. The holder of hospitality and tourism activities is a hotel-tourist company "Banja Koviljača", within which now operates only hotel "Podrinje" with 160 beds.

Within the company operated villas "Bosna" and "Koviljača", with a total of 79 rooms and 200 beds. Villas were used until 2004. for the stay of refugees. In the future their adaptation and re-integration in tourist offer could be made. Within the company, once were the sites on the Drina and Gučevo, but they are no longer operative. (Gajic M., Vujadinović S, 2010).

The company "Banja Koviljača" has significant catering facilities. The famous spa ballroom "Kur-salon" has 4 rooms and 2 lounges with a total of 1,030 places, a grill restaurant "Three fountains" with a large summer garden and 300 seats, while the restaurant

"Podrinje" has 66 seats. Within the villa "Beograd" sometimes were the restaurant and summer garden with a total of 450 seats. Most of these buildings are out of order.

Special Rehabilitation Hospital currently has 450 beds. It includes accommodation in vila "Dalmacija" (155 beds), "Hercegovina" (100 beds), "The new infirmary" (125) and hotel "Standard" (66 beds). The hospital has luxurious apartments, single and double rooms, which are equipped at the level of the B category hotel. The latest built is modern hotel "Royal", equipped by the highest standards and it has capacity of about 250 beds.

In recent years, the utilization of accommodation capacities of the Special Rehabilitation Hospital was between 66 and 85%. Average staying of patients is over 20 days. Part of visitors come to treatment, recovery and rehabilitation over the Republic Fund for health insurance, but it is a large number of those who fund their stay and treatment themselves.

Table 4: Accommodation facilities in Banja Koviljača
(Source: Tourist Organization of Loznica)

Object	Number of beds
Hotel "Podrinje"	160
"The new infirmary"	125
Vila "Dalmacija"	155
Vila "Hercegovina"	100
Hotel "Standard"	66
Hotel "Royal"	250
Total	856

In recent years, some spa buildings changed their purpose. Sometimes the biggest problem with the accommodation was the dominance of complementary facilities without the full comfort, but solving this problem led to better economic effects. (Gajic M., Vujadinović S, 2010). The existing accommodation facilities, as the basic elements of the material base of tourism, partly do not meet the quality in services, equipment and contents. With a view to future development of spa tourism, the investments in construction of new and reconstruction of old tourist establishments are necessary. This will provide conditions for extended tourist season and will lead to achieving more profit.

7. CONCLUSION

Favorable geographical position, moderate climate, mineral waters and curative mud are the basis for the development of tourism in Banja Koviljača. Organized tourism in this spa dates from the 19th century. The period between the two world wars was particularly significant, because the main tourist facilities were constructed and the objectives of tourism development of Banja Koviljača were defined. The medical activities in this spa are set on a high level in accordance with existing standards. In the future it is expected that this area continues to follow contemporary trends in attempts to promote health prevention and connection of recreation, wellness and entertainment.

Modern and dynamic development of tourism seeks for constant improvement of the material basis, construction of high-quality infrastructure and modern accommodation



facilities. Role of the local population is particularly important and can provide major contribution for improving tourism. Utility character of tourism can contribute to a faster employment pace which is also very important for the local community.

Role of spas has changed in relation to past times. Formerly known as dominantly curable institutions and places, spas have become places for rest and recuperation, using the natural medicinal and beneficial factors for relaxation, recovering of energy and strengthening of psychophysical state of the organism.

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CLASSIFICATION OF SPORTS FACILITIES AND TOURISM PARTICIPANTS

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Abstract: *Sports tourism is a technological, economic, social and cultural phenomenon arising from the unique interaction of activity, people and place. Classification is essential to the understanding of the structure of the object and its validity relation to the urban planning and architectural design for tourism purpose. The basic elements of the sports facility are sports ground, an auditorium and auxiliary facilities. The paper is divided into two parts: the classification elements of sports facility, and the types of sports participants. The elements that influence the choice of ways of classification of sport facilities and exposing methods of classification are presented in the first part. The types of sports participants according to users are developed in the second part.*

Keywords: *Sport Facilities, Tourism, Tourism in Serbia, Sport Tourism, Outdoor tourism.*

1. INTRODUCTION

The essential characteristic of sport is that it involves some active pursuit and such activity requires specific resources. Such resources may involve particular environments or specific facilities.

Tourism can aid the sports world in its push for greater levels of facility provision and in its efforts to increase participation. Sports facilities on tourist sites could be opened up to the local community in off-peak periods, or throughout the year through a membership system. Conversely, the tourist market can help sustain local sports facilities, possibly making provision viable where local demand is insufficient to do so.

While the largest proportion of sports tourism literature has focused on its technological, economic, social and environmental impacts, very little has been written about the people who generate these impacts - the sports tourists themselves.

2. CLASSIFICATION AND TECHNOLOGY

Classification is essential to the understanding of the structure of the object and its validity relation to the urban planning and architectural design.

2.1 Methods

Throughout the history of sports buildings were architectural framework for conducting sports events. With the change of the rules and the social circumstances in which they take place sports activities are changing the properties and characteristics of sports facilities. Such a trend is present today. Every day we improve the rules of sports



competitions, organization of the facility in which the events take place, introducing new materials, devices and technical solutions. Scientific achievements are greater application in the functioning of the sports facility. At the same time, an increasing number of scientific disciplines are involved in the analysis of activities in the sports facility and its design and gives his suggestions for improving the operation of the facility.

In order to economy of operation, the function of the sports facility are introduced multipurpose facilities that need to have their own framework, and in shaping the object. The society through its policy of sport activities built into the program based on the available capacity of new or existing facilities. The way in which society their values and objectives built into the concept of a sports building will be achieved through legislation, standards and guidelines.

For the purpose of consistency, it is necessary to define several basic groups of sports facilities.

1. Grouping sports facilities can be based on the age of users. The main groups are as follows: children, youth, adults - professional athletes, adults - sport and recreation (workers, citizens, tourists), seniors.

2. Grouping of sports facilities to the level of activity that is being carried out or way of organizing sports activities: children (up to 3, 3 to 6, 6 to 7 years), school age (7 to 11, 11 to 14, 14 to 18 years), students age (from 18 to 24 years), extracurricular activities (11 to 14, 14 to 18, from 18 to 4 years), top-sport (school youth, employed ompladina, population)

3. Medical purposes (preventive, therapeutic, rehabilitation), sport within the work activities (military, police, employees, etc.).

4. Grouping by type of sports fields' curtain area where sporting activities are performed. It is based on the material which is covered ground on which sporting activity takes place: on the grass, on the sand, on clay, in concrete, on the asphalt, on the wooden floor, on the surface of artificial materials, on the water, or in water, in the air.

5. The division of the resistance to the sports facility of the weather based on the fact how much the activity in the house associated with the weather. The influences of the environment are neutralized through the organization and design of the building. In this sense, there are two basic categories of objects: open, closed.

6. The division of sports fields according to the number of participants in the game affects the dimensions of the court, number and causes the contents of the accompanying facilities, seating capacity and the organization and content of the yard: single, duel, collective.

2.2 Categories

According to the type of user and role in the local or regional community sports facilities can be divided into several basic categories: children's playgrounds, school sports facilities, sport centers, facilities for the professional sport.

Sport centers are complex systems of buildings and open areas intended for practicing sports activities for children, youth and adults. They are intended for the needs of a specific zone or the whole of the village towards which defines the sports that take place in it and objects that serve as a physical box. Depending on the territory that



gravitates to the surface of the sports center for conducting sports activities range from minimal to significant.

Sports surfaces can be outdoor or indoor facilities. The usual composition of the sports center consists of open and closed spaces: one or more sports hall, swimming pool for adults, swimming pool for children, and various types of courts, outdoor pool for adults, outdoor pool for children, fitness trails, bike paths, areas for sunbathing and play, lawns, etc.

To determine the required surface sport zones depending on the village there are no clear standards and regulations. The area under greenery in the sports center is recommended not to be less than 30%. Area under a cart and pedestrian communications should not be greater than 12%.

Sports facilities for **professional sport** are the most complex and sports facilities always represent the subject of special attention. They can be classified into several categories: indoor facilities (basketball, volleyball, handball, boxing, hockey, tennis, ice skating, water polo, etc.), outdoor facilities (football, American football, baseball, water polo, athletics, etc.), facilities for winter sports (cross-country and alpine skiing, skating, bob sledding, etc.), race courses. Given the complexity of these facilities are increasingly being built multifunctional halls that allow the sports field can take place more kinds of sporting activities.

2.3 Technology

The basic elements and characteristics of sports facility contributing to proper use of the facility and successful organization of sports events are presented in the section. The elements are: building materials, acoustics, lighting, communications, safety and security, control and automation.

Communications with users have a very great importance to the proper functioning of the sports facility. If there are communications that are unclear and ambiguous, it can cause more damage than expected to bring benefits to the operation of the facility. Communications are intended for users of all types of object. They can be visible and audible. Visual communication with the user of the sports facility starts from a place where the public areas for access to the complex sports facility. They can be communicated via LCD monitor. The size, location, time of communication of this information depends on the speed and type of vehicle in which the user accesses. The complex also has a clear communications for athletes, staff, judges, spectators, media, services and any other services that use the facility from the sport. The shape, size, font type letters, language, color, material must be fully aligned with the needs of the user. Voice communication transmitted via the audio system of a sports facility. Modern equipment in the facility allows the embedded computers in the equipment networked with the central computer through which it is possible to redistribute the acquired information. In addition to this line of information flow, command can be sent from the central computers to managed equipment, for example, training, aeration facilities, the addition of oxygen, light level, temperature, security and more.



The system of control and security advantages may be the following: compliance with the current regulations on the use of the facility, compliance with house rules, easy access for the disabled, automatic opening of the door in case of fire, automatic or manual control, allows the isolation of the individual rooms in the building, eliminates any behavior that does not comply with the house rules, safety for all users, control of public access, control using cameras, emergency or automatic notification of police administration in the event of an incident, recording all the events in the house and in particular incidents, relaxed use of the sports facility without fear of loss of asset users.

Smart solutions for control and automation must be such as to respond to changes in temperature, humidity, the presence of harmful gases, the presence of oxygen, change the brightness and effectively respond to all these changes. Communication with the environment in the house is done using sensors. They are used dedicated network system for transfer information on a central computer, which contains the corresponding software, which then gives a proper command of the installation in the house. Thus it is possible to control not only the microclimate in the house but all the types of installations, doors and windows, the plot object. At the same time with control it is possible to issue command devices connected to the system to change the mode of operation. Although these systems produce initial major costs during installation due to equipment and cabling system, very quickly, due to savings, paying off and begin to make income. **BMS** (Building management systems) serve from one places controls the operation of heating, ventilation, cooling, air conditioning, plumbing, gas, electrical energy, computer communications, fire protection systems, security systems, etc. in order to obtain a more efficient, more rational, better and faster management system.

Public address system is used to convey information to alert the user object through light, sound, or a combination thereof. The sounds that are emitted as a warning must be in a safe range of human hearing.

3. PARTICIPANTS PROFILES

Both sports tourism and the sports tourist are heterogeneous concepts and therefore no single definition is adequate. Consequently, we focused on conceptualizing the sports tourist, attempting to go beyond a simple definition and moving towards a deeper understanding of the nature and motivations of the sports tourist, which was subsequently evidenced by the profiles. Although sports tourists are a heterogeneous group, there may be similarities in motivations and behaviour profiles that allow a number of sports tourist *types* to be conceived, and consequently allow a typology to be constructed. This section presents such a typology, derived from the empirical studies.

There have been a number of attempts at developing a typology of sports tourism or of sports tourists. Perhaps the first attempt was that proposed by Glyptis (1982). She suggested five *demand* types: sports training, 'up-market' sports holidays, activity holidays, sports opportunities on general holidays and sports spectating. Two key concepts that Glyptis's early work highlights are that sports tourism may be either **active** or **passive** (i.e. include involvement in activities themselves or as a spectator). Hall (1992a), for

example, in his conceptual framework for adventure, health and sports tourism, plots the level of activity against the **level of competitiveness** to derive a nine-category matrix.

The three groups of sports tourists (**prime purpose, associated experience and tourists interested in sport**) vary in the extent to which sport is important in the sports tourism experience, and thus in the importance of the interaction of activity, people and sports facilities.

However, it becomes apparent that there are similarities in motivations and behaviours between sports tourists involved in a range of different activities that might lend themselves to the construction of a dynamic model **Sports Tourism Participation Mode** that is not only useful in developing an understanding of the behaviours of sports tourists, but also of how impacts are generated and how providers might operate to develop a successful sports facility.

The major benefit of linking sport and tourism for the local resident sports participant is in the provision of facilities. The overarching benefit is that of economies of scale, the combined market of the tourist and the local resident allowing the provision of better facilities for all.

There are three ways in which local sports participants can benefit from tourism:

1. in the opening up of tourist-based facilities for local resident use (dual use);
2. in the support the tourist market can provide for local sports provision; and
3. in the case of potential rather than actual participants, contributing to the development of sports participation and healthy lifestyles.

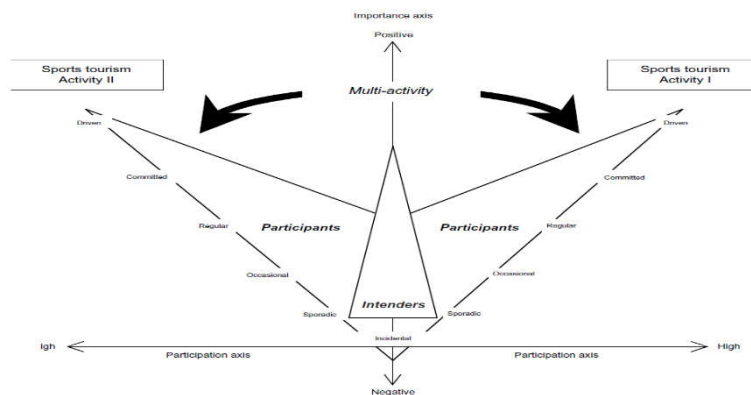


Figure 1: *Dynamic model of sports tourism participation.*

4. CONCLUSION

The concept of sports tourism is clearly problematic due to it resulting from a fusion of two separate terms, both of which are complex in their own right. It would appear that there are sufficient mutual advantages in linking sport and tourism to make greater co-operation attractive to both sectors. Sports tourism is a large area, not just of the sport-tourism link but of the tourism industry as a whole. There are perhaps three identifiable strands of literature relating to the sport-tourism link.



The first, and by far the largest strand, focuses on advocacy, simply attempting to establish that there is a link between sport and tourism, and to establish it as a legitimate field worthy of consideration by both academics and providers. While this strand has been useful in the preliminary development of work in this area, it provides little in the way of empirically substantiated research or conceptual understanding, as it has tended to focus on speculative areas for liaison or isolated case studies.

A second, smaller, body of work has attempted to quantify the links between sport and tourism, establishing the volume and value of sports tourism and the spending patterns and profiles of different types of sports tourists. This strand has been useful in evidencing the sport-tourism link, although, the isolated nature of many such studies means that the statistical evidence produced is rarely comparable over time or across national borders.

Finally, there is a very limited range of material comprising the third strand of research relating to the response of policymakers to the sport-tourism link. Each of these areas are used in this overview, while the remainder of the book seeks to develop the area further in establishing a conceptual understanding of sports tourists, developing the material on policy responses and understanding the rationales of providers.

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Sports facilities and events are now being used by a considerable number of tour operators, accommodation providers and destinations to 'add value' to their tourism offering

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ART NOUVEAU ARCHITECTURE IN UZICE

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Abstract: *The appearance of Art Nouveau architecture in Uzice is part of the overall changes that have swept Europe and Serbia in the late 19th and early 20th centuries. The urbanization of cities, industrialization and application of new standards in construction contributed to the acceptance of this European artistic style. In the period before World War I was erected House of Milos Trifunovic and designed building of primary school in Lipa (today primary school "Dusan Jerkovic"). Between the two world wars, in the period of postsecession, were built residential buildings in the Omladinska Street, Obiliceva Street, building on the corner of Dimitrija Tucovica and Lipa Street and "Sokolana", by the architect Momir Korunovic. The city of Uzice has the potential to remaining, preserved buildings in the style of Art Nouveau admitted into its tourist offer.*

Keywords: *architecture, Art Nouveau, Academicism, secession, postsecession, female masquerade, the residential architecture*

1. INTRODUCTION

The appearance of Art Nouveau in Serbian architecture in the late of 19th and early 20th century was an expression of strong ambitions Serbian civil society to the formal acceptance of a European artistic style included in contemporary events because the political, economic and cultural factors pointed to the need of emancipation of Serbian society in relation to the Ottoman legacy. Application of Art Nouveau decoration on the first buildings of the elements of this style and marked the aspiration for inclusion of Serbia into modern architectural trends. The transformation looks Serbian capital and others cities and towns in the provinces architect participated in different stylistic preferences and views on the former architectural experience. Educated at prestigious schools and universities through Europe, they are adapting their knowledge with the state asset situation and tastes. Purchaser so often deviated from the original principles of Art Nouveau, for its conservative environment, better variants.

The duration of this style in Serbian architecture is limited to a short period of the last years of the 19th century until The First World War, with examples to late thirties of the 20th century, with the influences of French and Belgian Art Nouveau, but also the Viennese Art Nouveau and the German Jugendstil. From a review of domestic historiography, can observe the preference for using the term *secession*, which was embraced in Central Europe. This is just one of the many terms this style were created by regional characteristic, a prominent creators or other criteria. A large number of preserved objects but also those who were destroyed, the project have remained unrealized, sketches, competition works, as well as the work of Serbian architects out of today's borders of Serbia. Preserved archival material, documentation of the Institut for protection of Monuments of culture, daily and periodical press, legacy architects, technical documentation and terrain research are the primary sources in the study of Serbian Art Nouveau (secession). Renewed interest in the study and evaluation of Art Nouveau passed a series of



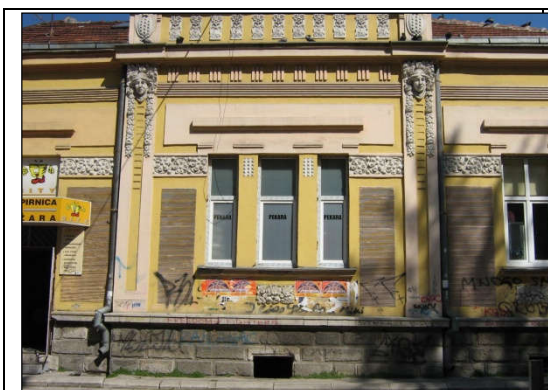
comprehensive scientific synthesis in a number of European countries as well as in environment. (Ganchev, H., 1988, pp. 26-37) Despite numerous contributions, debates and articles published on the topic in the national historiography has not yet published a paper that would fully cover the issues of architecture Art Nouveau. The goal of this work is to present a segment of extensive research Serbian Art Nouveau architecture which refers to the city of Uzice to thus began the revitalization and protection of existing, preserved facilities and improve awareness of their value. Time in what appeared Art Nouveau in Serbian architecture represents a period of continuous flight and enthusiasm that they could not stop the political upheaval, not the customs war, not a trade blockade. The development of cities and the influx of population from rural areas are the consequences of the process of industrialization that swept through a large number of European countries in the second half of the 19th century, and even Serbia. The basis of urbanisation of Uzice was plan of Czech urbanist Emanuel Shefel from 1863. Although his solution tends orthogonal cutting streets, to a considerable extent the preserved old center of the city on the Square St. George. (Macura, V. 1989, pp. 735) The city increases significantly and comprehensively developed only after the Turcs 1862-67. Since that time the general development of Uzice, Serbia actively contributed as economic, commercial, trade and educational center. The space of Old market was “forum of the city” and on it were built the most beautiful and most important buildings of Uzice from 19th century, such as the Church of St. George (1842), the County Administration Building (1851) and “Realka” school building (1891). (Lazic, G., 1995, pp. 165-175.)

2. ART NOUVEAU BUILDINGS FROM THE PERIOD BEFORE WORLD WAR I

Although residential architecture of Uzice from the early 20th century did not know the type of Belgrade villas and palaces, some buildings were pulled high architectural standards and interior decoration. In 1912, in today's Square of St. Sava was built a house of pre-war ministry and deputy Milos Trifunovic. It has the high ground, shallow central and two shorter lateral parts. The basic concept of space is academic but the decoration of the street façade done in the Art Nouveau style. The main motive of femal maskérons, floral decorative strip horizontally and rectangular frames filled fruits and grapes are made with the same artisan who worked decorations for the façade of the hour of doctor K.Jovanovic in Knez Milos Street no.93 in Belgrade. In previous analyzes of autorship of the most distinctive Art Nouveau building in Uzice mentioned the name of architect Branko Tanazevic, especially due to the use of motifs cardboard. In the house from 1923-41. lived family Gutman, then crossed into the hands of the occupiers. (Avramovic, M. 1979, pp. 395.) Today's facade is significantly disturbed by the outbreak of lateral entry and replacing the original windows.

The beginning of construction of the primary school at Lipa, today primary school “Dusan Jerkovic” in Uzice related to the year 1911. when a little-known architect B. M. Tromenovic gave the project to the Building' section of environment Uzice. The bidding

for the construction of schools was held on 21. april 1912. and according to the plan it was envisaged that the building will fully completed until 1. August 1913. The documents were signed entrepreneurs Jovanovic, Grkovic and Jankovic. The wars that followed delayed the work for up to eight years. In november 1919, it started all over again when engineer Jezdimir Nesovic compiled preliminary costs and the Commission to establish Collaudation damage caused during the occupation. The works are being finalized 16. March 1920. The complete plans from 1911. (excepte 1 st floor) are not preserved so that it can only assume that it should looks like the facade decoration. In today's appearance of the building is clearly easing academic projection by means of vertical pilasters strips and the absence spleet ranges. In this way, a large part of the free sourface of the wall canaves prepared for decorative content to whose realization in difficult, post-war condition did not happen.



Picture 1: House of Milos Trifunovic



Picture 2: Primary school "Na Lipi"

3. ART NOUVEAU BUILDINGS IN THE INTERWAR PERIOD

End of World War Uzice was greeted as a least developed part of Serbia, which due to bad traffic communication, which due to lack of invesment and working capital. During the wars of 1912-18. the number of permament residents decreased by 20%. Already from 1919. created a plan of reconstruction of the road network and economic activity. This was followed agrarian and economic crises, the decline in purchasing power and unemployment. In such circumstances, main part of activities related to the preparation of technical studies, raise school buildings, silos, water supply and sewage, setting up the coblestone move Terazije-Krcagovo and Mali park-Carinski potok, as well as the repair and upgrading of existing buildings Gymnasium, Teacher school and Pavillon 6th infantry regiment. (Gluscevic, M., 1995)

In Uzice there is a small number of buildings with elements of Art Nouveau incurred in the period between the two world war as well as commercial and residential building on the corner of Dimitrija Tucovica and Lipa streets. It was built as a multi-storey building with shops on the ground floor and apartments upstairs. The angle is emphasized by a

balcony with wrought iron and balcony doors with rounded bars between the panes of glass, dome and decorative attic. The side view of the building stand out rectangular panels with female masks in the leaf stylized frame identical to those applied on the second floor of Gymnasium who rebuilt 1924-25. However, this period may be taken as indicative built. The stereotypical form of the corner kind of buildings can found throught Sebia (Sabac, Valjevo, Uzice, Gornji Milanovac, Bajina Basta, Pozeza, Raska...) repeats the academic division of facade and the internal organization of space with generally accepted forms of iron balcony, by windows and sometimes dome, with attica above und smaller mascarones below the roof cornice. Some elements of a stylized Art Nouveau decorations what could occur only in the interwar period show the two corner's buildings in Obiliceva Street and Omladinska Street. The first, now completely hulled facade, is kept shallow profiled, annular ornaments, doors with elements of Art Nouveau and authentic three-parts windows, while the restored building in the Omladinska Street No. 22 shows very reduced, geometric decoration in the transition from Art Nouveau to Art Deco.



Picture 3: House on the corner D.
Tucovic and Lipa Street



Picture 4: House in Omladinska Street

Building of Sokolana (1931-36) is work of architect Momir Korunovic. This extraordinary structure built through the efforts of Uzice's Sokoli (Falcons), their symphatizers and Czech Josif Jehlicka who founded the Company of Falcons 20. March 1911. in Uzice, were destroyed at the beginning of seventhies of the last century when tracing the railroad Belgrade-Bar. Korunovic's Sokolana belongs architectural romanticism based on the use of arched openings of medieval architectural tradition with high towers and a combination of convex and flat parts. (Kadijevic, A.; 1996, pp. 88-90.) With her demolition, Uzice have lost a spiritual bastion ambiguous consequences of this act is only now becoming clear and perceived.

4. CONCLUSION

Acceptance of Art Nouveau style in Serbia is the result of a series of integrated social, economic, political and cultural factors. The world phenomenon of Art Nouveau,



based in several European countries as a movement of liberation from historicism, in most other regions lost his revolutionary character and was based on the “refreshment” academicism through forms inspired by nature, carried out by means of new structural and decorative system. Conditions where he created and developed the Serbian Art Nouveau meant the effort of the young Serbian state to achieve substantial independence from the Ottoman Empire and the aspiration for the acceptance of European cultural values. In a relatively short period of time, the Serbs have become able to self-educate their own technical intelligence, developed appropriate institutions, set up legislation, with constant maintenance of the living cultural ties with leading European centers. Extensive construction activities included the better supply of building materials, the introduction of technical and technological innovations and improvements of the many craft workshop.

The importance of Serbian Art Nouveau was neither a revolutionary nor decisive. However, it has made significant innovations in terms of using new building materials (reinforced concrete, steel, large glass surfaced) and new structural and decorative systems. The release of the wall canaves from the academic, horizontal divisions opened up opportunities that will use modern architects between two world wars in terms of creating architecture in which the structural elements become bearers of aesthetics value. Although a large number of Art Nouveau buildings characterized by appealing or insignificant, even stylistically inconsistent surface decoration, possesses a number of superior architectural quality – clearly conceived space, easy communications, good brightness, excellent details and a sense of ease and freedom of expression, all of which makes the most value of style Art Nouveau architecture. The existence of this buildings shows the possibility of Serbian society, merely freed of Turkish slavery, to be included as a equal member of the family of a state based on European cultural standards. It was one in a series of the same or similar kind of a approach Serbia to Europe was repeated several times in recent history, with a stil uncertain outcome.

The importance of Art Nouveau buildings in Serbian architecture and the development of society in a border sense imposes the need of their proper evaluation, consevation and adequate presentation. Since the architectural works that surround us are framework of our lives and activities, the establishment of humane and progressive society is directly linked attitude towards their own environment. Modern understanding of the concept of urban renewal and historic parts of the city means the conservation, restoration and reorganization of space. The identity of a city is formed according to the method of architectural design buildings and vacant space and it is the expression of all aspect of human activity and historical changes. Preserved old parts of the city are a testimony of the traditional forms of culture and creativity of our ancestors and their way of life. (Roter Blagojevic, 2008, pp. 117-127.) The fate of the buildings in Art Nouveau style in Serbia can not be harmonized with their value. Belittled by modern critics, Serbian Art Nouveau buildings, especially in the provinces being destroyed or removal wall decoration. Unfortunate events or foolish actions and most post-war commitment to a radical break with the historical past and all what was a civil order, morality and tradition delete it the



face of earth many values, hard work and love of our predecessors to their environment do so nice and pleasant.

However, in the past few decades there have been initiatives to preserve inherited fund construction and renovation, where it is still possible, the physiognomy of the old city core. Projects undertaken by the Institute for Protection of Cultural Monuments of Belgrade, Nis and Valjevo may be an incentive and other areas to prepare the conditions relating to the identification, assessment and conservation of the preserved buildings that could, under more favorable financial conditions, could be revitalized and, as such, become one of the important spiritual, cultural and economic (tourism) resources. In fact, in today's time every Serbian town need one analytical study of the existing state and clear position on the course of action. World metropolis like Barcelona and Riga in the center of its tourist offer put the "Art Nouveau Tour". Belgrade with its 230 registered Art Nouveau buildings of which a significant number in good condition, be sure to have similar potential. Užice, unfortunately, can not count nor with approximate; y Art Nouveau heritage, but what is still there and these are the examples presented in this work, deserves to be presented at the broader plan

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SPATHEION TYPE AMPHORAE FROM BOLJETIN SITE

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***Apstrakt:** Roman fortress Boljetin was excavated in the period from the year 1965 to 1969. The exact name of the camp is not known but it is usually assumed that it was Smorna. In the literature, this type of amphorae is referred to as African amphorae, as well as North African amphorae of type Spathe or Spatheion. They are mostly believed to have been used for transporting oils or fish products, although there are claims that they may also have been used to transport honey and lentils.). Although other types of African amphorae were also found in the Danubian area of the territory of modern Serbia, it is interesting to note that they are only sporadically and rarely present, so that Spatheion type is the most often and most frequently represented type of African amphorae in the Danubian area in Serbia.*

***Key words:** roman period, amphorae., fortress, Smorna, Spatheion.*

1. INTRODUCTION

Tourism, as a fast-growing industry, constantly offers a new quality tourist products which are attractive for more and more tourists. The Roman fortress Boljetin represents a tourist attraction with various possibilities. The main goal of this paper is to show that the amphorae from the Roman fortress Boljetin represent significant exhibit and very popular attraction for many tourists.

2. ROMAN FORTRESS BOLJETIN

Roman fortress Boljetin was excavated in the period from the year 1965 to 1969 (Zotović Lj. /Petrović 1965, 1966, 1967, 1968; Зотовић, Ј. 1984). The exact name of the camp is not known but it is usually assumed that it was Smorna (Кондић 1971, 51-58).

The materials from excavations haven't been published up to now, except in the little part of it (Dušanić 1974, 275, no. 1, fig. 1, 276, no. 4, fig. 4; Gudea 1974, 142; Крунић 1994, 81-85; Zotović, R. 2006, 549 - 558; 2007, 95-103). The archaeological researching occurred Roman fortress as well as roman necropolis next to it. Roman fortress has three phases of living: 1. I and the beginning of II century; 2. phase of reconstruction, the most probably from the time of the second half of III until the beginning of V century, and 3. phase of rebuilding, the most probably in the period of Justinianus in VI century. Roman necropolis belong to the first, the earliest phase of living of the fortress (Zotović, Lj. /Petrović 1968; Zotović, Lj. 1969; 1969a). Finds of amphorae was occurred on the both locality, and certain finds of them was sporadically published (Bjelajac 1996, 15, 33, 55, 74, 81, 89, 102-103, 116).



3. BOLJETIN CERAMICS GROUP

Boljetin ceramics group comprises mostly of amphorae. They may be divided into five general groups. They are the so-called Western Mediterranean, Eastern Mediterranean, Pontian, African amphorae, and locally produced amphorae. Chronologically, they originate from the period from 2nd to 6th centuries. The so-called Pontian amphorae are presented with the greatest variety of types; however, the largest number of identified amphorae of a particular group belongs to the so-called African amphorae.

This type of amphorae is characterized by a grooved or inverted rim, narrow neck flanked closely by short and thin handles, and narrow, cylindrical or elongated body tapering to a sharp foot. They were made from well purified or sandy earth, red or ochre baking colour, and the outer surface was covered in whitish engobe. Their shoulders or bellies frequently bear inscriptions or markings made in red. In the literature, this type of amphorae is referred to as African amphorae, as well as North African amphorae (Paraschiv, 2006, 127 - 128), of type *Spathe* or *Spatheion* (Bjelajac, type XXVII; Peacock, Williams 51; Keay XXV, XXVI; Paraschiv, type 59). They are mostly believed to have been used for transporting oils or fish products (Paraschiv 2006, 170), although there are claims that they may also have been used to transport honey and lentils (Bjelajac 1996, 87). Although other types of African amphorae were also found in the Danubian area of the territory of modern Serbia (Bjelajac, types XXV, XXVI, XXVIII and XXIX, 83, no. 156, 85-87, no. 157-162, 91- 92, no. 185, 92-93, no. 186), it is interesting to note that they are only sporadically and rarely present, so that *Spatheion* type is the most often and most frequently represented type of African amphorae in the Danubian area in Serbia (Bjelajac 1996, 87 - 89). This typological group of amphorae is the one presented in largest numbers at Boljetin.

The *Spatheion* type amphorae are present in two variants. The amphorae of larger dimensions belong to the older variant and originate from 4th and 5th centuries, while the amphorae of smaller dimensions are characteristic of 6th century period. Amphora no. 14 was dated into 4th century, according to findings of a tool storeroom from the same period (Popović 1988, 252), while others belong to 6th century period. Three amphorae bear visible remnants of a cursive inscription (cat. no. 15), as well as the sign of a cross with Greek letters *psi* and *sigma* inscribed (cat. no. 1), and the cross and inscription in cursive (cat. no. 7). The closest analogies to this type of amphorae from Boljetin are found at the site of Tekija, where are also two types of this type of amphorae: older type of small dimension from 4th and 5th century, and younger type of bigger dimension from 6th and 7th century (Cermanović-Kuzmanović/ Jovanović 2004, 159, no. 44 - 46). *Spatheion* amphorae appear also on the sites along the Danube as Singidunum, Viminacium, Diana, Saldum, Pontes, Transdierna, Aquae, Milutinovac, Ravna, Mokranjske stene (Поповић 1987, 15 - 17, fig. 13/8 - 10; Димитријевић 1984, Т. IX; Зотовић Љ. 1984, 224; Јовановић 1984, Т. IV/2; Томовић 1984, Т. III/8, 10, 11; Garašanin/Vasić/Marjanović-Vujović 1984, Т. IX/V/16, 16a, 16b; Milošević/Jeremić 1986, Fig. 9a;



Jovanović/Korać/Janković 1986, Fig. 14/3; Janković 1981, 63B; Sretenović 1984, Sl. 212/1) (map 2), and also inside of territory of Serbia, on the site Jelica near nowadays city of Čačak (Cvjetičanin 1988, T. 1/V/2).

It is an interesting fact that African amphorae of Spatheion type are most numerous at Boljetin, and that they are relatively frequently found at other sites along the Danube when compared to other types of African amphorae. The reason for this may perhaps lie in the fact that they were convenient, as amphorae of smaller dimensions, for transport, along with other necessary items that were shipped with ceramics or in ceramic products. The other reason may be found in the fact that the provenience of this amphora type is believed to be Spain as well (Bjelajac 1996, 87), not only the area of north Africa, Tunisia in particular, usually believed to be their most probable provenience and place of further production. Therefore, their moving may have been somewhat easier in terms of reduced transportation costs and risks when compared to other types of African amphorae. This assumption may further be substantiated by the fact that another type of amphorae, originating from Spain, was identified at Boljetin (Bjelajac, Western Mediterranean amphorae, type VIII), as well as at other sites of the Djerdap *Limes* (Bjelajac 1996, 34). Although the Bjelajac VIII type of amphorae is earlier, dating from the period from 1st to 3rd centuries, such data may lead to a possible conclusion on the presence of the transportation route by the Danube to the Black Sea and back, which remained in use for a long period of time, and was a regular line for supplying the forts of the Djerdap *Limes*.

4.CATALOGUE

1. An entire amphora. The belly bears an inscribed cross and Greek letters *psi* and *sigma* in red.
 - f. (field) inv. (inventory) no. (number) 2/65; sq. (square) B1; d. (depth) 1.17 m.
published: Bjelajac 1996, 89, no. 167, fig. XXXI/167.
2. Lower part of amphora.
 - f. inv. no. 3/65; sq. B1; d. 1.17 m.
3. Lower part of amphora. Light ochre baking colour, made of purified clay. Traces of intensive firing.
 - f. inv. no. 13/65; sq. B3; d. 1.0 m.
4. Fragment of a rim, part of neck and a stem of a handle.
 - f. inv. no. 18/65; sq. B4; d. 0.98 m.
5. Fragment of a rim, neck, handle and a part of amphora belly. (fig. 1).
 - f. inv. no. 43/65; sq. B6; d. 1.10 m.
6. Fragment of a rim, neck, part of belly and handle of an amphora. Light ochre baking colour. (fig.2).
 - f. inv. no. 135/65; sq. C7; d. 1.70 m.
7. Fragment of a neck, handle and part of belly. Upper part of belly bears an inscription in red of a cross and cursive writing.



- f. inv. no. 252/66; sq. D8; d. 0.90 m.
published: Bjelajac 1996, 89, no. 168, fig. XXXI/68.
8. Larger part of an amphora with a preserved rim, neck, handles and a larger part of the belly. Red baked, and white coating on the outside.
f. inv. no. 382/66; sq. G1; d. 1.45 m.
9. Upper part of an amphora with the preserved rim, handles, neck and part of the belly. Baking colour light grey.
f. inv. no. 465/67; sq. E9; d. 0.63 m.
10. Entire amphora. Baking colour light grey, and traces of intensive firing on one side.
f. inv. no. 466/67; sq. E9; d. 0.63 m.
published: Bjelajac 1996, 89, no. 169.
11. An amphora missing a tapered bottom end. Baking colour light grey.
f. inv. no. 668/67; sq. I11; d. 2.70 m.
published: Bjelajac 1996, 89, no. 166; fig. XXXI/166.
12. An entire amphora, 38 cm in height and belly width of 9 cm, made of well purified white clay with thin white coating on the outside.
f. inv. no. 797/68; sq. J9.
published: Bjelajac 1996, 89, no. 165, fig. XXXI/165.
13. Amphora belly and bottom, dark red baking colour, with traces of intensive firing.
f. inv. no. 738/67; sq. J2; d. 1.0 m.
14. Amphora 90 cm in height, missing a part of the rim and the tapered bottom part. Made of white, well purified clay; yellowish-white baking colour. (fig. 3).
f. inv. no. 863/68; sq. K5-J5; d. 1.46 m.
published: Popović 1988, 252; Bjelajac 1996, 88-89, no. 164.
15. Amphora, restored. Preserved upper part with rim, handle, neck and part of belly. Made of purified clay; baking colour yellowish-white. The belly bears partly visible cursive writing in red. (fig. 4).
Study material. No data.
16. Amphora fragment, made of purified clay, baking colour ochre. Rim, neck and both handles preserved. (fig. 5).
Study material. 1965; sq. B5; d. 0.80 – 1.20 m.

5. CONCLUSION

Serbian tourism development requires new tourism products. Archeological sites and museums can be very interesting tourism products for many tourists.

Locality Boljetin and amphorae found in it are the treasure of this nation, which valorized grass and through the development of tourism.



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ECO-RURAL TOURISM ON THE MOUNTAIN TARA

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***Abstract:** Tara Mountain is an oasis of unspoiled nature, the pearl among mountains, which is a great tourist potential of Serbia with its beauty and geographical resources. The same can be said for the close and immediate surroundings of Mt Tara. This area has the fundamentals and prospects for the development of different types of tourism, which can enhance this beautiful setting. It is necessary to develop and implement programs for the development of tourism and attract guests who will appreciate the challenges of these values of Mt Tara and its surroundings.*

The paper discusses the possibilities of development and investments in eco-rural tourism, as well as in various types of non-mass tourism at Tara mountain and its surroundings.

***Key words:** tourism, eco-rural tourism, Tara mountain, national park, spruce.*

1. INTRODUCTION

One of Slav legends says that good god Tar chose Tara mountain to live his divine life there because of its numerous and unmatched natural beauties and accordingly it is named after him. (Djuricic. B. 2006) Tara is one of the most beautiful mountains of Serbia, decorated by trees and meadows, starting from alder and willow forests in the lowest band to various mixed forests of fir, spruce, pine and beech which take turns with other deciduous trees with increasing altitude. It is extremely rich in plant and animal species for which it is classified among the most valuable and richest ecosystems in Europe. (Novaković-Kostić, R., 2016)

By a special law, the area of Tara was declared the National Park in 1981. This decision is aimed at the preservation of rare plant and animal species and their communities, the environment and the special natural values, and protection of cultural and historical monuments. It is comprised of 19,200 ha of which about 13.000 ha is forested. The whole area of the National Park consists of : Tara Mountain, Crni Vrh, Zvezda, Stolac, the Drina canyon with Perucac and Bajina Basta surroundings.

National Park "Tara" is categorized among the most valuable and richest ecosystems of Europe, so it is no wonder that it is one of the most proposed candidates for the seven wonders of nature in our country.



Thanks to the specifics of the geographical location, geological terrain, climate and altitude, it has a distinctive rich flora, so that in this region one can meet nearly a third of all plant species in Serbia. We identified over 1000 plant species, 34 forest and meadow associations. The most common types of trees are fir, beech, spruce and pine. All these species with a total share of 93%, give an important feature of the forests of the national park. Another important feature is reflected in the presence of conifer species in comparison to deciduous (62:38).

Our famous scientist and flora explorer Joseph Pancic in the village of Zaovine discovered a specific conifer, extremely good-looking and spindle-shaped in 1875, which was named after its discoverer - Pancic spruce. This tree is the most important relic endemic species of this region, and is a part of the national heritage and topic of interest for the world scientific community. The distribution of this species is restricted to Mt. Tara and the part of eastern Bosnia, in the middle flow of the Drina river. This species and its habitats have become a source of national pride, but also of interest to the entire international scientific community. For the purpose of its preservation, and due to overwhelming demand of the scientific community of the world, nine natural localities with Pancic spruce as special reserves have been isolated and protected in order to preserve these natural treasures and rarities. In addition to spruce, Tara is a habitat to many by law protected species - colurna, yew, privet, peony, gentian and others.

Fauna of Mt. Tara is abundant in birds of prey, such as the Honey Buzzard, Short-toed eagle, peregrine falcon, golden eagle and griffon vulture. As for mammals, apart from bears, there are wolves, badgers and wild boars. We note the small mammals and reptiles: salamander, newt, tree frog, turtle forest, leaping and hinge. Three types of fish, brown trout, grayling and boys, have a unique value for the park. True botanical rarities thrive in the rocky cliffs and canyons.

The mountain is very rich in drinking water, springs and wells. There are wild fruits - blueberries, blackberries, raspberries, strawberries, red berries, mushrooms, etc.

Predov krst, one of the tourist-hunting areas, can be reached from Perucac through the narrow canyon of the Derventa river over Rastiste, and is located at 1075 meters above the sea level. Mitrovac, with excellent climatic conditions for rest and recreation, which also can be reached via Perucac along a curvy road to 1,080m high; Kaludjerske bare, at 1,000 meters, 16 km away from Bajina Basta; Perucac, on the right bank of the Drina River, and Prepelista in Kremna area, and a hilly area of Mokra Gora, with a nature park and Drvengrad.

1. THE IMMEDIATE SURROUNDINGS OF TARA

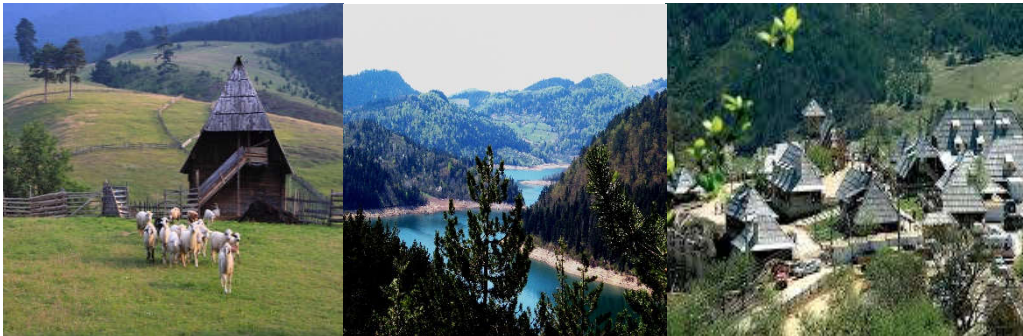
Primarily, all the villages close to its slopes, can be regarded as the immediate surroundings of Tara, with a similar or complementary tourism potential, and the possibilities of developing several types of tourism. These are the most important ones: Kremna, Mokra Gora and Zaovine. (Pandžić, A, 2006)

The villages at and around Mt.Tara belong to old-Vlah type and are very attractive . In addition to the built modern residential houses, the old type of wooden houses in mountain style has been kept. The villages are surrounded by green areas and cultivated plots, they have electrical and telephone connections, water supply.

Kremna is one of the most beautiful villages in Serbia. Kremna valley is a unique geographical entity, a plateau with an altitude of 750 to 900 meters. A crossroads of Uzice-Sarajevo-Kremna- Zlatibor road, Kremna- Tara- Mitrovac- Zaovine road and – Kremna - Bajina Basta road,etc.

Mokra Gora, known for Sargan Eight railway and "cira train", thanks to railway company ZTP Beograd, has been running again on steam throughout the restored section of 15.5 kilometers since 2003.

This old railway track is named "Eight" after the unique construction solution because the altitude of 300 meters was mastered by a construction solution in the form of number eight (seen in a horizontal projection). It is interesting to mention that , because of the steep terrain on the entire route there are 22 tunnels, of which the longest one is Sargan (1,666 meters).



Kremna

Zaovine

Mokra Gora

Figure 1. The villages on the mountain Tara

Mokra Gora has recently been known for Kusturica's newly-built ethno village named Drvengrad at Mecavnik hill. The famous and recognized film director Emir Kusturica, a UNICEF ambassador, built a fairy-ethno village in Mokra Gora. Mokra Gora, with its constructed facilities and potentials is an attractive European eco-tourist destination with sustainable development; it is officially recognized as a national park and a special nature reserve and an area of national importance, with a part of Mt.Tara.

Zaovine is a mountain village which, after the construction of hydro accumulation lake, got the modern infrastructure and has become an accessible tourist destination. The



reversible lake in the Rzav canyon is a tourist and technical-technological attraction. It is a mix of beauty and economic benefit.

2. TOURISM ON MOUNTAIN TARA AND ITS SURROUNDINGS

The tourism industry is very complex and multidisciplinary today, and its economic effects are very significant. It is connected with other economic industries and sciences in many ways. Tourism is actually an industrial service that is directly dependent and thus runs a number of other industries. It is not concentrated nor dependent on a single location, but it is spread over the most of the territory. In developing countries, such as Serbia, tourism is the main export economic branch, which is based on small and medium enterprises and entrepreneurs.

As economic activity that destroys the least of all natural resources, tourism is an especially accepted activity at Mt.Tara and its surroundings. It is the interest of tourism in mountain conditions to preserve and enhance natural resources. Tara National Park is a famous and traditional summer and winter recreational area. Favorable climatic conditions, a large number of sunny days, the mean altitude of about 1000m and natural beauties provide all the conditions for a pleasant stay, walking and hiking; a large lake on the Drina and in the valley of the Rzav river are used for water sports; mountain slopes and hilly terrains for winter sports and rich, diverse game for hunting. Climatic conditions at Tara are very favorable in summer and winter. They favor the treatment of bronchial asthma, chronic bronchitis, anemia and other diseases.

A number of resorts, mountain houses and hunter huts, accommodation in private houses enable visitors of different categories to stay in there. For them there sports fields, pools and walkways at Mt.Tara, and for hikers and other nature lovers there are marked hiking and walking paths. Athletes have special advantages because they can use arranged football pitches, tennis courts, volleyball and basketball courts. For winter sports enthusiasts there are installed ski lifts on skiing paths. Among the most interesting tours of the area are: a visit to the medieval monastery of Raca which was built by the Serbian king Dragutin Nemanjić in the second half of the thirteenth century, a drive on a steam locomotive Šargan Eight, a visit to ethno village Drvengrad at Mecavnik hill and a tour of the house where Kremna prophets Tarabics were born as well as their graves.

3. OPPORTUNITIES FOR DEVELOPMENT OF ECO - TOURISM AT MT.TARA AND ITS SURROUNDINGS

The development of tourism starts from meeting basic needs of individuals or groups. (Trumbulović. Lj., 2014) The needs are divided into two basic groups. The first



one relates to the necessary needs, related to housing, transportation, food, etc.. The second group is related to the use of time in tourist locations (rest, entertainment, shopping, discovering different values, etc..). (Misailović, I., 2006.)

Noticeable expansion of tourism is reflected primarily in the increasing number of tourists who, in search of new spaces and new experiences, whether consciously or not, become part of the tourism industry, but also through their personal needs are trying to meet their specific requirements. Having this in mind, we can estimate that tourism is in the process of constant and intense changes. Changes in tourism arise primarily from alteration of structural elements, respectively structural transformation of tourism in general. The main changes, which make tourism very turbulent, concern mainly the effects of significant factors in the environment, coupled with the increasingly strong awareness of the need to preserve the basis of its development - the space and the natural environment.

These changes have caused the need for new thinking in relation to the development of tourism, which are based on two basic assumptions - the protection and preservation of natural and cultural resources on which the tourism development is based.

Out of dozens of sub-groups of tourism on a global scale, rural eco-tourism is in a continuous development. Ecotourism, defined as a responsible travel within the nature that preserves the environment and cultural values and supports the improvement of standards of the local population, is a great chance for Serbian tourism. Ecotourism has a unique role in educating travelers about the value of a healthy environment and biological diversity. It is defined as a form of tourism based on nature. In the market, ecotourism is mostly individual or small-scale tourism within which small or medium-sized enterprises operate in the fields of nature.

It is a market segment that focuses on guiding and accommodation of small groups in the fields of nature with an educational approach, using materials with instructions and specialized local guides.

All this is not in favor, and from that point of view does not provide the perspectives of rural tourism development at Mt.Tara. However, the fact that tourism is at a turning point of its development phase, i.e. the maturity stage characterized by a saturated market by the existing ways of meeting tourist needs and that there is the growing awareness about the need to preserve the natural environment, is a sufficient reason for the revival and investment in eco- rural tourism at Tara mountain.

Rural tourism and what we call farm-village tourism can not be equal, because the whole strategy called rural tourism is far more complex and affects several major spheres of economic and social life. Rural tourism is actually a set of planned and strategically placed activities to ensure: a combination and incorporation of the various segments of economic activity with agriculture, the mechanism of activation of existing economic and natural potentials and their orientation to the less developed regions and the mechanism for initiation of reverse migration process through the creation of new and more attractive jobs.

Development of rural tourism among others presents a way to preserve, highlight and promote a cultural and historical heritage of each local community, the local traditions



and customs, as well as informing others about them. Also, rural tourism is the way to preserve traditional crafts and handicrafts and their placement in other markets. (Tomka D.,2003)

The starting point for the development of eco- rural tourism at Mt. Tara and its surroundings, besides the above stated numerous natural resources, beauty and rarity, is represented by the local population with their private property as well. It is needed to give an equal importance to the population residing in the villages in the mountains and at the foothills. Residents of the villages, which are located at the foothills, who still spend summers breeding their cattle in the private properties at Mt.Tara, in log huts (there are also masonry buildings now) are particularly interesting, because they are virtually out of reach of civilization (electrical and plumbing networks, mass-media, asphalt). They are potential hosts and important segment of the eco- rural tourist offer.

Through local tourist organizations,it is needed to find and educate potential hosts and with adequate offers to attract the users of eco- rural tourism. The role of local governments and the state is to provide more financial assistance to future hosts (adequate long-term loans) in order to renew their flocks and prepare homes and log cabins to welcome fans of eco- rural tourism, and thus to start up the reverse process of population migration -from the city to the village.

The offer of Tara eco-rural tourism would contain the following: a pleasant home environment, learning about customs, way of life and work of the local rural population, participation in the preparation and consumption of specialty of local, domestic cuisine, visiting various terrains, view places and seeing beautiful natural surroundings, especially rare plants and animals, learning about medicinal herbs, mushrooms, and all their beneficial properties, and preparing and eating them, getting closer to nature and enjoying all its benefits.

For potential guests, at least three types of eco- rural tourism offers should be made. The first type of offer would be intended for tourists whose stay would last seven days or more. This group would represent those who aim to familiarize with nature and the rural way of life. A tourist offer for this target group has to be rich in a wide range of activities. The second type of offer would target those potential customers who would like to feel the magic of life in eco-rural area with all its advantages for up to seven days. The third offer is intended to tourists who are passing through the territory or are the guests of other tourist events at Mt.Tara, or visit one of the nearby tourist or town settlements, but would like to spend a day or two in the cottage - cabin far from civilization, close to all the beauty of Tara mountain along with its hosts and what they can provide.

Eco- rural tourism may be a need for itself or addition to the existing and new facilities, where it is necessary to fully maintain the ecological balance, which has been preserved to a large extent until now.

Tourist offer in the rural areas of Mt. Tara and its surroundings must be clearly tied to specific geographic space, and even more to the people who live and work in the countryside and who, at the same time, are the very attractiveness (their life, customs, work results, national costumes, etc..).



Eco-rural tourism should be seen as a form of sustainable development of villages. At the entrance to the villages, Visitor centers should be planned and built that are to organize a tourist offer and in which Tourist Associations of the villages would be placed, which would be responsible for the unique tourist village offer .

The population of the villages, as the owners of the land and existential dependents on rational use of resources in the natural protected area, represent the natural stakeholders of protection interest and permanent, sustainable development.

The contents and structure of the tourist offer of Tara villages must be mutually complementary. This model is based on the specific characteristics of the protected area. It is an imperative at this huge area to encourage business initiatives of the local population. On the existing rural areas and at numerous attractive locations it is possible, with practical and attractive architectural designs, to initiate the development of a multitude of small and vital economic entities. In this way it is possible to stimulate the return of a significant number of residents to the countryside.

All the basic parameters of development in this area will have higher values by affirmation of rural households, small and medium enterprises. Forms and contents of their connections will depend on their business initiatives and market demands.

In the complex process of economic revitalization and development of tourist valorization of the rural areas, coordination and consensus of all relevant and competent institutions: ministries, municipalities, public utilities, scientific and technical institutions, NGOs, local communities and local businesses are essential.

The concept of the system, permanent and sustainable development, based on the preservation of natural resources and their rational and controlled usage in modern conditions is the only realistic framework for the economic revalorization of the resources in this area.

4. CONCLUSION

The world trend in tourism development is increasingly focused on eco-tourism. Particularly attractive is the development of tourism in protected areas and national parks. Tara mountain has a perspective for it. As a national park, the main problem is how to find a balance between nature conservation and economic development of the area. One of possible solutions is the development of eco-rural tourism,. On one hand, it would create the conditions for the employment of the population of the region and their economic development, and on the other hand it would allow tourists to adequately meet the natural beauty of Mt.Tara.



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THE PROCESS OF MAKING BUSINESS DECISIONS AND THE IMPORTANCE OF ETHICAL CRITERIA SEGMENTS

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Abstract: *Business decisions are of exceptional importance for the progression and survival of different organizations on the increasingly harsher market. The question of the rationality of enacted decisions is viewed through a dioptr of goals which such decisions precede. Like that in the process of making decisions the goal justifies the means, respectively achieved goals evaluate the rationality of brought decisions. In search of an ideal and rational decision decision-making analytics developed a few models of making decisions. Many researchers devoted special attention to this segment of problems tied to business decision-making. At that they were being careful that problems formulated in a way that highlights possible positive gains encourages conservative decisions, namely for the decision bearers they say that they are against risks, while problems formulated in a way that highlights possible losses encourage risky decisions. Confrontation with ethical problems in work, organizational behavior, especially in making business decisions, requires great effort. The traumatic of such conflicts cannot be avoided, and to avoid these situations, and with that advance making decisions based on ethics, it would be useful to reassess the decision before we make it.*

Key words: *decision, advancement, goals, ethics, rationality.*

1. INTRODUCTION

Usually one thinks and says that a man is a rational being and that he acts that way, especially when important decisions should be made. In some respects a man is rational but that the characteristics of his psychic life are not universal. In some situations, a man does not behave rationally, which means that he does not always have to make rational decisions. The big question that in this regard arises: What does it mean make a rational decision?

Scientists who study organizations believe that *rational decisions* are ones that maximize the achievement of goals, whether they are the goals of a person, group or entire organization. Maximizing the objectives recently is replaced by their optimality, which means that the highest goals are not always justified. An important proportion of the investment and obtained.



2. MODELS OF DECISION-MAKING

In search for the ideal and rational decision-making process, analysts have developed several models of decision-making. Their task is to help decision makers make a faster and more cost-effective way to reach rational decisions. Mostly these are procedures that raise vigilance and reduce the risk of coming to a wrong decision. For now there are two familiar models to come to a rational decision:

- Rational-economic model and
- Administrative model.

What makes the *rational economic model* distinctive is that it requires that the decision maker examines all possible solutions and to fully and accurately assess each one of them. This approach does not take into account the possibility of error of decision-makers because it is based on the assumption that people are available to complete and perfect information that helps them make the perfect decision.

For the *administrative decision model* it is characteristic that decision-makers can have a limited idea of the problems they face. The number of solutions that can be imagined and implemented is limited in accordance with the abilities of decision-makers and the available resources of the organization.

The difference between these models is in the process of decision-making. Instead of considering all possible solutions, as well as the previous model, the administrative model recognizes the fact that decision makers consider solutions at the moment when they are offered. This administrative model is not based on the assumption of an ideal decision, but admits limited rationality and acceptability within which the majority of decision makers in organizations have to live and work in.

3. INTERFERENCES IN THE DECISION-MAKING PROCESS

Bringing some decisions, particularly the risky and far-reaching ones, can be and painful, with overcoming many barriers and frustrations. In the process, the decision-maker faces many difficulties and obstacles. The first difficulties that the decision-maker faces, and which he is often not aware of, are individual, of intellectual nature.

Description of the problem often becomes a key factor for the preference. One confirmed bias concerning the decision refers to the tendency that people make different decisions based on the facts as they were presented the problem, ie. based on the *formulation* of the problem.

4. ETHICAL PROBLEMS IN THE DECISION-MAKING PROCESS

Facing the ethical problems of work, organizational behavior, especially in business decision making, requires special efforts. The traumatic of such conflicts can be avoided,



and to avoid this situation, and thus improve decision-making based on ethics, it would be useful to review the decision before you make it. Some possible questions are:

- *Does the decision exceed the established prohibitions?*

Instead of coming up with a way to circumvent the bans, when we make the necessary decisions we should make an effort not to disturb the well-established social rules.

- *Will anyone be hurt by the ruling issued?*

Philosophers believe that an action is ethical if it brings good to many people. Therefore, if someone can be hurt in any way with the outcome of our endeavor, we should reconsider the decision. It's probably unethical.

- *How would you feel if your decision was published on the front page of the newspaper?*

When the decision is ethical there is no reason to worry if the decision is made public. However, if you feel uncomfortable in relation to this matter, the decision is probably unethical.

- *What if the same decision is repeated hundreds of times?*

Sometimes an unethical action isn't considered to be bad because it is only done once. In this case the damage is not great, but if we repeated the same thing 100 times then it is surely wrong the first time.

- *How would you feel if someone did this to us?*

If what you intend to do is really moral, it would probably be acceptable in any case, but if we ourselves do not want it, we should reconsider the decision.

- *What is the feeling of one who makes the decision?*

Sometimes things just seem bad, but usually because it really is so. If your endeavors are unethical the premonition will be bad for sure and vice versa.

5. CONCLUSION

Position of the organization as an open system in relation to the environment in which it operates imposes a number of difficulties. In addition to the time constraints and political pressures, which often limit the quality of organizational decisions, limitations that stem from moral and ethical principles-what is called a *limited discretion* should be noted. According to this idea, decision makers limit their actions to those that fall within the current and ethical standards. Although illegal actions could increase the profit of organizations, ethical principles strictly prohibit such actions. It is often very difficult to determine whether the decision that we consider is ethical or not. Problems of morality and immorality meet in the context of making business decisions and mistakes that occur in it.

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THE ROLE AND IMPORTANCE OF RAIL TRANSPORT FOR TOURISM DEVELOPING IN WESTERN SERBIA

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Abstract: Rail transportation is of great importance for the development of tourism in Western Serbia as it enables more tourists to visit this region. The Belgrade - Bar Railroad, which passes through this region, represents the most important factor (together with the road infrastructure) for further development of tourism. The use of refurbished and modernized old trains known as Romantika and Blue Train could play an important role in attracting more tourists to this region. The biggest tourist attraction is the scenic narrow-gauge railroad called "The Shargan Eight". Providing breathtaking views, this is one of the most attractive narrow-gauge railroads in Europe. The train called Nostalgia takes passengers on tours along "The Shargan Eight", offering them an experience that takes them back to the "old days". In order to better utilize the touristic potential of this region, it will be necessary to connect "The Shargan Eight" narrow-gauge railroad with The Belgrade – Bar Railroad and include roundtrips using The Drina River. The Department of Narrow-Gauge Railroads at the Pozega Railroad Museum could contribute towards the development of tourism in this region as the museum has valuable exhibits, such as the oldest steam locomotive manufactured in The Balkans. By expending and adding new exhibits, this museum could attract numerous train enthusiasts from all over the world.

Key words: tourism, rail transportation, Western Serbia

1. INTRODUCTION

Tourism as an economic sector in the first decades of the XXI century achieved primacy over other economic branches in all relevant indicators in the world. Having achieved a significant share of world gross domestic product and total employment, tourism has taken a significant responsibility in relation to the economic, social, cultural and natural environment. Therefore, ahead of tourism industry is the task of establishing a sustainable and responsible development in order to preserve all the important values of the environment and achieving the necessary balance where meeting current needs of tourists will not endanger the needs of future generations.

The first tourism connected with railway traffic occurred with the appearance of the steam engine and its implementation in traffic, or as organized activity started in 1841. That year, Thomas Cook after a predetermined plan and predetermined prices, organized a joint trip for 500 railway passengers to participate in the congress of teetotalers, and already in 1851 he brought by rail 165.000 visitors to the world exhibition in London.

In Serbia advantages can no longer be only spas, but wider, the appropriate service through a new segment, the so-called **railway tourism**. For our circumstances and habits, until a few days ago it was unimaginable and incomprehensible that riding old locomotives and carriages can represent a special form of superior tourism.

Thanks to two-century existence, steam locomotives present a fascinating phenomenon that can't be erased from the human mind because many people all over the world still believe in their



return. Such features provide forms of tourist offers of some railway administrations, known as **nostalgic trains**. Although it is not practically a 'new' offer (such trains appeared in the USA in the middle of the 1930s), after the great success of the Swiss travel agencies with the train **Nostalgia – Orient Express**, similar activities have started all over Europe.

Twenty years ago, exactly on June 1st, 1996, our country joined the club of 'nostalgics' because that day a promotional ride was announced by the museum train **Romantika** from Belgrade to Ljubičevo (Požarevac). The above mentioned train, until today, represents an offer by the Serbian Railways and runs in the period of June 15th till October 30th and during the weekend according to the established timetable. Next location related to railway tourism was **The Shargan Eight**, narrow-gauge railroad line which was opened in 2001.

2. RAILWAY TOURISM IN THE WORLD

The first steps in developing of railway tourism in the world have led to setting various types of railway vehicles (primarily locomotive) as museum exhibits, often near railway stations. In addition to such presentation of the development of railway technology, many administrations in order to popularize railway 'opened their doors'. With this marketing move, interested individuals could visit certain railway plants (stations, furnace rooms, etc.) and become more familiar with the railway history. These railway presentations had symbolic name **'Days of opened doors'** and the audience met them with great sympathy and popularity which could be seen by an impressive number of visitors.

In the middle of the 1970s, because of the railway modernization in many countries of Europe steam locomotives were withdrawn from regular service. On this occasion, last (farewell) rides were organized and were called **'Goodbye ridings'**. On these journeys it was seen how much these locomotives are 'in the heart' of all ages people and real invasion of photo, video and sound recorders confirmed it. Despite it the before mentioned administrations were implacable and did not deviate from their commitment, primarily motivated by increasing the profitability of transport.

Then rail enthusiasts were seeking solutions to the other side, where a large number of steam engines rumbled without restrictions for traffic. Organized groups were increasingly going to visit the following destinations:

- Eastern European countries (East Germany, Poland, Hungary, Romania and former Yugoslav countries),
- some Asian countries (Turkey, India, China),
 - countries in southern Africa (Zimbabwe, South Africa) etc.

At that time one circumstance was favourable to the development of the railway tourism. In many countries in Europe at the level of the Ministry of Transport or the industry, or at technical universities, were organized special commissions to monitor the status and conservation of monuments of technical culture for chronological display of railways development. From these companies were later emerged other forms of organization known as **National Society for the History of Railways**. Thus some beautiful and typical examples of famous steam locomotives are preserved, or true copies of the first locomotives are created ('Locomotion' in England or 'Adler' in Germany). At that time there was a small number of museum trains and they were considered as an attraction dedicated to hardcore railway enthusiasts. But, you should not ignore the fact that these trains were always full and were slowly coming out of the scope of their immediate use.

Groundbreaking period for the railway tourism was from 1875 till 1985 when riding old locomotives and carriages experienced a real renaissance. The explosive development of techniques



was not distracted by the inclusion of old trains in top tourism, which as ancient monuments drew attention to themselves. It is safe to say that the figure of 150 had a decisive influence on this phenomenon.

Some railway administrations began with the celebration of jubilees related to one and a half century of self existence. It all started in England, the homeland of steam locomotive in 1975 when the jubilee of the 150th anniversary of opening the railway Stockton-Darlington was celebrated. A spectacle called **'The Last Parade'** was organized and lasted five days. In that period 350.000 visitors watched 35 steam locomotives rumbling in continuous intervals individually with full steam. The other important event for development of railway tourism happened the next year. The first rides of the legendary restored train 'Simplon – Orient Express' started on the route Zurich-Istanbul and Milano-Istanbul. Highly elegant with a lot of style done composition of this train later called 'Nostalgia Orient Express' with blue-white Pullman carriages, experienced a complete success owing to business flair of businessmen.

The train 'Nostalgia Orient Express' consists of a sleeping car, restaurant car and luggage car with a dazzling appearance. Cabins are spacious and comfortable. The muffled sound of the wheels barely reaches the ears of passengers as a vague whisper and resembles a lullaby. The interior of the train is shining from the polished mahogany where the artist's hands engraved walnut ornaments. The seats are made of precious blue velvet sewed with snow-white lace. Each cabin is illuminated by lamps with silk lampshades and in crystal vases there are always fresh flowers that florists change at particular stations. Passengers sleep in embroidered sheets and curtains on the windows are as well as from the Victorian salons. Restaurant cars, that is dining lounges, have a varied menu which is one of the specialties of this train. Food and drinks are first class as in the best European restaurants. The whiteness of best linen tablecloths and napkins, richly decorated with silver utensils, transparency and brilliance of crystal, ruby red wine and white wine with topaz colour, the purity of water in jugs and bottles of champagne give to all a magical tone. Waiters in the train are top masters with dinner jackets and white gloves and above all they are discreet.

Thus equipped the train, the staff and services create the illusion of adventure which attracts people who are looking for luxury and new horizons, meetings and even love affairs. Depending on which relations the train runs, travel prices range from 5.000 to 36.000 USD. Of course, where possible, 'Nostalgia Orient Express' is dragged by good old steam locomotives. This train has entered the Guinness Book of Records when in late 1988 was organized a ride on the route Zurich-Paris-Warsaw-Moscow-Beijing-Hong Kong (Tokyo). The route was 18.000km long and the train was passing through three different gauges. Steam locomotives alternatively pulled the train in France, West and East Germany, Poland, the USSR, China and Japan. The number of passengers was limited to only 60 and the price of the arrangement was 20.000 USD. After the end of the journey the 'Orient' was left in Japan for a few months and 300.000 Japanese enjoyed the rides in this train, because the restored steam locomotive, after 30 years of break, was again rumbling through Tokyo. The train is still running today, if necessary and in the predetermined timetable.

Festivities marked by the number 150, lined up one after other at the end of the XX century. Jubilee of the opening line Liverpool – Manchester and 'Racing Locomotives in Rainhill' in 1980 was followed by 130.000 visitors from the stands and in the course of three days 30 steam locomotives paraded on. In the period of 1985 several more famous trains were restored such as 'Das Rheingold', 'Golden Arrow' etc. Then again followed jubilees of the 150th anniversaries of the railways in West Germany and Belgium in 1985, in Austria in 1987, in The Czech Republic in 1989 and in Hungary and Slovenia in 1996. In Serbia was organized a celebration for the 120th anniversary of the line Belgrade – Niš in 2004.



A special great success was achieved in Germany. The entire celebration sparked great interest, with no differences at all ages. At the height of tourist season (July and the first half of August) museum exhibition in Nuremberg was visited by 250.000 people. At the vehicles parade (60 trains from different time epochs) there were 90.000 visitors, and at the exhibition of rail vehicles in Bochum there were even 410.000 visitors for only ten days!

The space between these exhibitions – parade was 'garnished' with rides in old railway cars which were pulled by steam locomotives. These rides are known as 'Trips in the Good Old Days'. German federal railways (DB) restored 4 steam locomotives and stationed them in Nuremberg, and then they abolished the ban on the transport of steam locomotives on many lines. Today Germany has a total of 532 museum steam locomotives, of which a significant number of roadworthy! Attractive celebration of the 150th anniversary of the Austrian railways was presented through various programmes, particularly noted were parts called 'The train of trains' (mobile exhibition) and 'Parade of Trains', where 22 steam locomotives participated, 11 diesel ones and 31 of electric traction vehicles. This mighty machine pulled 104 passengers and 111 freight cars, so that in front of the audience at the stands paraded a total of 65 trains.

Our neighbours Hungarians have provided 32 steam locomotives of different ages for museum rides. In July 1996 they celebrated the 150th anniversary of their railways and Budapest was the epicenter of 'rail earthquake'. At the parade of trains, more than 80 vehicles from many European countries paraded, both the oldest steam locomotives and the most advanced European trains found themselves at one point. Rail heritage park of Hungary is made in Budapest where 61 steam, diesel and electric locomotives are collected as well as railcars, steam, diesel and electric trains. At this location there are 32 passenger and 14 freight cars, as well as 27 trolleys, cranes and other railway vehicles, and it can be freely said that this historic railroad park is a place of 'pilgrimages' of numerous train enthusiasts and tourists from Europe and the world. A special company MAV Nostalgia KFT is founded which offers rides and touristic programmes with various driving bands, with steam or diesel traction, offering the most luxurious train Exclusive NOSTALGIA.

Slovenia did a lot in this area, too – except the best railway museum in Southeast Europe which is located in Ljubljana, they have two active museum trains with steam traction, at Soško line from Jasenica to Nova Gorica and in Koruška, on the lines around Celje and Maribor. On 45 locations all over Slovenia locomotives are placed as memorials.

3. RAILWAY TOURISM IN SERBIA

The former Yugoslav railways have always attracted attention of foreign and local enthusiasts and the true train enthusiasts. The main reason was the specificity of the rolling stock inherited from four different railway systems – four different gauges. The main differences were reflected in the technical, organizational and esthetical characteristics, especially in the design of the vehicle. A lot of praise is pronounced, among others, that 'nowhere in the world is such a small country with so many different types of steam locomotives'. Enthusiasts, but –

foreigners did not sit idly by and primarily through photos, which were published in a few anthology books, saved from oblivion many rarities. Some local enthusiasts joined them from time to time, but from the railway, officially at that time – NOBODY! Photographing old steam locomotives caused many inconveniences (even a bit of the present study was repeatedly summoned to 'informative talks', for that matter). A direct consequence of this state of mind is the fact that, until the year 2007, not a single book revue type of steam locomotives is published, those monuments of technical culture in which construction our engineers took part.

At the end of sixties, seventies and early eighties under the 'cloak' unprofitable, several thousand kilometers of railways, even four gauges (0,600m, 0,750m, 0,760m and 1,435m) were terminated, the rolling stock was decimated (wagons and locomotives). There wasn't even 'a blink' and much of the rolling stock which could be used for touristic purposes was destroyed. Priceless treasure of our technical culture is irreversibly destroyed!

After a period of 'barbarism', when uncritically and literally was destroyed everything that is old and 'technically obsolete', at the beginning of the eighties some 'new winds' blew on. It started with setting steam locomotives – technical monuments near the station buildings and in certain factory circles. In that way 46 steam locomotives grouped in 30 different series were saved and placed. (Table 1).

Table 1: The museum–touristic steam locomotives in Serbia

A) Lokomotive spomenici					
1.	<u>01-35, 035</u>	<u>Niš</u>	24.	<u>82 – 007</u>	<u>Požega</u>
2.	<u>01-043, 26-042</u>	<u>Kosovo Polje</u>	25.	83 – 017	Čačak
3.	01 – 070, 070	<u>Subotica</u>	26.	83 – 029, 033	Lapovo Varoš
4.	<u>01 – 121, 121</u>	<u>Crveni Krst</u>	27.	<u>83 – 037, 037</u>	<u>Požega</u>
5.	<u>05 – 025, 017</u>	<u>MIN – Niš</u>	28.	<u>83 – 062, 062</u>	<u>Požega</u>
6.	<u>11 – 022, 022</u>	<u>Beograd</u>	29.	83 – 182, 182	Lajkovac
7.	16 – 018	Želvoz – Smederevo	30.	85 – 045, 045	Užice
8.	<u>17 – 035</u>	<u>Niš</u>	31.	<u>92 – 043, 047</u>	<u>Požega</u>
9.	<u>20 – 100, 020</u>	<u>Niš</u>	32.	99.3 – 017	99.3 – 017
10.	20 – 196, 196	Sombor	33.	<u>99.4 – 084</u>	<u>Beograd</u>
11.	50 – 100	Šećerana – Crvenka	34.	<u>152 – 077</u>	<u>Crveni Krst</u>
12.	51 – 007	Novi Sad	35.	154 – 008	Železara – Radinac
13.	51 – 037	Zrenjanin	36.	<u>162 – 004</u>	<u>Crveni Krst</u>
14.	51 – 152	Vršac	37.	<u>Kostolac</u>	<u>Požega</u>
15.	51 – 159	Kikinda	38.	<u>Milan – No1</u>	<u>Požega</u>
16.	60 – 004	Vital – Vrbas	39.	<u>Rama</u>	<u>Požega</u>
17.	<u>61 – 002</u>	<u>Niš</u>	40.	181	Bor
18.	61 – 016	Fabr.vagona	41.	53-018	Reik Kolubara
19.	62 – 074	Kraljevo	42.	22 – 626	Cementara Popovac
20.	<u>62 – 086</u>	Ruma	43.	ĐĐ N° 283	Potisje Kanjiža
21.	62 – 095	<u>Pančevo</u>	44.	UNRRA 12	Kostolac
22.	62 – 116	Prokuplje	45.	Planka	Šarganska osmica
23.	<u>73 – 002</u>	Lapovo Varoš	46.	CFR 764.427	Šarganska osmica
B) Muzejsko – turistički kompleks Šarganska osmica					
83 - 052, 025			L45H-077 (dizel lokomotiva)		
83 – 173,173			L45H-096 (dizel lokomotiva)		
Škoda 25 – 27			L45H-097 (dizel lokomotiva)		
Elza			L45H-098 (dizel lokomotiva)		
N° 88 (600 mm)					
C) Muzejski voz <i>Romantika</i>					
01 - 088, 088		33 - 087, 228		51 - 052	

3.1. Museum of narrow-gauge railroad in Pozega

A particular success was opening of the Department of narrow-gauge railroad in Pozega (figure 1), which organizationally belongs to the railway museum in Belgrade.



Figure 1: The Department of narrow-gauge railroad in Požega

When protecting and collecting locomotives with a narrow-gauge railroad lines as museum exhibits, the idea to form museum exhibition related exclusively with the narrow-gauge railroads. Thanks to the enthusiasm of employees in the above mentioned museum and a few railway enthusiasts, the restored area of 1,5 hectares, plenty of original exhibits were located from our narrow-gauge railroads, which are part of the historical and technical development of our narrow-gauge lines. The Department of narrow-gauge railroads is located right next to the railway station Požega and it was ceremoniously opened on April 12th, 1990.

The station is located in Požega in km 154 + 900 railway line Belgrade – Bar, and the museum is located parallel to the railroad from km 154 + 400 to km 154 + 700 and covers an area of 1,5 hectares. At the beginning of the century, reconstructed space station with narrow-gauge railroads was built in this area. Till now, the following facilities have been built in this museum:

- typical station building, built on the Preljina model,
- commodity warehouse, transferred from the station Bogovina (area is 17m²) and loading ramps,
- weighbridge with 30 tons capacity, transferred from Uvac station,
 - a canopy for protection of vehicle materials (60m long),
 - three station + 2 short tracks (a total of 5 switches and 2 derailleurs),
 - turntable, transferred from the station Arandelovac
 - level crossing with barriers,
 - two waterworks,
 - mechanical pre-signal, signals and shield

Further plans include the construction of a semicircular hall of furnace room with 4-5 boxes for locomotives, as well as a special wagon exhibition, load profile etc. At three depot tracks (1. 2. 3.) which useful lengths are 105, 104 and 129m were placed:

- 8 steam locomotives (two locomotives for 0,600m track and 6 locomotives for 0,760m track),
- 17 carriages (15 from railroads of 0,760m track and 1 from railroads of 1,00m track),
 - one snowplow with a crane from Zaječar,
 - several trolleys, wagons, tricycles (rail and tricycle).

On the first station track an armoured train from 1941 was placed and 'additional train' with a workshop and a sleeping car was settled.

A lot of tools are housed in the museum, signalling resources, lathes, cranes and field phones. In the station building original interior office of the signalman was reconstructed and a rich library

in the field of railway traffic is situated there. Of all the exhibits, the most interesting are certainly the locomotives 'RAMA', 'MILAN' and 'KOSTOLAC'.

The 'RAMA' locomotive was constructed in 1873 and as one of the oldest steam locomotives in the world is still roadworthy!!! The 'MILAN' locomotive was constructed in 1882 in Majdanpek mine and that is the first locomotive made in Serbia! The 'KOSTOLAC' locomotive was constructed in 1916 in Badwin plant in Philadelphia and it was used in the World War I for the military railways at the Thessalonica front, and later in the coal mine Kostolac. This locomotive with two pedestals and a common locomotive cabin – 'kitchen', because of its look, got a nickname TWO HEADED DRAGON. Except this one in Pozega, a copy of this type of locomotive is preserved in the world and is located in the Transport Museum in Dresden.

This, in many ways unique museum complex has undoubted importance for the further development of railway tourism in our country, or in the region of Western Serbia.

3.2. Museum train 'Romantika'

In the introduction it has been already mentioned that RS have had for twenty years one kind of touristic offer known as museum train 'Romantika' (**figure2**).



Figure 2: Museum train 'Romantika'

This train was developed from the project 'Walking train' which was realized in September 1994 in honour of 110 years of opening the railway Belgrade – Niš for public transport. In mid-September of this year on the route Belgrade-Topčider twice a day, the train was running with steam locomotive (rent from the cable factory in Jagodina) as a memory of walking trains at the beginning of XX century when the citizens of Belgrade went by for 'walking' to Topčider. Based on the positive experience, in 1995 and 1996 we started with the implementation of the museum train project with constant composition.

Within the museum train 'Romantika' there are three locomotives 01-088,088, 33-087,087 i 51-088 as well as 19 carriages:

- a restaurant car (4-axis, all other cars are 2-axis),
- two buffet cars,
- 1 official car of series BD,
- 1 first class car of series As,
- 12 second class cars of series Bs and



- 2 third class cars of series Cs.

The train operates at the maximum speed of 60 km/h. The train crew consist of a trainmaster, conductors, stewardesses, bar staff – therestaurant car and wagon, as well as ambulance cleaner and, while driving, there is a suitable tourist - culinary offer.

The above mentioned train, according to a certain program, operated every year from June 15th to October 30th every weekend on the route Belgrade – Sremski Karlovci, or if necessary to other locations (Vršac, Bela Crkva, Ljubičevo, Kovačica, Deliblatska pešćara, Smederevo etc.). These relations are quite happily chosen because in addition to traffic- technical reasons (the size of the radius of action of steam locomotives), these places were chosen because of their attractiveness, but also differences. In recent years, due to the expiry of the audit boilers of steam locomotives, the electric and diesel locomotives have taken over the traction. A trip to Ljubičevo offers the possibility of visiting the eponymous horse farm and enjoy the equestrian sport, visit to Deliblatska pešćara offers the possibility to organize picnics (and possibly hunting if one comes to longer excursions), and presents Banat cousine. But surely the brightest destination point for the oldtimer 'Romantika' is Sremski Karlovci.

Sremski Karlovci, a small town that nearly two centuries was the center of Serbian spirituality and culture, in recent decades almost forgotten, until recently, was a painful testimony to our inexplicable attitude towards its own history and culture. In 1699 Sremski Karlovci entered into the history of European war for peace that was signed by representatives of the Holy League with Turkish envoys. 'The Chapel of Peace' with four entrances was built in honour of Karlovac peace after which the Turks were finally expelled across the Sava and the Danube river. Representatives of the peace signatories (Austria, Poland, Venice and Turkey) entered at the same time, each in its doors and sat down at the round table, which was then applied for the first time in European diplomacy. The town became the center of Bishop of Srem and then the residential center of metropolitan. In the mid 18 century the town had five schools, including the Theological school, funds and printing press, a meeting place for the army, educated people, artists and retailers. With permission of the emperor Leopold II in this town was founded the first Serbian gymnasium.

Sremski Karlovci for now do not have money and people who are capable to make most tourist business from history. But to this town of rich history stuffines does not belong and fit. This famous town, the former spiritual capital of Serbs and their great cultural center is a bit neglected and reduced to a provincial town. However, recent years something is done to make this town finally able to bare the burden of a glorious past, even to have benefit from it, because there are numerous cultural and historical monuments in Sremski Karlovci, which classifies it as an unusual touristc destination in Europe.

There are some ideas for the town to become 'Serbian Heidelberg' by relocation the University of Novi Sad or at least individual faculties. Except numerous cultural-historical monuments (Patriarchy, Stefaneum, Congregational Church, Gymnasium, Homeland Museum) in addition to Branko's monument on Stražilovo, Sremski Karlovci have several hundreds of wine cellars which can recently be offered to tourists – unexpected guests who come by the train 'Romantika' in this picturesque town. There is an idea that a part of this train could be dislocated in Požeга and run on the lines of Western Serbia.

3.3. 'The Blue Train'

'The Blue Train' is a museum –touristic train that drove the president of former Yugoslavia, J. B. Tito. Construction of the wagons started in 1958 in the factory 'Goša' in Smederevska Palanka



and the name of the train was given by the workers of that factory because it was painted in blue in order to distinguish it from the other green compositions of Yugoslav railways.

The train is designed as a whole which provided work, residence and all the protocol obligations while travelling both in the country and abroad.

'The Blue Train' (**figure 3**) was opened for traffic in 1959 and consisted of carriages for different purposes. Thanks to good maintenance and small exploitation, the composition is in good condition and the train consists of the following 19 carriages:

- parlor 'De lux' (Tito's parlor)
- parlor 'De lux' (De Gaulle's parlor)
- parlor 'De lux' (protocol parlor)
- comfort parlor (four carriages)
- restaurant car (two carriages)
- covered wagon to transport cars (three carriages) and
- energy circuits (two carriages).

The train made a whole which provided work, residence and all the protocol obligations while travelling both in the country and abroad. The interior of the train is luxurious and comfortable and it had an epithet of a parlor train. The interior is done in Art Deco style and that appearance has stayed unchanged for more than a half century.

In the garage of 'The Blue Train' there is also a self-propelled railcar **Mot 410** with a trailer **P 411**, manufactured in the factories Wegman Kassel and TVT Maribor in 1961.

Schedule and technical equipment of cars – air conditions, central heating, reliable sound system – give the possibility of holding different travelling events such as shops, promotions, fashion shows, presentations or memorable travel in the 'hotel on wheels'. It is possible to use the train for meetings, video projections, seminars as well as other kinds of business meetings that domestic and foreign firms have already used. Since 2004 'The Blue Train' has been opened for wide public, both for domestic and foreign tourists and has 30 to 40 trips per year.

3.4. Museum – touristic railway 'Shargan Eight'

As a crown of all last efforts in development of railway tourism in Serbia is certainly the project of revitalization and restoration of the museum – touristic railway **Shargan Eight** which presents the integral part of the former narrow-gauge railroad (0,760m) Belgrade – Sarajevo.

Tracks where the gauge is less than 1,435m are narrow-gauge railroads and in the world there were 30 types of narrow gauges from 0,381m to 1,397m. On the territory of former Yugoslavia the most prevalent were narrow tracks where the width was 0,760m (the gauge of the track called 'Bosnian width'). The beginning of tracks with that gauge in this region was in 1878 when the Austro-Hungarian occupied Bosnia. Then the Polish railway with 0,760m width was placed on the right bank of the Sava at Slavonski Brod and that was the beginning of the network with narrow-gauge railroads in Bosnia. Later railroads with these gauges spread in Serbia.

In 1957 a standard was adopted which allowed five widths for narrow-gauge railroads and tram tracks with 0,600m, 0,750m, 0,760m and 1,000m. In Yugoslav Railways there were narrow-gauge tracks of four different widths – 0,600m, 0,750m, 0,760m and 1,000m. According to their purpose the narrow-gauge tracks were divided in tracks for public transport, military or field, industrial, forest, construction and mining. The railroads with different gauges were constructed because of many reasons, especially economic, political and military. The nature of the terrain on which to build railroads was often crucial for the selection of track width.



Connection between Serbian State Railway and Bosnian railway, from Užice via Mokra Gora to Vardište, was discussed several times. The routing of this line was carried out in 1903 by Serbian engineers. Due to the great strategic importance, Austro-Hungarian High command entrusted the job to engineers from Bosnia who pulled a new railroad and it was built by the army and prisoners under extremely cruel conditions. In one year work, the Austrians came to Shargan where they started breaking the longest, Shargan tunnel. During the liberation in 1918, the railroad remained unfinished, but the works were resumed, and due to the extremely difficult terrain conditions, the railroad was finally completed on February 2nd, 1925.

The railroad across Shargan is unique in the world because, in a so small distance, the altitude difference of over 300 meters has been overcome. The route of the track was projected as 'eight' on a good terrain with a maximum slope of 18%, which gives this section very interesting and vivid look. Between Shargan tunnel and the junction Jatara the railroad in one place is going through the same geographical point and makes the famous, unique 'eight' (five times in different planes passes through one line – cross section). On the section between the stations Shargan Vitas and Mokra Gora there are 22 tunnels and the longest of them is Shargan tunnel between the basins of the rivers Drina and Morava, 1666m in length.

In the early 60s there was a sudden development of road transport in the country, which led to redistribution of services on the transport market and reducing the transport of goods by rail. Spilling off the scope of work from rail to road transport, forced the railways to change the behaviour at the transport market. In the new situation, railway companies get into competition with road traffic in two ways, by modernization the important and abolition of unprofitable lines. All narrow-gauge lines were declared unprofitable and on the basis of the Rehabilitation program, RTE Belgrade began their successive abolition in 1966.

In the period from 1966 to 1970, 21 lines were abolished, so in the mid 70s only 5 lines remained:

- Mladenovac – Lajkovac (only freight transport) ,
- Zaječar – Bogovina (only freight transport),
- Užice – Vardište – (Sarajevo),
- (Medeđa) – Uvac – Priboj,
- (Hum) – Bileća – Nikšić

The abolition of unprofitable lines went on during the 70s when the traffic was suspended and when all the remaining railroads were dismantled, except the railroad Mladenovac- Lajkovac which operated till the beginning of the 80s. And then this railroad like 'the last of the Mohicans' experienced the same, sad destiny of other narrow-gauge railroads. By suspending the traffic and dismantling of this railroad, in 1982, ended a significant period of our railway history.

Almost three and a half decades in Serbia trains do not operate on the narrow-gauge railroads in public transport (except, of course, in industry and mining). The popular 'ĆIRA' until recently was the past, and with it, generations of railway workers who had worked for decades on the narrow-gauge railroads retired. The tracks were dismantled and rails removed, and the tunnels turned into places for growing mushrooms. Former generation of railway workers, pleased with the news in engineering and technology, more modern and easier traffic conditions, could hardly wait to get rid of the popular 'ĆIRA'. Narrow tracks had fallen into oblivion and only the true enthusiasts of railways, returning to the past, remembered nostalgically many lines and narrow-gauge plants, locomotives and carriages that 'ran' on them.

However, as always happens, technical enthusiasm had faded and another time came, when many remembered with reverence and sadness, that traces of those SMALL–BIG trains should be preserved. It started from the station plateaus on which were placed preserved steam locomotives–popular 'sooties', so that as museum exhibits, will remind future generations of those times. With

time, the number of preserved locomotives, which are protected as museum exhibits, was increasing, and there are 21 locomotives, as well as 5 locomotives roadworthy (**Table 1**).

True railway enthusiasts tried, by numerous actions of vehicles revitalization, museums, and even some sections of narrow tracks, to put 'balm on the wound' caused by, often unjustified termination of narrow-gauge railroads. Certainly, the most important action was the revitalization of the famous Shargan Eight, whereby this 'pearl' of railway engineering is once again available to tourists and to those who love the railways. New generations, grown up with modern railways, with modern diesel and electric locomotives and motor trains, have the opportunity to see a bright part of the railway history which has left an unambiguous mark on its overall development, crowned in recent years with modern lines and rolling stock. Regions in which this railway passes are at 900 meters above sea level, making it ideal for mountain tourism both in summer and winter months (with the inevitable, the world-famous culinary specialities of the region).

Works on revitalization and building the museum-touristic railroad **Shargan Eight** (**figure 4**), were carried out on the basis of technical and urban planning documentation according to the Law on Construction of the facility and the Law on Spatial Planning and Development. The work was carried out according to the 'well-established algorithm' to the following schedule: preliminary research works – general project – spatial plan for special purpose – preliminary project – regulation plans (urban project) – the main projects. After geological research and exploration of natural conditions (hydro basins, morphology of the terrain), as well as recording of all natural resources and cultural heritage, traffic-technology program has been made, respectively technical-technology, infrastructural and structural conception. The main projects are done only for the selected locations and facilities and they are done in two phases in agreement with the investor.

In the first phase the railroad was built from Shargan Vitasi station via the junction Jatari to Mokra Gora station in total length of 15,5 km. Revitalization and renovation of the section Mokra Gora – Shargan – Vitasi was finished in 2001 and the first train, with museum steam locomotive YR 83-173, started transporting tourists and railway enthusiasts on September 1st that year. In the next phase the section to Višegrad was finished and the railroad was extending in the direction of Kremna.



Figure 3: 'The Blue Train'

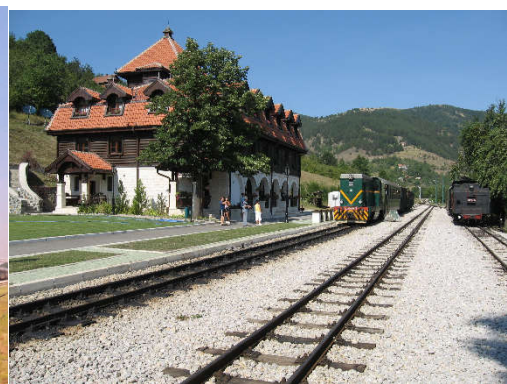


Figure 4: The museum-touristic railroad Shargan Eight



All commercial contents in the spatial complex **Shargan Eight** were in function of propaganda and attracting a large number of domestic and foreign visitors, including their accommodation with all necessary supporting activities.

Shargan Eight is a museum-touristic narrow-gauge railway where the museum train 'Nostalgia' operates, during summer season from April to October and in winter from December 25th to January 25th. During the summer season, on average, 80 thousand people are transported.

4. POSSIBILITY OF FURTHER DEVELOPMENT OF RAILWAY TOURISM IN WESTERN SERBIA

Railway public transport in the region Western Serbia takes place on the tracks Belgrade- Bar and Požega – Čačak (Kraljevo), as well as on the touristic track Shargan Vitasi – Mokra Gora (Višegrad). One of the main tasks in the coming period in the domain of rail transport is revitalization and overhaul of the railroad Belgrade – Bar, on the section in the Republic of Serbia and bringing it in its projected state. On the railroad Belgrade – Bar (which was completed 40 years ago) the first train passed on May 28th, 1976 and it was The Blue Train in which Josip Broz Tito was travelling. With 254 tunnels with a total length of 115km, and 234 concrete and steel bridges with a total length about 15 km, Bar railway with a total length of 476 km, is one of the largest engineering ventures in this part of Europe. The track was put in regular traffic two days later, and since the construction of four decades ago there was no serious reconstruction of Bar railroad. This line is not at a high level of technical reliability, since there was no railroad overhaul since it was built 40 years ago. Because of the safety, speeds are reduced 30 to 50 km/h, which led to less bandwidth and delay of trains.

Soon begins the overhaul on the section from Resnik to Valjevo, which will be carried out in stages further to Požega, Prijepolje and to the border with Montenegro. At the end of 2015, a contract was signed on Russian state credit referring to the reconstruction and modernization of 77,6 km long section Resnik – Valejvo and it is the first section on Belgrade – Bar track that will be reconstructed. The overhaul of this section will be achieved by increasing security, speed and shortening travel times of trains and increase passing power of railway. After the reconstruction of this section of Bar railway, travelling between Resnik and Valjevo will last 55 minutes less. By completing the works in this section, works will be carried out further to Požega, Prijepolje and to the border with Montenegro.

'The Blue Train' should be introduced into service on this line, although within the high-speed trains 'Lovćen', a sleeping and parlor car are introduced throughout the summer season. 'The Blue Train' would have a regular route to the station of Branešci, or if necessary, to other routes.

The museum-touristic railroad Shargan Vitasi – Mokra Gora, with the rail width of 760mm, is provided to be extended to the railway station Branešci and connected with the railway Belgrade – Bar. In the next period, the works should be completed at the section Shargan Vitasi – Kremna, and then access the design and construction of a completely new route line on the section Kremna - Branešci.

By completing of this museum-touristic railroad, the railroad Belgrade- Bar (railway station Branešci) will be connected with Višegrad, thus creating great opportunities for tourism development. Thus built infrastructure allows organizing a circular tour by using the river Drina. By 'The Blue Train' tourists from Belgrade (from the other parts of the Republic and abroad) will arrive to the railway station Branešci, further they would continue to Višegrad by the still popular 'Ćira', then by boat along the Drina to Perućac, and from Bajina Bašta they would be transported by buses to Užice where 'The Blue Train' will be waiting for them. These would be multi-day tours



with a visit to the Museum of narrow-gauge tracks in Požega, a visit of the cultural and historical monuments and landmarks in Zlatibor District, with a break in the mountains Zlatibor and Tara.

Since in the composition of the museum train 'Romantika' there are three steam locomotives and 19 cars, one locomotive and a number of cars could be relocated in Požega, as the domicile station, so that rides to the following routes could be arranged: 1. Požega – Branešci/ Zlatibor, 2. Požega – Čačak and 3. Požega – Kosjerić.

The railroad from Požega to Čačak passes through Ovčar-Kablar Gorge, one of the most beautiful gorges in Serbia, located on the West Morava. It is carved in the mountain range composed of shale, but there are mild inclines with wooded plains. Two artificial lakes, which contribute to its beauty, were created after World War II by the hydropowers Ovčar Banja and Međuvršje. From other parts of Serbia this gorge is distinguished by its numerous monasteries on the left and right bank of the Morava. According to them and their nature the whole place got the name Serbian Holly Mountain. Rarely whither in a such small space were built so many monasteries. Now there are ten and two holy places – Vavedenje, Vaznesenje, Preobraženje, Sretenje, Ilinje, Jovanje, Nikolje, Blagoveštenje, Monastery of the Holy Trinity, Monastery of the Dormition of the Most Holy Mother of God, the church Savinje and the church – cave Kađenica. Tourists who would be riding the museum-train 'Romantika', could visit some of these monasteries, take part in the conquest of Ovčar and Kablar peaks, enjoy the culinary specialties of this region.

The relation Požega- Kosjerić would be related to rural tourism, which is now quite well developed in this area. In the villages Mionica, Skakavci, Stojići, Subjel, Mušići, Seča Reka, Radanovci i Donji Taor, tourists can walk, hike, go fishing, go on outings with meals in nature, pick mushrooms, herbs and berries, have activities in the field and arable land, learn about the local customs and habits. Serving – chopped fruit jelly, cold spring water and homemade plum brandy, will renew physical and mental strength of each tourist.

5. CONCLUSION

Tourism industry in Serbia has gained priority in the development of the overall economy and has become one of the main carriers of the overall economic development. Tourism as social-economic phenomenon with its specific consumption of goods and services, initiates and speeds up other activities especially transport, catering and trade, and through them other appropriate productive and non-productive activities.

Travel trips can be divided into:

- outgoing (weekend) trips,
- travels within the residence (stationed) tourism,
- mobile (circular) travels.

Railway tourism 'extends' in all three segments and in each of them can show some potential. This type of tourism will certainly help facilitate a healthy and productive life in harmony with nature, as well as supporting the identity, culture and interests of the local population.

Tourism development and environmental protection are interdependent and tourism in the coming period, that is railway tourism, must function in harmony with the environment in a responsible and sustainable manner.

The region of Western Serbia has great potential for tourism development in which a special role has rail transport. Serbian railways, in the coming period, must take appropriate organizational measures and by business connectivity with interested tourist and other organizations can contribute to better transport of tourists, or have a significant role in the market of transport services. First of all in the future, it is necessary:



- to intensify cooperation between railway and tourist organizations, both in the preparation of work programs, as well as with direct railway traffic,
- to establish more direct and concrete cooperation with other organizations in the economic, technical-technological and commercial terms in order to provide better transport,
- to carry out research of national and international tourist market, jointly determine the needs and desires of tourists and on the basis of that make programs for tourist transport services, so-called 'package of services'
- to harmonize investment policy with railway and tourist organizations,
- to carry out jointly determination of suitable stimulating tariff policy,
- to cooperate actively in preparation of the propaganda program in both domestic and international tourism market,
- to make appropriate information system and its connection with the information systems of other organizations.

Without quality services in rail transport, significant results can't be expected in the field of tourism, as well as the transport of tourists by rail. The high degree of interdependence in the development of tourism and railways, imposes a clear need for railways and tourist organizations in Western Serbia to establish closer cooperation in the planning and implementation of tourism offer.

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ESCALATION OF TERRORISM AND REFLECTIONS ON THE CONDITION AND DEVELOPMENT OF THE TOURISM SECTOR

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Summary: *In the context of active proliferation of various extremist and militant forms of action, the paper provides research of the trends and forms of manifestation of terrorist activity from the practical position, with an emphasis on the destructive psychological and propaganda effect. The paper is mainly focused on understanding the impact of the terrorist threat to the tourism sector through the marking and specification of existing and latent implications. Based on the more standard "field" and "desk" method, the authors attempted to point out the long-term consequences that terrorism manifests in the tourism sector, due to a sharp decline in the number of tourists. With regard to the security aspects, after the analysis of clear economic losses registered by the tourism industry, the paper also presents possible options and tendencies of tourism development in an unstable, turbulent environment, as well as the increased risk of terrorist threats, which were determined based on the recent documents on vulnerability, exposure and sensitivity of the tourism sector to terrorism.*

Key words: *tourism, terrorism, natural resources, products and services, touristic destination management.*

1. INTRODUCTION

Extreme volatility, unusual complexity and emphasized multidimensionality of tourist business is manifested in different ways, not only when it comes to the targets to be achieved (the supply aspect) and interests, wishes and preferences and needs of the tourists themselves, that need to be met (the demand aspect), but also when it comes to the conditions of competition in which the touristic activity is taking place and external and internal constraints that it inevitably faces. In modern conditions of tourism business that are characterized by numerous economic, political, cultural, sociological and social changes, among other things, and it can also be noted that there is rapid adaptation of all stakeholders in tourism, in order to successfully respond to all the challenges. Therefore, in the global context of growing demand and new challenges, in a very dynamic global environment, long-term success of tourism mainly depends on the ability to adapt to



emerging trends, with the increasing demand of tourism development based on the principles of sustainable development.

In order to reposition tourist destinations on such a variable tourist market, and to establish new destinations in accordance with the qualitative and quantitative trends and existing market conditions, it is necessary to continuously have insight into the trends and changes in the global scale, with their possible implications for the development of tourism in the perceived region or destinations with the aim of looking at the real market situation, and determining the choice of tourism products and services that make up the primary tourist offer. The trends arising from the wider environment, and above all their influence to the behavior and preferences of customers, i.e. tourists, and consequently to the diversification of tourism products and services, represent a key starting point of strategic development orientations at all levels of tourist activity.

Tourism seen as a global phenomenon of continuous growth in the sphere of economic and social development as a highly designed industry includes not only focus on the consumer, i.e. tourist, but the appreciation and anticipation of local and regional, material and non-material, natural resources and cultural goods aimed at economic development with the purpose of improving the quality of life and the growth of general welfare. This performative and transformative power of tourism, which has recently been the focus of academia, leads to a transition from classical to post-material values based on the economy of experience.

Recent studies, in addition to highlighting the importance of sustainability as a key conditions for the survival and development of modern tourism, through the development of a new paradigm of tourism in the postmodern period, pay special attention to the cultural aspect of tourism through production of tourist destinations and tourist experience that starts from the fact that the place and the space, as specifically built for consumption, are closely linked to services, visually and esthetically prepared and cultural products, and the economy of tourism is moving towards the „economy of space“ [1]. The authors give a special place to culture that is, as they say, at the same time „resource, product, experience and income“. Built tourist attractions are gaining more attention, and touristic experience is actually a combination of imaginatins, reality and virtual events. This kind of touristic experience based on reality and fiction is called, by some authors, „collage tourism“, noting that a tourist is becoming more creative and less passive. This shift in preferences and behavior of tourists slightly changes the mere paradigm of tourism. Namely, massive tourism is losing step with the notion of „tourism of experiences and life style“. In these circumstances, the tourist destination as well as the place and space which is being sold become not only natural and cultural capital, but they also acquire specific economic notion, therefore gaining real economic value. At the same time, the conversion of cultural values into economic values is happening, and they are becoming generators of new jobs and construction of tourism infrastructure. This sequence of events leads to compression of time and space, and tourist experience sublimates physical/sensual, emotional and



cognitive, therefore losing the geographic sense of space. Tourism is commercialized, it is becoming ephemeral, disposable, non-genuine in the unstoppable process of touristification, while sales in tourism become the essence of exchange of „value for money“. Since we live in the world of „signals and spectacles“, tourism is increasingly becoming game, imagination, fun, insatiable wish for new and unknown, where the experience of reality becomes more important than the reality itself, and marketing is turning it into the contextualization of tourism experience. Thanks to these influences and trends, tourism has not been used as a static phenomenon focused on specific tourist cities or destinations, but it takes place in „the same fluidity, mobility, spectacle and focus on the fun part“ where everyday life is happening. In practice, this leads to a convergence between everyday life and tourist experience, resulting in blurring the borders among social groups and boundaries between the place of residence and tourist destination.

The change of concept „to have“ to a concept „to do and experience“ generates completely different patterns and matrix of behavior of a „new“ customer. The profile of a modern tourist is characterized by: a need for self-differentiation, the tendency to manage their own time, primary interest in adventures and new experiences, striving towards self-improvement through physical and mental activity, especially in the area of health and sport. New tourist is informed, picky, critical, gives importance to quality and choice, appreciates value for money and devotes special attention to environmental and safety issues.

Due to the global power structure changes, the changes of geopolitics and the geography of war and completely altered security environment and its architecture, the tourism sector today faces many security challenges, and instead of one global, it faces a number of diversified and compensatory risks/hazards and unpredictable risks. Individually or combined, these risks include higher or lower conflict potential, destructive force and power to destroy or damage the tourist infrastructure or endanger the rights and freedoms of tourists, their personal and property safety, health, etc.

Despite the impact of numerous crises, according to the World Tourism Organization (UNWTO) the trend of growth of global tourist turnover will continue this year, possibly up to 5 %. However, according to statistics for the first half of this year, especially in the Mediterranean and southeastern Europe, there have been some changes in the demand trends, which is reflected in the redirection of tourist traffic from war-affected areas or crisis areas towards other safer destinations. Tourism experts agree that the safety of travelling and staying in one country has become the dominant trend in demand, far more than the price and quality of the offer and the like. It is this change in demand that has led to the situation that the most important issue currently in tourism is the issue of safety and protection. Since tourism largely depends on the collective capacity of promoting safe travel, UNWTO is aware of the seriousness of the situation which the tourism sector is facing and at the beginning of 2016 it calls on governments and tourism authorities to reduce the impact of conflict and crisis in tourism and put special focus on the issue of security, which for various reasons have been neglected and marginalized so far. In this regard, an appeal



was also sent that in the planning of the development of the tourism industry everyone should try to minimize the exposure of the sector to the growing threats in order to increase its resistance to modern threats and risks and maximize its ability to support safety.

2. MODERN THREATS AND RISKS IN TOURISM SECTOR

Due to the current circumstances, safety has become „the most wanted offer“ when travelling. Almost all the travel arrangements that do not offer this segment of demand, simply don't find their way to potential customers. Modern tourists looking for an active vacation, peace and safety have changed their tourist routes so that some countries, such as Egypt and Tunisia, have almost been deleted from tourist maps, while other countries have largely benefited from the current situation since they have become alternative destinations. All relevant statistics indicate that the number of global challenges is growing and they are becoming more complex (climate changes and degradation of natural resources, pressures of the population and migration routes, trafficking, energy safety, natural disasters, transnational and organized crime, cyber safety, regional conflicts, radicalization of militant extremism, terrorism, etc.) [2] and they generate an extremely unfavorable climate and social environment for the development of the tourism sector, which places an emphasis on safety in a broader sense, especially since tourism as an economic activity and highly designed industry, depends on safety due to the extreme vulnerability, exposure, sensitivity and perseverance as a prerequisite and parameters of risk.

For better understanding of what is endangering tourism and how, it is necessary to make a distinction between hazards and risks. The concept of risk, according to many authors in the field of natural and technical sciences, may be, as the probability of harmful consequences or expected loss (injury, damage, loss of property, environmental hazard...), that are results of interaction or human-induced hazards and conditions of vulnerability. Hazard is a much broader concept that includes the probability of occurrence of events, the impact and severity of the events on the society and environment, and socio-political context in which the situation takes place. Hazards are hazards for people and things that are important to them and necessary, and the risk is a measure of the degree of danger of an individual hazard [3]. From all of the above mentioned it is clear that risk is an analytical concept used to determine the degree of danger. The degree of risk is a measure of risk (hazard) that occurs in a given situation. Experts believe that both the hazard and the risk of potential hazards, with risk being the more precise one, are clear and measurable risk. Risks can be measured and become measuring standards, while hazards are immeasurable dangers, that can turn into specific risks only when they are materialized or manifested in practice.

For the time being, scientific and technical literature does not have a single approach and view over the dangers/hazards endangering the tourism sector and what is the reference object of protection in tourism. In the few papers that deal with this topic, some experts



classify all threat that affect the development of tourism and hotel infrastructure into five categories [4]:

1. Criminal and terrorist threats: terrorism, theft of goods, information, sabotage, kidnapping, abduction, etc.;
2. Economic threats: economic and industrial espionage, violation of the laws of fair competition, strikes, illegal strikes, demonstrative gathering, etc.;
3. Technical and technological and environmental threats;
4. Natural hazards and
5. Human error and hazards.

Tourism professionals, primarily those dealing with management of tourist destinations, divide all dangers in tourism into four groups [5]:

1. Natural hazards: climate changes, floods, earthquakes, volcanic eruptions, etc.;
2. Technological: breakdown of technological systems related to industrial facilities, transport and infrastructure;
3. Biological: spread of infectious diseases and environmental pollution and
4. Political: terrorism, crime, sabotage, civil unrest and violence and economic shocks.

We can find much broader and more comprehensive approach to risks that can endanger the territory, space, people and material goods, and within that the tourism sector as well, in the most recent security agendas, predominantly in the strategic assessments of threats at the national or local level, where, among other things, the following threats are listed [6]: earthquakes, landslides, soil subsidence, floods, snow and high snow drifts, droughts, hails and ice, storms and frost, mass occurrence of infectious diseases and epidemics among people, animals and plants, mines and unexploded ordnance, big fires, demolition and overflowing of dams in reservoirs, accidents involving hazardous substances, radioactive and other contamination of air, water and soil, mining disasters, major accidents on roads, rail and air traffic, etc.

Unlike hazards, the classification of risks in tourism is far more complex. According to the UNWTO there are four main risks in tourism [7]:

1. Human and institutional environment – these risks arise when tourists become victims in relation to the following activities:
 - delinquency (theft, pickpocketing, burglary, fraud, assaults),
 - non-selective and targeted violence,
 - organized crime (extortion, trafficking and coercion),
 - terrorism and illegal acts (attacks on state institutions and vital interests of the country, abductions, hostage-taking),
 - wars, social conflicts and religious conflicts,
 - lack of public and institutional protection.
2. Tourism and complementary activities (transport, retail) – can threaten personal security, physical integrity and economic interests of visitors through:



- lack of safety standards in tourist facilities (fire protection, construction errors, lack of protection against earthquakes, etc.),
 - inadequate levels of sanitation and violation of measures of environmental sustainability,
 - deception in business transactions,
 - breach of contracts and strikes of employees.
3. Passengers as individuals – may endanger personal safety of the host as follows:
- engagement in dangerous sports and other activities, unsafe driving, consumption of unsafe food and beverages,
 - travelling in poor health which further deteriorates during travelling,
 - provoking conflicts with the local population on the basis of inappropriate behavior towards the local community, or in violation of the law,
 - engagement in criminal activities,
 - visits to dangerous places,
 - loss of documents, money, personal belongings, etc.

4. Physical risks from the environment – occur as a result when tourists are unaware of the natural characteristics of the tourist destination, especially flora and fauna, and they have not taken the necessary medical measures and prophylactic (vaccination) measures, they failed to take precautionary measures when consuming food or drinks or in relation to personal hygiene or when they are exposed to risks related to the physical environment, exposure to the dangers related to natural disasters or epidemics.

Recent research shows that the greatest damage to the development of society, its prosperity and sustainable development, comes with wars, crises and natural and technical disasters. According to the UN data, i.e. the United Nations Office for Disaster Reduction (UNISDR) and the Center for Research on the Epidemiology of Disasters (CRED) from 2005-2015 the disasters around the world have continued to cause immense damage and affect the well-being and safety of communities and countries that have been affected by them. In the past 10 years, more than 700,000 people lost their lives in disasters and more than 1,4 million people were injured, while 23 million lost their homes and living conditions. According to the official data, more than 1,5 billion people have been affected by disasters in different ways. Total damage or economic loss amount to more than 1,3 trillion US dollars. Only in the period 2008-2012, when the biggest trend of natural disasters was recorded, more than 144 million people have been displaced as a result of their consequences. Disasters, most of which are exacerbated by climate change and which record the increasing frequency and intensity, greatly hinder progress towards sustainable development. Empirical data show that the increase of exposure of people and property to risks is faster than the decline of their exposure, which causes new risks and a steady increase of losses due to disasters, with significant economic, social, health, cultural and environmental, and therefore touristic consequences, both on the short-term and on the long-term plan [8]. According to the annual report of the German insurance company Minhen Re, the world has spent 92 billion dollars for the rehabilitation of the consequences



of natural disasters in 2015, the lowest sum since 2009. Due to wars and natural disasters in 2015 around the world, 27,8 million people have been displaced. In the first half of the current year, financial losses caused by the rehabilitation of the consequences of natural disasters have increased significantly, amounting to 70 billion dollars, which, compared to 59 billion from the same period of the previous year, is far greater financial damage. However, the number of casualties in the first six months of this year is 3.800, which is far less than 21.000 in the first half of 2015. The last 20 years of disasters have claimed the lives of 1,3 million people and affected 4,4 billion people with huge material losses. It is estimated that by the end of 2030 these disasters will cost the world 328 billion EUR annually.

The last few years more attention in the professional scientific and academic debates is paid to hybrid threats and hybrid war. According to the NATO sources, hybrid challenges include a wide range of threats including e.g. wrong information, deception, psychological warfare, media manipulation and other actions taken against specific countries with a view to its internal breakdown and destruction. According to the same source, hybrid war is a military strategy that combines conventional war, a small war and a cyber war. One of the main forms of managing hybrid war is information acts, psychological actions and cyber attacks directed both on the infrastructural and technical components of the state and on its population. Actually, the term hybrid war was first used in 2006 to denote the tactics of Hezbollah against Israel on the territory of Lebanon and Palestine. A typical example of using the elements of hybrid war can be seen in Syria, and then Ukraine. In the military vocabulary, we can make distinction between the American (NATO) and Russian version of the hybrid war, since there are numerous differences between the two[9]. On the other hand, the Russian geopoliticians and military experts have fully decoded the essence and method of the American, which is also the NATO type of hybrid war. In fact, numerous authors, such as Andrew Korybko, Aleksandr Dugin, William Engdahl, Leonid Bershidsky, and former Chief of Staff of the Russian Armed Forces General Valery Gerasimov, as well as the head of the Russian Institute RISI Leonid Reshetnikov, and many others, believe that hybrid war is the most prominent form of warfare in which there is a transposition of the failed concept of „coloured revolutions“ into the form of unconventional warfare. It is a new saving strategy of the USA related to the change of regime in other countries that NGOs of the state concerned, which is the object of attack, put in the center of focus in order to orchestrate destabilization of the country and if they fail to overthrow the government or blackmail them to the breaking point, then the demonstrators with slogans, will turn into rebels that western intelligence services will previously train and arm. What separates hybrid war from other forms of warfare and what represents its *"differentia specifica"* is a circumstance that emphasizes the use of human shields in the phase of „coloured revolution“, and then the use of terrorism in the phase of unconventional warfare, sometimes using both tactics at the same time. Only recently (April 2016) the European Commission adopted a common framework for the suppression



of hybrid threats in order to strengthen resilience and reduce the vulnerability of the EU and the member states, i.e. to strengthen the capacity in terms of preventive and proactive performance. According to this document, the concept of hybrid threats includes a combination of coercive and subversive activities, and conventional and unconventional (diplomatic, military, economic and technological) that the state or non-state actors can apply in a coordinated manner in order to achieve specific targets, such as the change in regime and structure of the government, without officially declaring war. The emphasis is on exploiting weaknesses of the target and creating ambiguity in order to hamper the decision-making process. Large-scale campaigns to disinform the public with the use of social media for the control of the public sphere or radicalization, recruitment, targeting of the new mostly opposition structures can be drivers of hybrid threats [10]. How much and in which manner will the hybrid threat affect the state of the economy, including the tourism of one country that is the target of attack, is now difficult to estimate, but judging by what is happening in Syria and Ukraine which have been exposed to those threats for several years now, it can be concluded that the two countries are in the phase of decay with fully collapsed economy and tourism activity which has dropped sharply, and there is almost no tourist activity, except a few tourist arrangements that are organized by foreign tour operators that bring foreign tourists and offer them with different forms and contents of the so-called war tourism. A more complete overview of all the consequences and implications produced by hybrid threats are yet to be determined, conceptually formed, researched and processed so that we can finally come up with a reliable, precise economic parameters.

3. EXPANSION OF TERRORISM AND SECURITY CONSEQUENCES FOR THE SECTOR

Having in mind its global and asymmetrical dimensions and increasing frequency and growth in space and time, religious and jihadist terrorism in modern conditions is often treated as a security risk, not only for military security services or transnational corporations, but also as a kind of social risk that is difficult to ignore and avoid.

The concept of „unknown unknowns“ which was developed in the Pentagon in early 2002 not only indicates the fear of the unknown, but also a completely new concept and vision of a man that is no longer able to find the meaning and discourse that could describe the things we are facing, which is the world of „unstoppable risk and immense uncertainty“, where the action is not triggered by evidence but by fictional threat, built on untested and falsified intelligence, where Furedy alludes to the launch of the war against terrorism and preventive anti-terrorism based on the realm of the unknown. In this regard, British sociologist Furedy insists on the thesis that it is not only physical but moral threat and that it is of utmost importance to interpret permanent vulnerability that is gradually enveloping the entire society [11].



Executive president of the Institute for Economics and Peace Steve Killelea believes that terrorism is getting stronger at an unprecedented pace. According to the official data, during 2014 terrorist attacks killed 32.658 people, mostly in Iraq with close to 10.000 dead [12].

Numerous terrorist attacks in Paris (November 2015), Brussels (March 2016), Germany (in the train that runs between Treuchtlingen and Würzburg, July 2016), as well as a series of tourist attacks in Ankara, Istanbul and other places in Turkey in June and July 2016 clearly indicate that terrorism at the global level is in expansion globally, and the novelty is that Europe, for the first time, came under the attack of Islamist terrorism, mostly by ISIS. Despite a series of tourist incidents that are constantly on the front covers of the world media, during 2015, according to the research conducted by the Institute for Economics and Peace called „Global terrorism index for 2015“, the total number of terrorist attacks has been reduced by 13%, and the number of casualties by 14% compared to the previous year. This represents the first decline in the total number of terrorist attacks and deaths in the period from 2012. The reasons should be sought in the reduced number of attacks and deaths in Iraq, Pakistan and Nigeria that had an exponential growth until 2015. In a number of countries including Afghanistan, Bangladesh, Egypt, the Philippines, Syria and Turkey there was an increase in the number of attacks and deaths in 2015. In 2015 terrorist attacks were registered in 92 countries.

However, 55% of all attacks occurred in 5 countries (Iraq, Afghanistan, Pakistan, India and Nigeria), while 74% of all deaths due to terrorism occurred in 5 countries (Iraq, Afghanistan, Nigeria, Syria and Pakistan), indicating the geographic concentration of terrorist attacks. On average, there were 981 terrorist attacks on a monthly basis, including 2.361 deaths with more than 2.943 injured. During 2015, the total of 11.772 terrorist attacks were registered killing 28.328 people of which 24% or 6.924 were terrorists [13].

Director of the Institute for Crisis Prevention, Rolf Tophoven believes that modern terrorism has changed fundamentally, both in the way of conduct and the goals they are trying to achieve. Instead of assassinations and attacks on industrialists and representatives of the state, today terrorists choose „easy targets“, they use suicide attacks and they are religiously motivated, which means that the philosophy of terror is to have as many dead people as possible [14]. According to this expert, due to the latest attacks in Brussels, Nice, Germany, etc. There is a real fear that Europe will be increasingly at gunpoint, not only of the ISIS, but other militant organizations as well. Those forecasts significantly deviate from the current official statistics. In fact, the number of terrorist attacks around the world from 2001 till 2014, unlike the European trend, is constantly increasing. Based on the information obtained from the Global Database on Terrorism updated by the scientists at the University of Maryland in the USA, out of the total number of attacks in the last 14 years around the world, only 0,3% occurred in Europe, which further indicates that Europe has so far been rather spared. A particular problem are the so-called „foreign fighters“ i.e. radicalized Europeans who go to Iraq and Syria to the battlefield, and come back in Europe



after some time, where they pose significant threat. According to the US intelligence sources, it is estimated that in 2012 more than 38,000 fighters from around the world came to Iraq and Syria. According to the EUROPOL estimates, more than 5,000 of them are from Europe, 1,700 from France, 760 from England, 1,000 from Germany and 470 from Belgium, with 1,700 fighters from Russia. Magnus Ranstorp, a terrorism expert at the Swedish National College of Defence, points out that radicalization was well underway and the new generations are now adopting the views of Al-Qaeda and ISIS much more and faster than the pace at which European countries can deradicalize second and third generation of migrants of Muslim faith, who have been living in separate, mostly suburban ghettos for many years now [16].

Experts believe that there has been a professionalization of terrorism whereby the actions are organized, sophisticated, with a small number of people with superior intelligence. They mainly attack undefended targets, such as civilians, which significantly reduces operational possibilities for their protection. Due to the loss of a large territory, even 25%, after intensive attacks of the Russian Air Force in coordination with the Syrian army, Hezbollah and the Kurds, the so-called Islamic State changed its tactics, since it is inferior in war zones and moves on to international attacks in order to retain the strategic initiative. In this regard, a terrorism expert at the University of Chicago, Robert Pape believes that ISIS can no longer move forward, especially in the military sphere, and that in the coming period, especially if the pressures on the battlefield continue, it will be very difficult to retain the remaining part of the territory of the so-called Caliphate in Iraq and Syria. For these reasons, the Islamic terrorists have turned to suicide operations, lately Turkey has been targeted, that have become part of pure military strategy, because this is no longer the matter of sheer terror [17].

Direct consequences of the terrorist attacks on European soil still cannot be fully seen, but, in any case, they will be far-reaching not only for the future of Europe, but for the anti-terrorist strategy as a whole. The issues that have already been manifested are reflected through [18]:

- Creation of centralized supranational security services (European Border and Coast Services, Center for Combating Terrorism within EUROPOL, as well as re-launching of the initiative to create a European intelligence agency modeled after the American model)
- Introduction of new legal frameworks
- Limiting, decreasing and reduction of human rights and freedoms, introduction of emergency situation
- Increasing the number of people and authorization of intelligence services and agencies
- Increased application of existing solutions and finding new technical solutions
- Upgrade of integrated security system of external borders of the EU
- Allocation of more resources for security
- Introduction of new mechanisms of democratic control of the security services
- Militarization of police services



- Spreading fear and xenophobia among the local population.

Perhaps one of the greatest consequences of the terrorist wave that swept through the Mediterranean and Europe is completely changed scenography of certain, until recently, heavily visited tourist metropolis, destinations, receptive regions, etc. that have lost tourist attraction and appeal after the attacks. Namely, today, many European cities such as Paris, but other French cities as well, Egypt, Tunisia, Turkey, Lebanon, Syria, Jordan, Libya etc. are paraded by military and police forces, instead of tourists, with rifles and full battle gear, there is notably increased police presence in front of all public facilities, stricter controls have become a routine activity on all routes, there are security check points where they control passengers and vehicles, border controls have been strengthened, in other words the visualization has dramatically changes since it was obvious that the countries have chosen security over freedom. In such an environment, the interest of tourists is drastically declining, since no one can guarantee personal and property safety. The listed reasons, but also other similar reasons only confirm earlier point that there is not tourism is there is no safety, i.e. tourists will not go to those places if they hear, feel or sense that a tourist destination, local community, region or country are having difficulties in maintaining and achieving security.

4. CONSEQUENCES OF TERRORISM IN TOURISM INDUSTRY

According to the data of the World Tourism Organization, the number of tourists who travelled outside of their country increased in 2015 by 4,4%, with the record number of 1,18 billion. Globalization has led to the fact that the world is a small place, but at the same time, due to the development of telecommunications, IT, internet, social media, etc. it is possible for all the things happening at one end of the world: e.g. destruction in Syria and Iraq, bombing the Ataturk in Istanbul, attempt to perform a military coup in Turkey, individual terrorist attacks in Germany, shooting in the Tunisian hotel or attacks on tourists in Egypt, etc. to be seen on the other end of the world in a short time through media and photos, which can create a perception with tourists where it would be safe to travel and where it wouldn't. In addition to human lives, terrorism destroys material goods, but also damages the national economy.

According to the US Institute for Economics and Peace, during 2014 the members of ISIS killed more than 20,000 people in attacks around the world. The experts of this Institute, based on the data from the Global Terrorism Database (GTD) collected by the National Consortium for the Study of Terrorism and Responses to Terrorism (START), University of Maryland, developed a model that processes information related to direct and indirect costs of terrorist attacks, including material damages. According to these figures, during 2014 terrorism caused the damage of 52,9 billion US dollars, which is the largest amount in 15 years.



In order to determine the cost of terrorism, the Institute, using the previously adopted metrics and quantitative methods, summarizes the value of destroyed property, the cost of death and injury to civilians, including health care costs and lost income. Indirect costs are difficult to translate into cash and usually include inflicted pain, psychological suffering and loss of confidence in the legal system or the local police. The total damage bill does not include costs related to the assessment of losses from the drop of revenues from tourism, air transport, consequences arising from the jump or fall in the stock market, possible threatened confidence of foreign investors in some sectors, rapid increase in the price of insurance premiums and costs of counterterrorism forces, military, police and intelligence services in order to intensify their engagement, as well as financial damages that cities suffer due to the introduction of emergency situation after the terrorist attack, etc. The attacks in France will reflect on the GDP in this quarter, and the consequences of emergency situation that was extended for another three months, will additionally burden the state budget.

According to the experts' opinion, terror, aside from economy, creates consequences on tourism and trade, transport, but many other related industries as well. If we take into account that France, with more than 80 million visitors a year, is one of the most favourite tourist destinations, where the share of tourism in the French national GDP is extremely high, up to 7%, it is not difficult to assume that the tourist sector has reasons to be afraid that, due to the terrorism and emergency situation, tourist might stay away from Paris or France in general in the future period, which would lead to a significant decline in the tourism sector, but also to a drop in the value of shares of airlines and major chains of hotels on the Cote d'Azur.

On that occasion, Friedrich Schneider, from the University of Linz has been devoted to the economic consequences of terrorism, clearly pointing out that „if the turnover in tourism goes down, which is inevitable, this could lead to a revenue loss of several hundred million euros. It will directly affect: bars, concert halls, theaters, cinemas, concert organizers and similar institutions, since the insurance will require them to pay high premiums because they are located in a vulnerable city and they will not be ready to bear the risk with the current favorable rate “[19]. Even before the attacks France was facing problems in curbing the budget deficit and high public debt, so any increase of expenditures, e.g. security sector or military, must cause savings somewhere else. In addition, terrorism could scare investors to abandon or reduce their investments. Also, terrorism will cause damages to external trade, primarily because of increased security measures and controls. Swiss economist Bruno Frey represents a different opinion whose essence is that policies against terrorism shouldn't put everything on the use of military and police resources, since it is much more important to remove the deeper causes of terrorism, which hasn't been much observed so far. Another striking example of the impact of terrorism on tourism in the negative sense can be seen in the Mediterranean, especially when it comes to Middle-Eastern tourism, since many countries, due to the spreading of



violence, migrations and wars were completely erased from tourist maps, such as Syria, Lebanon, Libya, Algeria, and lately Egypt and Tunisia, as well as Turkey. By analyzing all aspects of the impact of terrorism to tourism, Martin Lowman, from the Institute for Tourism Research in Kiel recently concluded that terrorism directly aims at tourists, and this is a new dimension, since tourists are profitable, cost-effective and above all „easy target“. The example of Tunisia shows how quickly visitors can turn their back at tourist destinations. In recent years, Tunisia was one of the most popular destinations where over 400,000 tourists visited only from Germany. After the decline in the number of visitors due to the „Arab spring“, Tunisia recovered quickly. However, due to the terrorist attack on the Bardo Museum and tourists on the beach in Sousse last year, the German guests simply changed their destination and decided to spend their holidays in a more stable Morocco, that profited the most from the Maghreb countries. Spain will mostly benefit from the uncertainty in the Arab countries.

As for tourism, the situation is even worse in Turkey. According to the official data, in 2014 Turkey was the sixth most visited country with 42 million visitors. Generate income only from tourism amounted to more than 30 billion dollars, which is one of the most significant budget revenues, but recent terrorist attacks and protests, which culminated in the recent failed military coup, drastically decreased the inflow of foreign tourists, especially from Russia, but from other eastern countries as well. Because of frequent terrorist attacks backed by ISIS or the Kurds, huge number of refugees, political tensions and safety tensions, the percentage of filled tourist capacities amounted only to 10 to 15% which brings the Turkish tourism industry to the brink of collapse. A huge blow to tourism is the fact that more than 5 million Russian tourists did not come to Turkey, which was the case so far, on the average, and this is a direct consequence of deteriorating relations between Moscow and Ankara. Turkish tourist experts estimate that current damage in tourism exceeds 10 billion dollars, with the tendency of worsening. The usual image of semi-deserted beaches and empty hotels shows that due to the recent events, Turkey is no longer favourite tourist destination, despite many tourist attractions and favorable offer. All attempts from tourism organizations and hotels to keep or attract tourists by lowering the prices up to 50%, have not yielded the expected results. Due to huge losses, around 1,800 hotels are on sale. The example of Turkey clearly shows that terrorism can change the factual map of the world, affect tourism development trends and how quickly one terrorist attack on any public building or civilians can lead to disaster in the tourism sector. So far, 9 countries including Germany, Russia, Italy, Great Britain and others have warned their citizens of the danger of travelling to Turkey. Practically, there is no such price or discount that can attract tourists to a country where they will not feel safe. The prevalent opinion among the experts is that in these countries, even if they get free accommodation, tourists will not come if they are worried about their safety. It is the fact that safety comes first and that it is probably the most important requirement, wish or preference of future tourists when selecting their holiday destination, that will be the future



milestone in defining tourist demand, and therefore, this will influence the tourist offer which, whether they want it or not, will have to include the „security aspect and dimension“.

5. CONCLUSION

On the tourist market, marked by intense dynamic changes, a large number of destinations, whether more established ones or the ones that are trying to get position on the market, are trying to attract more tourists. Different products or services are placed on the market with the aim of meeting highly sophisticated demands of consumers, i.e. to provide certain specific benefits for potential consumers. In other words, in order to be able to provide more efficient market commercialization, different products and services must offer solutions for specific consumer problems in a way that in the eyes of the potential buyer it can satisfy the expectations of a certain experience.

Lately, bearing in mind the profile of the modern tourist, there are more increasing demands, wishes and preferences of tourists-buyers to experience authentic experiences, provided that they clearly contain safety dimension. Therefore, any discomfort, insecurity on a trip or vacation in the form of theft, physical assault, harassment, traffic accidents, accidents and technical failures, injuries, illness, infection, poisoning with food or drinks, drugs, fires, natural disasters, environmental disasters, snake bites, spider bites, mine fields, radioactivity, frostbites and the like, generate dissatisfaction or aversion of the tourist with the provided products and services, regardless of their qualities and price.

Today, the modern tourist does not buy accommodation, goods or services, but he buys an experience that has now become the main tourist product. Seen in this way, the sense of insecurity and vulnerability is not a pleasant experience. From that aspect, as well as security and safety of the absence of fear from all the threats and risks, but also as an expression of respect for the vital needs of the customer, it is an important factor when choosing the purpose and place of travel. In tourist jargon, it is always emphasized that satisfied and safe guests are the best guests. In this regard, one should not be surprised with the fact that the tourist community is increasingly talking about safety as a tourist product that is an imperative of almost every tourist destination.

Greater chances of winning over or attracting consumers belong to the destinations that manage to create such product portfolio or destination value that includes high quality of services, affordable price, diverse tourist content with plenty of natural attractions and cultural heritage, unique experiences and adventures, and that are consistent with environmental requirements and enables a safe, relaxing stay. Such destinations will be highly ranked when choosing the holiday destination.

Until recently, security was among the top five factors that were the decisive factors when choosing a destination, while today the situation has changed and it is a deciding dominant factor without which there is no tourism. Such redefined procedure implies the need for different positioning and dimension of security in tourism, both in strategic



security agendas and in development documents that deal with the issues of tourism. One of the possible options is to adopt a strategy for security in tourism, and a set of legal regulations that would provide more details regarding security issues in the tourism sector, tourist destinations and tourists themselves.

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THE ROLE OF CULTURAL TOURISM IN THE GREEK TOURISM INDUSTRY DURING THE ECONOMIC CRISIS: THE CASE OF CRETE

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***Abstract:** Cultural tourism has become a central component of economic development in the Greek tourism industry. However, its role during the economic crisis is not yet known. The present paper aims at investigating the role of cultural tourism in the Greek economic crisis and more precisely the case of Crete which is a famous destination and helped to attract inbound and domestic tourism flows. Based on the different demographic characteristic, the paper assesses the tourism profile of in order to contribute to the development of effective tourism strategies.*

***Keywords:** Cultural tourism, Economic crisis, Crete, tourism flows*

1. INTRODUCTION

This paper refers to the cultural tourism in Crete. Crete is the largest island with quite developed cultural tourism. Every year lovers of cultural tourism can learn and discover the history, tradition, the local customs and its famous gastronomy. In recent years the emergence of the crisis has negatively affected the tourist industry of the island, and has significantly reduced the arrivals of tourists. However, Crete remains the island with history and culture and this works as a bridge to attract tourists. The right guidance and development of new ideas and innovations to promote the foreign networks will increase the origin of visitors in the coming years.

2. THE GREEK TOURISM INDUSTRY

Cultural tourism is the tourism's subset which refers to a country's or region's culture [Wikipedia, 2016]. More specifically, we say that cultural tourism is the transportation of people to the sightseeing away from their region, provided to collect new information and experience, to learn about the traditions and customs of each country, gastronomy and to participate in various local cultural events. Great is the tourist attraction



for history and culture in order to satisfy their cultural needs. This subset of tourism becomes more and more popular among the world and can bring many positive effects in the regions that are a lure for tourists. In the case of the biggest island of Greece, Crete, which attracts millions of people from around the world every year, can also accommodate a variety of tourism's subsets [Motaki S., 2013]. What is important, according to the above, is that all the positive effects can contribute to the development of the island's income and in its culture's and history's recognition in the other nations (monuments nominated about a place in the catalog of UNESCO's Global Heritage). In addition to the above, the income leads automatically to the development of Crete's tourism industry for the improvement of its provisions to the tourists.

3. THE ECONOMIC CRISIS IN CRETE

Tourism is a field which boosts the economy of a country. In 2007 economic crisis happened in America and as time went by it expanded all over the world. Tourism appeared in 1930 and because of the limited educational tourism Crete developed into massive tourism for the whole Mediterranean until nowadays due to combination of the touristic needs such as climate, archaeological places and monuments, natural beauty, hospitality and diet. [Kalogeropoulou H., Richards G., 1996]. As for the case of Crete, the situation has developed in leaps and bounds and measures need to be taken. This crisis has affected negatively not only the internal sector but also the external one. Especially referring to the internal tourism there is a decrease of 20% in overnights in Heraclion and 15-20% in Chania, which results in a diminution of the hotels' income (chaniotika nea 2016). What is more taking into consideration the external one there is a negative sign to the flight arrivals equal to 0.8% [touristiki agora 2016]. Furthermore travelers deal with difficulties due to the problem with visas, which has as a consequence a bad picture for travel agencies. In spite of that, Crete remains the most important destination for many countries such as Germany, Russia, Serbia, Sweden, Austria, Poland etc.

In addition to that we have to focus on the main problem of capital controls which has played a cardinal role to the stop of bookings to 30%-40%. Owing to that tourists weren't able to take money from banks. Last but not least crisis has affected the archaeological tourism by the increase of entrance fees in monumental places which has also with its turn influenced the educational and cultural field. Apart from these marine and medical tourism have changed due to crisis.

4. THE INOVATION IN CRETE'S TOURISM INDUSTRY

As mentioned above, tourism is a major source of revenue for the island. Crete is an island rich in ancient monuments and archaeological sites that betray centuries of history. The unique cuisine and the particular customs make it stand out all over Greece. Every year the island offer a range of cultural events with traditional celebrations, allowing the visitors to experience its traditions. Cultural tourism in Crete is the second type of tourism



that attracts more and more tourists every year. These peculiarities of the cultural tourism that do not exist anywhere else in the world, can act as a bridge to attract tourists to the tourist industry of Crete. The main areas that attract lovers of cultural tourism are Malia, Chania with the famous lighthouse and Rethymno.

In order to understand the current situation of cultural tourism in Crete, we interviewed local citizens. For interviews we used questions relating to cultural tourism, in so far as the tourism market crisis has affected and to new ideas and perspectives that will enhance the future of the tourism market. They believe that Crete is the most interesting island in Greece because it is located between Africa, Europe and Asia and this fact make it easier to exchange new cultural ideas. It has also a great history from the ancient prehistoric age to 20th century.

As they see the situation now with the economical crises, the cultural tourism has been affected, but tourists who are interest in this type of tourism visit it anyway. The tourism industry despite crises has evolved, but the innovation brings the problem with “all inclusive”, a full packet for holidays.

For increasing the visitation the competent organs of Crete’s tourism have to encourage the spectacular tourism. This will attract new visitors from all over the world. A phenomenon that has drawn fire in recent days is the cancellation of reservations by Russian tourists because of discomfort caused by the issuance of visas to enable them to travel to Greece. This means a reduction of revenue so the Government should remove the visa for tourists, making easier their access to Crete. Moreover, there are many tourists from Australia who are lovers of the underwater tourism, this is not known in the island so they have to create new facilities. On the other hand another idea to attract tourists is the magnificent Cretan marriages, which can be promoted in an appropriate manner so that visitors to experience and to closely follow the traditional wedding celebrations [Karpodini-Dimitriadi E., Robinson M., 1999].

5. CONCLUSION

It is considered that Crete is an island with the great cultural activity. The ancient history, the unique attractions and the famous tradition makes it unique worldwide. As the whole country facing with a heavy financial crisis, Crete and cultural tourism have survived as more and more are the tourists who visit it every year. New ideas and innovations tailored to the tastes of visitors will increase not only the local market but also the cultural tourism.

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BIRDWATCHING TOURISM IN SERBIA

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***Abstract:** this paper contains brief birdwatching overview observed as acceptable and fast growing modern type of tourism, based on natural resources, which could contribute and boost local communities' sustainable development and environment protection in many developing countries. Birdwatching tourism or avitourism is focused on an individual person – tourist, who is curious, responsible, has ecological awareness, who wants to get familiar with tradition and culture of the visited region or country. There are many nature sites in Serbia suitable for birdwatching different birds' species which are very important and under international protection. Different organizations and individuals committed to the birdwatching want to use Serbian potential and promote this type of sustainable tourism to the domestic and foreign tourists.*

***Keywords:** birdwatching, avitourism, birds, natural resources, sustainable tourism.*

1. INTRODUCTION

Birdwatching or birding is a form of wildlife observation. It is recreational activity of birds' observation in their natural environment, which can be done by naked eye or through visual enhancement devices like binoculars and telescopes or by listening and recording birds' sounds. Majority of the birdwatchers are amateurs, who are practicing this activity for recreational reasons, unlike ornithologists, who are studying birds for the scientific purposes. Although the birds could be watched in the own garden, it is more often to travel to the farthest corners of the world for the birdwatching purposes. Birdwatchers make masked shelters in order to provide better approach to the birds they want to watch. They are interested in different birds' species, their habits, singing, nesting and other aspects of the birds' life. There are many factors contributing to the growth of birdwatching and avitourism popularity: acceptable prices of the birdwatching equipment, various TV shows in media about birds and nature, improved technical devices for birds' recording, publication of various specialized guides and literature dedicated to the birds. Millions birdwatchers travel around the world seeking preserved habitats and sites with different birds' species. Birdwatchers as eco-tourists contribute to the environment protection and



preservation, because they are familiar with ecological issues related to protection of endangered animal and floral species and their habitats much more than majority of other people.

This paper provides overview of this special interest tourism which is unknown for wider public in Serbia, but for tourism sector as well, which does not recognize it as a market niche of modern tourism. Serbia has natural preconditions for development of this type of tourism, biodiversity and preserved natural reserves where birds could be observed. Popularization of birdwatching could contribute to development of new opportunities for growing income in local communities and tourism destinations in Serbia. This work contains description of the key terms related to this type of tourism, short overview of the biodiversity in Serbia and story about interesting birds' species for birdwatchers, then also information about different organizations and associations, who are enthusiasts in promotion of birdwatching activities in our county.

2. BIRDWATCHING AND HISTORY OF BIRDWATCHING

Considering global tourism market, birdwatching is special type of modern tourism. Birdwatching or avitourism refers to travel outside residence place for observing birds in their natural habitats. Number of birdwatchers willing to travel to distant sites just to see new birds' species is continuously increasing. As this type of special interest tourism is related to nature, i.e. to birds and their habitats, it could be categorized also as subcategory of natural tourism. The main preconditions that are requested by birdwatchers are: biodiversity, safety, accessibility, developed infrastructure and educated guides. Birdwatching in natural habitats represents relatively new activity- popular hobby and scientific sport activity started by the beginning of the 20th century. Observing and studying birds in 19th century was mostly related to hunting, due to the fact that many unknown species were discovered after hunting. Greater interest for wild birdlife was recorded around 1880, at first in Great Britain and America, and later in Scandinavian countries, Netherland, Germany, Switzerland and developed countries of the British Commonwealth. From the beginning, birdwatchers were against killing and using birds for the commercial purposes. Birdwatching is improved thanks to the development of optical devices, mostly binoculars, what enables better observation and studying of birds without harming them. Growing interest for birds boosted publication of different books and specialized magazines dedicated to birds. One of the birdwatching advantages is the fact that this is not expensive activity. Basic birdwatching equipment includes binocular, books and guides for birds' identification and notebook for recording, and for this activity long distant travels are not required. Many birdwatchers are setting up bird feeders in their gardens or nearby their houses in order to attract birds. Information about birds collected by members of local birdwatching associations are very valuable and useful for scientists and their work related to the distribution, habitats and migrations of different species.

Birdwatching is very popular among wider community in developed countries of Western Europe and in Northern America (in 2011, there were 46,7 million of birdwatchers



in the USA). Number of people traveling to the exotic locations is increasing and usually they engage guides to show them birds. Existence of such interest contributes to the protection of birds and increasing sales of goods and services used by birdwatchers, such as traveling, literature, optical devices, participation at various workshops and seminars. Birdwatchers are motivated by beauty of the birds, and like other nature lovers they enjoy in interaction with birds and nature. Observation of birds is one of ways for connecting with nature and represents escape of modern way of life and consumer society. Having in mind that birdwatching is visual experience, that often requires a kind of proof that birdwatcher visited specific site and saw certain bird species. Visitors of birds' habitats have to be educated and informed about impact on birds, trying not the endanger birds and their habitats by their presence and activities. Due to the lack of experience or interest for birds' protection, local guides in less developed countries usually disturb and endanger birds in their habitats because they want to show birds to the tourists from the most possible vicinity.

There are different birdwatchers' categories with different attitudes. In the North America, instead of the term Birdwatching, the term Birding is used. Then, the term Twitching refers to seeking rare species of birds, especially those that are very hard to find or are located outside usual habitats. In order to determine key features of the birdwatchers, some researches and interviews were conducted and according to the findings, there are no specific rules in terms of age of birdwatchers, although the majority belongs to the middle and older age (from 40 to 70 years), then majority has university education, belongs to male population, they are relatively rich and coming mostly from urban areas. In addition to the birds, they are interested in other wildlife animals; they belong to some local or regional organizations for birdwatching. Birdwatchers use different literature, guides or magazines specialized for birdwatchers and nature lovers, usually they travel alone or in smaller groups.

3. BIRDS IN SERBIA

According to the data of the Bird Life International [www.birdlife.org], till 2013 in Serbia was recorded 311 different birds' species: 310 species are nesting in Serbia, then there are 100 water birds, 262 migratory birds, 21 sea birds. There are 11 species in Serbia which belong to the category of the globally endangered species: European Turtle-dove, Slender-billed Curlew, Egyptian Vulture, Great Bustard, Common Pochard, Saker Falcon, Aquatic Warbler, Red-breasted Goose, Long-tailed Duck, Greater Spotted Eagle, Eastern Imperial Eagle, Velvet Scoter, Lesser White-fronted Goose. There are 35 Important Bird Areas (IBA) identified in Serbia covering surface of 766,960 ha. Protection of these sites is very important and it is necessary to protect them and ensure decreasing impact of human activity. The most important nesting areas in Serbia are:

Ludaš Lake is a special nature reserve located in the North Serbia. The lake is located in the lowland and surrounded by rush, wetland and cultivable soil. This area is habitat for many rare plants and animals.

Special nature reserve Gornje Podunavlje is a part of internationally important wetland habitat located along Danube valley in Serbia, Croatia and Hungary. It is among the most beautiful areas in Europe in terms of birds and other wildlife species and it consists of reeds, old forests, meadows and pastures.

Special nature reserve Slano Kopovo is one of the most beautiful lakes in the Pannonian basin. It is home for large variety of water birds and important site on the birds' migration routes.

Great Bustard Pastures is a special nature reserve located in the North Banat, between the Tisa River and Romanian border. It is known as habitat of Great Bustards population in Serbia and consists of the steppe grassland and extensive farmland.



Figure 1: Rusanda Lake



Figure 2: Carska bara

Rusanda Lake (Figure 1) is saltwater lake in Tisa meander. It is about 5,5 km long and covers surface of around 4 km². In a period from 1950 to 2010, more than 210 species of birds have been recorded and that speaks of biodiversity, greater than in many other lowland sites in Serbia.

Special nature reserve Carska Bara (Figure 2) near Novi Sad is one of the most famous water habitats in Serbia. It is constituted of big fish pools, flood forests, pools, wet meadows and steppes, which are habitats for large variety of water birds.

Kikinda is the biggest winter habitat of owls in the world. The tree that hosts more than 145 Long-eared Owls is located in the city center. Once there was more than 740 Long-eared Owls counted and for that reason this unique site is tourism attraction for many visitors.

Tamiš River Floodplain is located along 118 km of the Tamiš River which crosses Banat and confluence Danube in Pancevo. This region has 2 internationally important bird areas (IBA).

National Park Fruška Gora is mountain 78 km long, covered with forests, meadows, vineyards and orchards, rich as well in cultural and historical monuments.

Zasavica is special nature reserve which stretches 33 km along the Zasavica River flow and consists of pools, flooded forests, agricultural land and pastures. Zasavica is famous for being the center for preservation of the variety of Serbian domestic animals.

Obedska bara is special nature reserve since 1874 and belongs to the oldest reserves in the world. This seasonally flooded area stretches along the banks of the Sava River, around 40 km from Belgrade. There are 91 birds' species and rich flora and fauna wildlife.

Deliblat sand plain is unique sandy region in Europe covering area of 33.000 ha and constituted of pastures, grasslands, agricultural land and forests. This special nature reserve is bordered by Danube, Tamiš and Karaš river and represents home for many rare and endangered flora and fauna species.



Figure 3: Djerdap Gorge



Figure 4: Uvac Gorge

Djerdap Gorge (Figure 3) is the largest and the longest gorge in Europe and represents natural border between Romani and Serbia. In 1974, this area covering 93.968 ha became National Park. More than 64% of the National Park's surface is covered with forests, and it is also famous for its diversity of flora and fauna, geomorphology and rich cultural and historical heritage.

Uvac Gorge (Figure 4) is special nature reserve in South West Serbia, known by its cliffs, forests, pastures and artificial lake. This reserve is habitat for 19 diurnals and 9 nocturnal birds of prey what makes Uvac Gorge one of the best bird watching areas in the Western Balkan.

Ovčar-Kablar Gorge is situated alongside the Zapadna Morava River, in the West Serbia, between cities of Čačak and Požega. It is constituted of stone terrain, forests and farming land, rich in diversity of flora and fauna.

Maljen Mountain is located in on the south from Valjevo in the Western Serbia and stretches 25 km in direction east-west. The most famous tourism destination on Maljen is Divičibare, situated at 980 m above the sea level, with beautiful meadows, pastures and forests.

Fantast Castle is located near the Bečej fish-pond. There is amazing view from the tower of the castle on lowland, forests and plains hosting variety of wildlife.

Bečej fish-pond is complex constituted of the artificial lakes, located on the north from Novi Sad, surrounded by plough lands and steppes. Lakes are used for commercial purposes and fish growing, hosting variety of water birds and being habitat for many birds on the migratory route.



Gruža Lake is located in the central Serbia, near Kragujevac. Although there are not protected areas and reserves in this part of Serbia, Gruža Lake is resting place for many migratory birds. It is recorded around 150 species of birds.

Birdwatching as a kind of intellectual challenge because there are many different species that may wake our curiosity. Today many birds are endangered and belong to the endangered species due to loss of their habitats. Birds' reaction on disturbing is hardly predictable and depends on species and annual season, so it is the best to reduce disturbing birds as much as possible. Secret nature and behaviour of birds represents a great challenge for the birdwatchers.

The most interesting species for birdwatchers in Serbia belong to globally endangered and sensitive species such as:

Spoonbil (lat. *Platalea leucordia*) is 86 cm long migratory bird, inhabits Europe (Iberia and Balkan Peninsula) and Asia, and there are smaller groups in Vojvodina during nesting period. It is estimated that population is constituted of less than 200 pairs, and as one of the most endangered species, Spoonbill is protected by law.

Glossy Ibis (lat. *Plegadis falcinellus*), inhabits all continents, but its number in Serbia is generally declining. It is migratory bird, inhabits marshes, fish-ponds, river islands and wet meadows in Vojvodina. Glossy Ibis nests annually and belongs to highly endangered species due to continuous decline of its population.

Ferruginous Duck (lat. *Aythya nyroca*) is a migratory bird 38-42 cm long. Male and female are different. This duck breeds in East Europe and Central Asia and its habitats are lakes, marshes and pools. Due to excessive hunting and destroying habitats this specie is generally endangered, and has special status of endangered species in Europe. It is estimated that nesting population in Serbia is around 400-550 pairs.

White-tailed Eagle (lat. *Haliaeetus albicilla*) is the largest European eagle, inhabit at North and East Europe and Asia. Male and female have the same look; they are nesting in flooded forests nearby the water where they can hunt fish. Average life of White-tailed Eagle is around 36 years. The Eagle has no natural enemies, but is endangered by human population due to illegal hunting, marshes draining and forests' cutting. Number of eagles in Europe is declining and this specie is endangered and protected by the law. According to the estimations of experts, there are 150 pairs in Serbia.

Imperial Eagle (lat. *Aquila heliaca*) is a large bird with length of 83 cm that breeds South East Europe, Spain, Turkey and Central Asia in the areas 1000 m above the sea level, partially forested. Imperial eagle is nesting once a year usually on high trees not surrounded by other trees. Due to extensive agriculture, destroying natural habitats, illegal hunting and poisoning, imperial eagle in Europe is threatened by extinction, but thanks to the intensive protection measures in Hungary and Slovakia, number of eagles started to grow. Experts estimate that population of Imperial eagle in Pannonia basin is around 230 pairs, of which only 4 pairs are in Vojvodina.



Figure 5: Griffon Vulture



Figure 6: Lesser Kestrel

Griffon Vulture (lat. *Gyps falvus*) is a middle size bird of prey spread in Mediterranean, Asia and North Africa. European population breeds in 16 Mediterranean and Black sea countries. The griffon vulture is long 95-110 cm and average weight is between 8-9 kg. It feeds with carcass of dead animals and prevent spreading of contamination. In South West and West of Serbia, there are nesting places of griffon vulture in the gorges of the rivers Uvac, Mileševka and Trešnjica. Adult griffon vultures live in colonies, while immature individuals may migrate far away from the resident place. In the previous period, people were hunting griffon vultures and setting up poisoned bites, but protection measures have been taken, what contributed to the growing of the griffon vulture population (Figure 5).

Lesser Kestrel (lat. *Falco naumanni*) is Mediterranean species that breeds in Asia Minor (Anatolia) and Central Asia. It is very rare species and in our country inhabits river gorges, cliffs and old buildings. It feeds mostly with insects and is endangered due to use of pesticides in agriculture. Lesser kestrel is migratory bird, coming to Serbia by the end of April and leaving by the end of August (Figure 6).

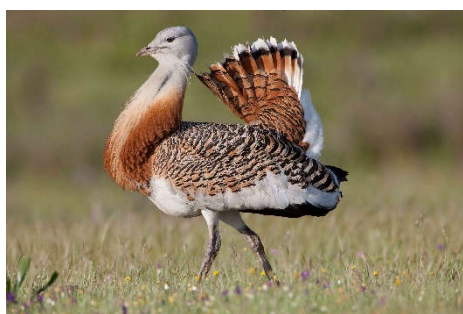


Figure 7: Great Bustard

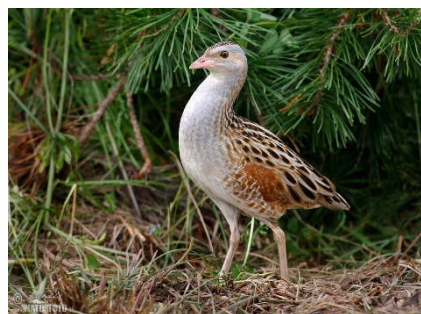


Figure 8: Corncrake

Great Bustard (lat. *Otis tarda*), belongs the heaviest birds in the world (male individual weight is from 10-16kg and length 90-110 cm, while female individuals are third times smaller). It breeds steppe areas in Europe and Asia and its population in the world is estimated from 31.000 to 37.000 individuals. Great Bustard is rare species in



Serbia, but it could be found on the north of Banat, in the special nature reserve Great Bustard Pastures. These birds' habitats are huge areas with high grass, away from human population. It is nesting on the ground in pairs (Figure 7).

Corncrake (lat. *Crex crex*) is 22-25 cm long and breeds in Europe, Central Asia and Minor Asia. It is migratory bird which stays in Africa during winter. Its habitats are steppes, wet meadows and marshes at different altitudes, from lowland to the mountains. It is nesting once a year on the ground, in the high grass areas, hidden in the vegetation. It feeds mostly with different invertebrates. Estimated population in Serbia is around 1000 to 1300 nesting pairs. This bird belongs to the endangered species due to destroying its natural habitats caused by intensive agricultural activities (Figure 8).

Long-eared Owl (lat. *Asio otus*) – bird long 31-37 cm, breeds in the entire Europe except Island, then Asia and North America. Only population that breeds North areas is migratory. It is nesting on trees in the rural and urban areas, using abandoned nests of other birds. This species is known by spending winters in larger groups, usually in cities and villages. It feeds mostly with small mammals, insects and smaller birds. European population is stable and large. It is estimated that population in Serbia is between 9.000 and 13.000 pairs.

Roller (lat. *Coracias garrulous*) is 29-32 cm long, male and female are the same and it is spread in South and East Europe, Central Asia, Near East and Asia Minor. It is migratory bird spending winter in South East Africa. In May comes to Serbia and its population in Serbia is in the rapid decline due to destroying habitats caused by intensifying and extending agricultural activities, lack of nesting places and use of pesticides. Population in Serbia is estimated from 60 to 80 pairs and is under rigorous protection measures.

4. POSITION OF SERBIAN BIODIVERSITY AND BIRDWATCHING TOURISM IN EUROPE AND DEVELOPMENT PERSPECTIVES

Great number of tourists visiting Serbia is not familiar with biodiversity and natural beauties of our country, but they have pleasant experience after introduction with the state in the field. Balkan Peninsula represents biodiversity oasis in Europe: National Park Fruška Gora has rich flora and number of species greater than flora species of Great Britain, Vojvodina has preserved steppe and Ramsar (wetland) areas unlike many Western Europe countries with intensive agricultural production. Western Balkan is one of the best regions in Europe in terms of the greatest potential for birdwatching. Share of Serbia considering European territory is 1,8% (excluding Russia and Turkey), but in terms of birds' species Serbia is above minimum requirements of 1% related to the total population of a certain species inhabited in Europe. Findings of the analysis of Serbia as birdwatching destination and the countries from the region show that Serbia has better birdwatching infrastructure in comparison to Bulgaria and greater number of species and habitats in comparison to Hungary. Improved tourist services near the birdwatching sites are available for tourists and visitors. Stable political and society situation are also very important factors for



tourists. Due to great potentials Serbia should be recognized as the top birdwatching destination not only in Balkan but in the entire Europe as well.

Birdwatching is activity suitable to be performed during the whole year. The number of festivals and events dedicated to the birds is constantly increasing. Today, World Migratory Bird Day is organized in 70 countries and includes festivals, presentations, educational programmes, film and one day trips for birdwatching. The most suitable periods for birdwatching in Serbia are: March-April (spring migrations), May- July (rutting season), August-September (autumn migrations), November – December (migration of marsh birds). There are two important dates for birdwatching in Serbia. The first is related to the counting of the water birds by the end of January and beginning of February which is performed as a part of the activities of the International Water Bird Census. It is joint action that lasts about 10 days during which different associations for protection and studying birds, in coordination with more than 150 ornithologists, bird lovers, volunteers and students are engaged to observe and count water birds in their wet habitats in Serbia. International Census of water birds in Serbia started in 1982. and it is the oldest organized census in our country. This action is conducted on around 500 different sites in Serbia along the following rivers: Velika Morava, Zapadna Morava, Danube, Sava, Drina, on lakes and marshes. Census of water birds provides valuable information about ornithology fauna in this areas which are very important for protection of nature and biodiversity in Serbia. The second important date is 5th October – Euro Birdwatch Day. Euro birdwatch manifestation gathers 40 EU countries and has been organized in the past 20 years with more than 1 million participants at 33.000 different events. The aim of this manifestation is to increase awareness of wider population about importance of birds and their protection. Bird Protection and Study Society of Serbia organizes this manifestation at several locations in Serbia.

Bird Protection and Study Society of Serbia - DZPPS was established in 1989 and it is one of the oldest non-governmental organizations dealing with nature issues in Serbia. DZPPS implements different projects focused on protection of birds and preservation of their habitats, especially in IBA areas, publish data on birds in our country, performs various educational activities and edits specialized magazines for bird lovers, and also promotes birdwatching in Serbia. This association gathers individuals and organizations that take care about birds in Serbia and also cooperates with many European ornithology organizations. In 2013, DZPPS became a member of the Bird Life International – global partnership for birds' protection, which gathers more than 13 million members and sympathizers in 7.475 local organizations in more 120 countries all around the world. Bird Life International maintain and implement programmes in 2.750 important bird areas (IBA) in the world.

League for Ornithological Action of Serbia (LOA) is independent, non-government and non-profit civil association established in 2003, with the aim to protect nature and birds. Today association has around 700 members. Since its foundation, LOA maintains partnership and cooperates with similar organizations in country and abroad. LOA is focused on protection of birds' species, their habitats and important areas, as well as on



increasing awareness of wider population in Serbia. LOA tries to prevent disappearance of certain birds and to help to endangered species through improving protection measures and protection of habitats and important areas in Serbia.

Tourism is a concept which could not be easily defined since it is interconnected with other sectors, different experts understand its aspects on a different way while it has different perspective from the economy point of view. According to the World Tourism Organization (WTO) findings in 2012, tourism will grow annually from 4-5% till 2020. Share of tourism in the world gross domestic product is 5% and each 12th person in the world is employed in tourism sector. Tourism represents very important industry which drives global economy and generates important income for a region or country, especially in under developed countries. Today ecotourism represents important type of tourism, because ecological awareness and educational level of people are higher. Ecotourism is defined as "*Responsible travel to natural areas that conserves the environment and improves the well-being of local people.*" [TIES, 1990]. Ecotourism implies various activities and sub sectors like birdwatching that becomes very popular. Birdwatching is recreational activity connected with protection of wildlife and nature, which has ethical and educational component. Birdwatchers are passionate bird lovers who spending great amounts of money on birdwatching and in the last 20 years are very interesting for the global tourism industry. According to the data of *US Fish and Wildlife Service* from 2001, 46 million birdwatchers in USA spent 32 billion \$ in retail trade, what shows that birdwatching could generate great income. In spite to the fact that there is expressed demand for this tourism niche in the world market, birdwatching is insufficiently explored tourism product in majority of countries. Birdwatching has a great potential in terms of promoting new tourism destinations on global market. Establishment and improvement of this special interest tourism should be done on the basis of experience and good practice examples of others specialized tourism types, which are already developed in certain countries or regions.

Tourists interested in nature based tourism, including birdwatchers, are aware of the necessity to protect environment and preserve sustainability of natural resources, unlike to other tourists interested in mass tourism. Most of the birdwatchers are members of the different associations dealing with protection of birds and they are aware of the human activities' impact on birds and their habitats. Tour operators in West and North European countries more and more promote sustainable tourism. The greatest travel birdwatching market in Europe is Great Britain, which after USA market, takes the second place in the world in terms of market size. Seat of the greatest world bird organization in Europe - Royal Society for the Protection of the Bird (RSPB), which has more than million members is in the Great Britain. According to its data, about 10% of the Great Britain population practice birdwatching. There are around 50 tour operators in the Great Britain offering specialized birdwatching tours and they have more than 20.000 bookings annually.

The second travel market for birdwatching in Europe is Netherland. Netherland bird protection association is the fourth largest organization in the world and gathers 140.000 members. There are 6 tour operators in Netherland offering specialized tours for bird lovers



and they have around 1.500 bookings per year. The number of Europeans who travel to distant sites to discover new bird species that could not been seen in their countries or regions is continuously increasing. Considering total number of birds in the world, there are 28% of the birds inhabit in Asia, 32% South America and 24% birds' species in Africa, what makes these regions very attractive for birdwatchers from Europe. The most popular birdwatching destinations are: in Africa - Kenya, Tanzania and Namibia, in Asia-China, Japan, India. Recently discovered birdwatching destinations are: Ecuador, Brazil, Thailand, Sri Lanka, Georgia, Jordan, Oman and South Africa.

Tourism Organization of Serbia does not separately record number of tourists coming to Serbia for birdwatching purposes. Birdwatching is not a mass tourism type, since annually several dozens in small tourists' groups visit Serbia for the birdwatching purposes. Tourists from Western Europe coming as passionate bird lovers, usually have good material status, love to spend time in nature environment, have strong ethical codex on behaviour in the natural environment and pay great attention and efforts to not disturb and endanger birds.

Tourism sector representatives who support development of mass or elite tourism in Serbia make mistake, having in mind that foreign tourist who decide to come to Serbia are willing to experience authentic atmosphere. They are not interested in expensive arrangements in the characterless hotel belonging to the global hotel chain, they wish accommodation in small facilities or family houses and would like to experience our cultural heritage, tradition and maintained environment. They want hosts who are very familiar with the region they are visiting, with local legends, history, customs, local gastronomy offer and any other topic they are interested in. These tourists bring much more memories, photos and souvenirs than average visitors. From the geographical point of view, Serbia is not large country but has relatively very well developed infrastructure and interested birdwatchers have the opportunity to explore and see everything they have planned within 10 days. Each hunting reserve has small hunting lodges which could be rearranged and adapted for reception of tourists. Services of local guides and experts are much more available in the regions where birdwatching is developed, such as Belgrade and Vojvodina, while it is not easy to find experienced guide and expert for the birds in other parts of Serbia. Unfortunately, unique Serbian birds index with photos, detailed description known as a Bird Identification Key does not exist. Other Birds' Identification Keys, such as Croatian, Hungarian or English are usually used for the birdwatching purposes, although they do not contain data related to our country.

Valorisation of birdwatching on certain destinations is sometimes performed through analysis of the costs incurred by birdwatchers for accommodation, food and other activities. Income generated through goods and services sold to the birdwatchers is usually used in developing countries for promotion of environment protection. In addition to traveling, accommodation and other spending in local community, market connected with birdwatching include also necessary optical equipment and specialized literature, as well as other goods and services (sound recording devices, various manifestations, birds' feedings etc.). In 2006, turnover related to the birdwatching in USA was 86 billion \$



considering total tourism industry turnover. Having in mind that environment protection is insufficiently promoted and supported by state institutions and wider public, organization of birdwatching tours in the protected nature reserves has to be one of the priorities of ecotourism development. Increased number of amateur birdwatchers who visit different destinations only to enjoy in birdwatching is trend recorded all around the world. In the Serbian neighbouring countries - Hungary, Bulgaria, Romania, this type of tourism is in developing phase and its importance becomes greater and greater.

Birdwatching provides limitless utilization of the resources unlike to other types of modern tourism. Since birdwatching is considered as sustainable tourism and belongs to the special interest tourism category, Tourism Development Strategy of Republic of Serbia recognizes development potentials of this type of tourism. Birdwatching is activity that could be performed at any time during the year, then tourists coming for the birdwatching purposes have different demand in terms of accommodation and food. Birdwatching could be developed in the scope of integrated tourism offer of many tourism destinations in Serbia and this type of tourism could have very good future opportunities and perspectives.

5. BIRDWATCHING MARKETING

Birdwatching as activity which combines love for nature, specific knowledge, hobby and tourism is in the initial development phase in Serbia, but it has great potential for further development. But before creation of the final birdwatching tourism product it is necessary to assess current state of tourism industry in Serbia, its possibilities and constrains. It is necessary to define methods of promotion and target group to be addressed due to promotion of new product and programme. Planning and market research process may be long lasting and complex and collected information and knowledge have to be further processed, organized and analysed.

Since the birdwatching becomes more popular it is necessary to define its development strategy in order to attract potential clients. One of priorities has to be development of birdwatching routes and Tourism Organization of Serbia has to create, manage and promote these routes to the potential clients. Inclusion of local birdwatching associations, regional tourism offer and infrastructure will contribute to the creation of the tourism product that will be placed on tourism market. This tourism product could be integrated with other tourism types developed within the certain tourism region and available for greater number of tourists. Birdwatching could be combined with rural, mountain, gastro, wine or other existing types of tourism in Serbia. Magellan Travel from Novi Sad is the sole tourism agency in Serbia professionally dealing with organization and promotion of birdwatching tourism, whose clients are mostly from the Western Europe countries (Great Britain, Germany, Belgium or Netherland). Offered tourism arrangements include 7 to 10 days stay, transport to the birdwatching sites, accommodation, food and services of experienced guide.



Foreign tourists mostly visit under developed sites in terms of tourism, thus contributes to increasing awareness of local population about biodiversity and environment importance. That wakes proudness and need to maintain and protect values of biodiversity and healthy and preserved environment. Promotion of mentioned values may improve image of the certain site or region. In addition to the obvious ecological, biological, cultural, ethnological and aesthetical values of the birds, there are strong economic reasons for protection of birds, biodiversity and preservation of nature habitats.

6. CONCLUSION

Birdwatching implies stay in nature and include physical and mental activity, admiring birds and nature. Awareness and need for healthy living environment develops through acquiring knowledge and skills related to the birdwatching. Many birds' species are endangered and our common duty is to protect them and preserve their habitats. Birdwatching as special interest tourism neither endanger nor destroy anything in the environment. Importance of birdwatching as tourism niche has been increased in the last years. Global growth could be observed through increased number of tourism enterprises, web sites and guides in developed countries. Complexity and competitiveness could be valorised through development of birdwatchers' sub categories. Birdwatching is important especially for distant and isolated sites, where unusual and rare species could be found, since it can contribute to the economic development and environment protection management in rural and distant places, including sustainability component of ecotourism. Birdwatching development does not require high investments considering the fact that existing infrastructure could be easily adapted in order to satisfy requirements of domestic and foreign guests. Existing motels, hotels and hunting lodges nearby protected nature reserves could become oasis of ecotourism and centres of local communities' sustainable development. It is necessary to ensure continuous promotion of Serbian natural beauties, particularly during specialized birdwatching manifestations and tourism fairs. One day trips or workshops in nature for school population and wider public should be organized through visits to the protected nature sites, and priority objective of such activities should be education of the wider population. In this way, protected sites will gain more visitors who will support efforts for environment protection, while visitors will enrich their lives with unique experiences.

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HEALTH CARE TOURISM IN SERBIA

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Abstract: *Medical Tourism in Serbia currently changes rapidly. This field presents important development potential of Serbia as well it is the field demanding more attention by professionals. However, there are fields of work necessary to change and improve to provide the best direction for development. The purpose of this work is to explain the role of medical tourism in Serbia with special attention to dental and transgender tourism.*

Key words: *Medical tourism, Dental tourism, Transgender tourism, Quality of life*

1. INTRODUCTION

The combination of medicine and tourism is a relatively new type of tourism. Journey for health is one of the fastest growing sectors of modern tourism [Jovanović V., 2013]. People travel in the first place to be relaxed, but also perform a certain medical procedures. Today, 5% of all international travels are related to medical tourism. In the structure of the current total turnover of medical tourism 40% goes to dental services, 42% to orthopaedics, cardiology, cardiac surgery and neurosurgery, and 15% on aesthetic surgery [<http://www.transforma.rs/zdravstveni-turizam>]. Thus, in 2010 more than 40 million trips were achieved for health reasons [source: UNWTO]. This results in a global market of medical tourism of more than \$ 100 billion. The growth trend will continue in the future, and its slowdown may be affected only by the lack of capacity, and not a drop in demand. Evaluation of the growth of this market will be around 15% per annum.

All the aforesaid identify the major content of this paper in order to improve medical tourism in Serbia. Therefore, the first describes the concept and definition of medical tourism, then general information on medical tourism in Serbia. Special attention is given



to dental tourism and increasingly popular transgender tourism. All of these types of tourism should make better quality of life for the users.

2. MEDICAL TOURISM IN SERBIA – DEVELOPMENT POTENTIAL

For development of health tourism industry a major contribution comes from Asian countries like India, Singapore, Thailand, Malaysia and the Philippines. In Europe, health tourism develops intensively in neighbouring Hungary, where prices are lower by 40 to 50% than in the West, but also in Poland, Belgium, Switzerland, Spain, Germany and the last 10 years in Turkey.

The growth in demand for health and medical tourism in the world is generated by:

- The crisis in health systems of developed countries,
- The high prices of health care services
- Long waiting lists, and
- Overwhelmingly trend of population aging.

Health tourism is a great development opportunity for medicine and tourism, but also for the overall economy of Serbia, which for this purpose should initiate a systematic, organized and dynamic initiative for inclusion in the global medical tourism and a market that continues to grow at an annual rate of 15% while already in 2011 exceeded 120 billion dollars. It is the only "industry" of tourism, which in the years of recession has not recorded negative trends.

The key factors in a health tourism destination choose are as follows:

- The standard of medical service
- The price of service
- High level of professionalism and equipment level in the institutions with this kind of service
- Attractive locations in the sense of tourism.

Medical tourism is one more and more important sector of medical tourism: journey to the destination where the participant undergoes medical treatment, surgery or intervention by a physician-specialist. Medical tourism involves surgery in hospitals or clinics [Rabotić B., 2012]. **Foreigners**, who come to Serbia, often decide that the time spent in our country can spent in order to perform a medical procedure. Peerless, they treat the most **teeth**, and then "correct" **the breast** for enlargement (*Figure 1*), correction of the eyelids and **hair** transplanted. As the authors Tihi and Peštek there is great political interest in this type of tourism, primarily because it can bring financial benefit [Tihi B., 2009].



Figure 1: Implant

It happens often that the health and medical tourism equate, but it's a mistake. Between these two types of tourism, there is a difference. Medical tourism involves surgery and therapy, while health refers to much wider range of activities in the field of health. In this paper we will provide an analysis of medical tourism, which is now more popular branch of tourism.

The reason for this popularity lies in the growing number of people from developed countries, who chose the cheaper operations in the third world and undeveloped countries. Countries like Thailand, Colombia, and Brazil offer medical services at much lower prices, and this is the main reason for the growing number of people interested to solve their medical problem in these countries. But the question of the service quality remains as very debatable. On the other hand, there is necessity for the broadest promotion of organized development of health and medical tourism in Serbia.

3. HEALTH TOURISM IN SERBIA

Serbia is known as a country which is characterized by friendly and hospitable people, delicious food, natural resources, spas, clean air, rich and dynamic history. All this represents the contents which should attract foreign patients in Serbia, which would enable achievement of large foreign currency revenues and huge profits from medical tourism, which is the hit in the world recently. Regardless of the significant potential, Serbian market is not well positioned on the world map of medical tourism. It is estimated that all costs, including treatment, medical care after the surgery, travel and accommodation, are as much as a third of the cost of operations in Western Europe. Therefore, the foreign patients are willing finance the travel and treatment in Serbia, and by the way get to know the culture and relax.

Most often, patients visit Serbia from Switzerland, Germany, Austria, Belgium, Sweden, Canada and Australia, but it should be noted that the services of our doctors is still used largely by migrant workers or citizens of former Yugoslav republics during the summer vacations.



Serbia offers about 2000 medical services, whether as checks, diagnostics or medical interventions of varying complexity. The greatest interest is for local dentists, ophthalmologists, plastic surgeons, orthopaedic surgeons and physiatrists, cardiologists, but also for rehabilitation in spas (Serbia has over 50 major natural spas, but at the moment this type of tourism is stagnating, although in recent years a lot has been done to modernize the spas). Significant number of foreigners has changed a gender in Serbia. Foreigners decide even on complicated procedures in the field of cardiac surgery and neurosurgery, because here are far more favourable conditions for such procedures. (Price differences between countries are enormous, for example, operations at Serbian clinics for plastic surgery are up to four to five times cheaper than in the West).

Serbia has doctors and medical workers who provide health care services at equally high, professional level as well as in other countries. Our doctors are well trained a large number of them studied additionally abroad. There are hospitals that can meet the requirements of each patient. Medical documentation they provide is extensive, detailed, harmonized with the medical-legal aspects, and a patient safety comes first.

Health tourism in Serbia is not sufficiently developed for the following reasons:

- Serbia still does not have full logistical support,
- Arriving Belgrade, for now is still harder for airline companies (in recent years the entry of low cost companies improved the situation)
- Choice of hotels is low, so patients have access to most expensive hotels or hostels, which often do not have adequate apartments
- Lack of the travel agencies that effectively promote this type of tourism,
- The big problem is bad advertising,
- There are no clear marketing and management strategy, and it all comes to sporadic and individual performances abroad
- We have no developed public-private partnerships in the health sector and as carriers of medical tourism still are private clinics, but with lack of adequate competitiveness with huge medical corporations in the world
- Leave the huge number of doctors abroad in recent years represents a double-edged sword. In one hand, Serbia lost primarily good doctors, polyglots and by profile (which is especially important) very enterprising people. Today in our country there is a deficit of certain specializations and large waiting lists for certain procedures. On the other hand, many of our doctors carry the business, and even as executives and managers on clinics in London, Dubai, Kuwait, Geneva, Brazil, Khartoum, Cleveland, Cape Town, Tripoli , Sydney ... and they are a great advertisement for the Serbian Medicine.

The development of medical tourism is the future of Serbia. More and more people are trained in marketing, managerial and organizational requirements in the area of medical tourism. Gradual establishment of serious connections with our medical diaspora, with agencies from abroad, provide growth in number of private clinics and practices. Private insurance companies are showing greater interest in our health institutions to conclude a contract and provide services to their clients.

World hospital chains are interested in investing in health tourism and health in general in Serbia (medical corporations in Korea, Malta, Turkey, Germany, and Russia).

The fact that the arrival of foreigners in Serbia made all health centers to profit, private clinics, hospitals, clinics and spas, and tourism organizations as well (come to the conclusion of several hundred million euros in annual revenue from this activity), provide medical tourism as place for growth of Serbian medicine and economics. [www.transforma.rs/zdravstveni-turizam].

Especially in Serbia are separated dental and transgender tourism.

3.1 Dental tourism in Serbia

Dental tourism is a type of medical tourism (*Figure 2*), which is expanding rapidly in all parts of the world. Tourists coming from the most developed countries, like the United States, Canada, Germany, or Switzerland In these countries with high living standards, dental services are very expensive and this is the main reason why people from these countries decide to go to the poor developed countries, to dental services. The difference in price ranges for a several hundred euros.

“Dental tourism is part of the activities known as medical tourism. Includes travel to another country for dental services, usually with a vacation break. Such a break due to dental services at an affordable price, is more than a cost-effective investment in health, better appearance and of course a well-deserved break, because for the same money for dental services in the country from which the tourists coming, a client can afford top service treatment and repair teeth with a phenomenal experience of new destinations [www.transforma.rs/dentalni-turizam].”



Figure 2: Dental service

Dental Tourism in Serbia is at the level of individual performance and advertising dental offices. In Serbia, the price is 80% lower than in the world (*Table 1*). [<http://www.zubnaordinacijabeograd.com/dentalni-turizam-beograd-srbija.html>].



Table 1: Comparison price of dental services [<http://ordinacijacvejanovic.com/>]

Service	Price example Serbia EUR	Germany EUR	USA \$
Check, Consultation	Gratis	80	100
Metal-ceramic crown	80	500	900
Ceramic crown	200	800	1.500
Implant	550	1.700	2.100
White filling	20	100	150
Fixed prosthesis	600	3.500	5.000
Ceramic facets	180	700	1.400

An example might be that a dental crown in Serbia cost about 80 euros, while in Germany for about 800 EUR and in the USA the price goes up to \$ 1,000. Center of dental tourism in Serbia is Belgrade and Novi Sad in the development stage. The main reason why tourists choose Belgrade is the proximity to the airport and numerous accommodation facilities.

Through a comparative analysis of several leading dental offices involved in this type of tourism can be concluded that most of them offering their services primarily advertise its content and services through the Internet, in addition to offering services of accommodation, transport and other supporting services. The most common way of establishing communication between the patient and the provider is through e-mail. The patient's description of their problems as well as possible questions is submitted electronically. The practitioner after receiving e-mail address corresponds to its customers by analyzing their situation, explaining the procedure and details of services.

Dental tourism is already an asset of Serbia in medical tourism due to professional staff, excellent equipment and low-cost operation due to low standard of living. The only way that our services compete with other countries is the low price and should look to Hungary, which is recognizable in the world in this field. Serbia certainly has huge potential to become recognized in the field of dental tourism worldwide.

3.2 Transgender tourism in Serbia

Sex-change surgery began to be carried out in Serbia since 1989, and since 2005 the first patients come from abroad (Figure 3). More than 270 people from the former Yugoslavia changed their gender [<http://www.politika.rs/scc/clanak/98133/Srbijanevidljiva-na-mapi-medicinskog-turizma>]. Our operations are much cheaper than in America. Tariffs of these operations differ for our nationals and foreigners. But prices are still considerably lower than foreign ones. Many consider Serbia for backward and conservative state, but despite the great stigma associated with this surgical endeavour, Serbia is slowly becoming an aesthetic center for gender change. This kind of tourism industry is currently in development, and Serbian could have major economic benefits of it.

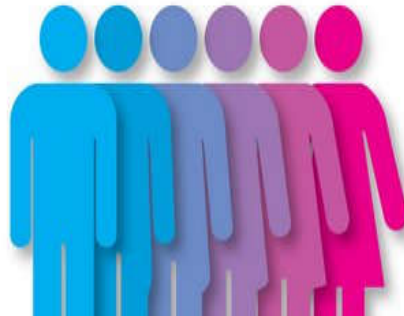


Figure 3: Transgender tourism in Serbia

4. CONCLUSION

The tendency of growth of health services and medical tourism in the world will continue in the future. At its slowdown may affect only the total lack of reception service capacities and not a decrease in demand.

On the Serbian health tourism industry is that, with the support of the state system in the form of appropriate legislative amendments to the relevant legislation to adequately organize and to use this potential. It is necessary to overcome the following major problems in the development medical tourism in Serbia:

- Lack of qualified personnel due to the daily outflow of a large number of medical workers dissatisfied with unemployment in Serbia, as well as unfavourable working conditions, low salaries, lack of equipment and lack of institutions for further training. Serbia must primarily try to keep doctors in the country and provide them with proper working conditions.

- Lack of low cost airlines

- The development of tourism, especially medical tourism should be adequately planned primarily in those areas in which we can compete in the market. A special opportunity should be given to our professionals who come from our diaspora.

- Serbia can best develop its tourism industry if establish a special Ministry of Tourism, which was for many years located within other ministries

- The state should provide more favourable subsidies and incentives for investors and entrepreneurs who want to invest in tourism in Serbia

- State authorities in cooperation with successful advertising houses should design the promotion of their medical services and shows the world an offer from Serbia and to thereby better position at the map of destinations around the world of medical tourism



- Accommodation facilities in Belgrade and other Serbian cities should be improved by introducing the offer of the hotel medium category, so patients from abroad in this way reduce the costs

- Further development of medical tourism to be in Belgrade and Novi Sad, and should migrate to other parts of Serbia

- The target group of medical tourism should be medium and aging population, mainly from Central, Western and Northern Europe as well suited, use the time in addition to the medical stay for relaxation and travel through Serbia

- It is necessary to connect more than one type of tourism in order to better cooperation and further promotion. Medical tourism linked to mountain to make the offer varied and interesting.

Implementation of these recommendations will provide Serbia with development of medical tourism to multiple benefits through the levying of taxes, increase the number of foreign tourists, and therefore the flow of money and foreign capital. It will become world famous as a modern country capable of providing a wide variety of tourist offers.

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ACCESS DIFFICULTIES TO REMOTE TOURIST SITES, MOTIVATION AND POSSIBLE SOLUTIONS TO PROMOTE VISITING REMOTE AREAS.

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Abstract: *The tourism industry generates substantial economic benefits to both host and home countries. Greece is one of the primary hosts that needs to promote its remote tourism destinations, as it is expected to boost the economy. This study's purpose is to investigate and state the problems that arise when visiting remote tourist attractions. Identify what kind of areas and attractions are mostly affected. Propose possible solutions and ways to motivate and increase the number of visitors to those areas.*

Keywords: *Remote attractions, Problems, Motivation, Propositions*

1. REMOTE LOCATIONS TRAVEL

1.1 Introduction to average EU traveler

Tourism is travel for pleasure, entertainment, relaxation and education. These days most tourism traveling is happening when people “earn” their days off and use them altogether once a year. As a result the main aim of traveling during holidays is mostly for relaxation. If not physical then mental relaxation is what most travelers are looking for. Moreover, available time is an important factor. Tourists usually have a weekend to spend plus one or two days in worst case scenario, at best they may have two weeks to pass.

It is easy to conclude that the average traveler is mostly interested to relax physically and mentally and he definitely has limited time to spend. Consequently he will most likely choose an easy access destination with minimum waste of time. That is of course for the average traveler that constitutes the huddle. Furthermore the average traveler can vary in age, physical condition and mental state. Average expresses the central or typical value in a set of data, in this case humans...

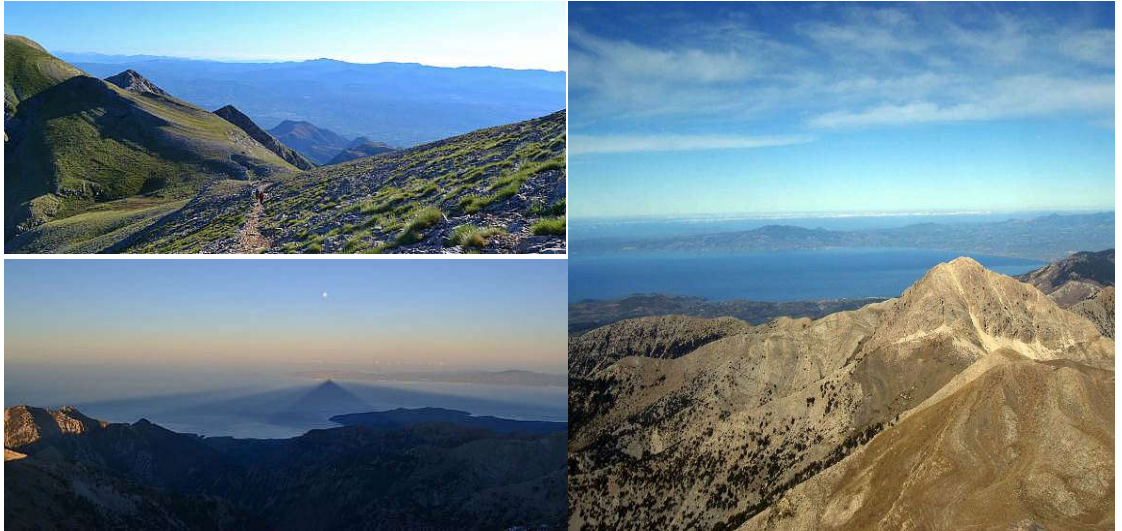


Figure 1: Average traveler [source: Google Images]

1.2 Introduction to remote locations in Greece

In most EU countries transportation is mature enough and is designed to minimize time travel and maximize ease of use. However in Greece due to geophysical difficulties and political structure the development of public transportation has not been favored. On the other hand, the country offers a vast amount of remote locations to visit. Greece might be known for its beautiful islands with easy access. Direct flights are available from most EU capitals to Greek islands during summertime. Nevertheless, the mainland has to offer the most astonishing scenery, fresh air, and a lot of culture away from the hustle and bustle of the populated areas. It is those remote locations that can give the real experience, work the body and recharge the mind from the routine. The most rewarding destinations will need a little more effort to reach. The visitors have to choose between two options to visit those places, the first is to plan their trip by themselves and the second is to use guided tours. Group travel has its plus and minus but mostly they lack imagination to visit the real remote sites. Self-traveling can prove hard to move around the mainland. EU citizens are used to travel with train lines, which are non-excitant in Greece. Driving is also not easy. The only option are Bus lines that are infrequent, slow and the transitions are not optimal for those remote areas. Last but not least, the most exotic destinations have not been promoted as tourist attractions and the travelers will have hard time to discover them by themselves. Finally, a paradigm of two extreme remote locations is shown. Both locations can be visited within 24hs with the proper guidance and transportation. The first is the peak of a mountain at 2404m of altitude. But not just any mountain, this is the summit of Taygetus, the second highest mountain in Greece and the craggiest the travelers may see in their life. It is known for its history, the Spartans used to train on this mountain prove their worth to live or die. The weak and the unfit left to die in the chasm of Caeadas. There

is the mysterious pyramid on top, which shows its perfect triangle shade on the valley at dawn or sunset. The view/horizon from the top can reach 244 kilometers on a clear sky.



Figures 2, 3, 4: Taygetus summit [source: Google Images, eurotas.wordpress.com]

The second can be a beautiful beach that is accessible within 3,5h of travel from the peak of the mountain, including walking, resting time and drive. The beach at Skoutari is the one of the most beautiful and peaceful places to visit. It is located at the boarder of Mani, a well know land of its tradition and history.



Figures 5, 6, 7: Skoutari [source: Google Images, viewsofgreece]



2. IMPORTANCE AND DIFFICULTIES OF TOURISM AT REMOTE LOCATIONS

2.1 Importance of tourism at remote locations in Greece

Tourists can inject millions in the economy, affecting employment and revenue for a large region. Tourism in Greece is a key element of the economic activity for the country, and is one of the country's most important sectors. Greece has been a major tourist destination in Europe, because of its attractions, rich culture and history. Although it is considered to be successful it has a lot improvement potential. As it is explained already, most of the remote areas are still to be discovered. The remote sites are mostly located on the mainland and close to areas, cities and villages that never had the chance to promote their tourist attractions. As the economic situation of the country is not improving until today, boosting the tourism to areas that had never been promoted before, could alter the situation to those regions, which are mostly affected by the economic crisis. The fact is, that the mainland of Greece has a lot to offer to visitors, possibly more than the islands but it has been overshadowed by the trend, the lack of promotion and nonexistent organization. This is a two way benefit for the country's economy and the visitors that can get a higher quality, alternative leisure experience at a lower cost.

2.2 Difficulties of tourism at remote locations in Greece

The main problem with remote locations is access. Travelers want to relax first and when they decide to spend their energy they should spend it by having fun. Traveling the mainland using awful public transportation is no go. Moreover, the mainland suffers from missing information. Tourism is likewise dynamic. The quantity and type of visitors can change over time. The destination should be dynamic as well and adapt to the conditions. The change is governed by common underlying principles. Butler (1980) developed the "life-cycle" model of tourism in order to explain the way in which the destination changes over time. Tourism at a remote area can start with the arrival of a few adventurous individuals, but later they are followed by larger and larger numbers of less and less adventurous travelers. This is like sliding down a slope. The longer you slide the faster you go, in this case increasing the number of visitors every time. On the one hand the visitors become less and less adventurous over time, which means the region has also to adapt to the needs of the new individuals. On the other hand the more adaptable the area becomes to the new tourists, the less attractive is to the firstly visited adventurous type of travelers. It needs careful planning to balance its adaptability and prevent the decline.

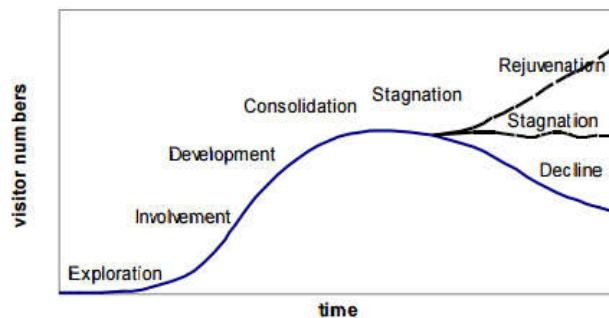


Figure 8: Destination life cycle [Butler, 1980]

Furthermore, it is important to note that there is also lack of confidence from financial institutions to invest for remote areas. This is mostly because of the unstable economic situation and taxation system of the country. Last but not least, the lack of commitment from the government to recognize the need of a stable environment makes things worse. Finally an important problem for remote areas, is the lack of health care in case of an emergency. When the population increases at a region, it doesn't really matter if it is temporarily or not, health incidents will increase. Traveling has some extra risks for the individuals, they get exposed to diseases that they did not before. Therefore, the number of incidents will increase further than expected, because exposure to diseases without having built up natural immunity can cause illness more frequently than when the traveler is back home. This kind of exposure can also be a hazard for weakened individuals. Simply put, tourists tend to get sick more often when traveling than when back home. Remote areas in Greece are suffering from the lack of adequate health-care. In some cases the closest hospital can be hours away and during peak hours the individual may have to wait long queues until he can be treated properly.

3. MOTIVATION AND POSSIBLE SOLUTIONS TO PROMOTE VISITING REMOTE AREAS

Considering that any problem has a solution, in this case it seems that motivation and promotion will also force the problems stated above to be solved one way or the other. Solutions are explained later, however finding unique ways to motivate travelers is what will make the real difference.

3.1 Motivation and promotion

The mainland of Greece has a uniqueness that has been overlooked. No matter where you go, every place, every city, every village, every mountain, river and sea has a rich story to tell. When tourists get to visit a place on the mainland, the same village may have 100 worth visiting attractions but most are overlooked and tourists only visit the most important



ones, or even worse only the promoted ones. Compared to other places no other land may have so many attractions so close together. Traveling around the world can help as understand that, because that will give us a different understanding of our land. Motivation can come from a well-used technique on other entertainment fields but not as much in the tourism industry. We all use mobile phones. Android or iOS it does not matter really but both platforms seem to have thousands or millions of application available for download. Users who are now in their mid-20s or mid 30s have grown up in the era where innovative video games were introduced. Most of us have tried and played mobile games too, candy crush, minion rush, fruit ninja, clash of clans, etc. Over the years the most successful games were those that were giving a motivation for the player to keep going and discover more. In our case we need the motivation for the traveler to visit as many sites as possible. Do not skip those side quests! Google play seems to have found the solution in a case like this, or probably inspired by the first MMOs or RPGs. The Achievement System! Unlocking new achievements get some new upgrades or compare your progress with friends and family is what makes you going. Similar achievement system is used in some places in Spain. Tourist will get rewards and achievements for successfully visiting particular sites or by completing challenges. Those challenges can be a combinations of visits or cycle through landmarks. The mainland of Greece has infinite opportunities to offer for cycling or hiking. Those options are not limited by the season of the year. All sites can be visited off season and attract travelers when it is mostly needed for the local economy. Pricing is also very important, such as seasonal price variation will attract various market targets. Diversifying the attraction by introducing special events may develop incentives for a particular market place. Developing a distinctive brand based on a destination's uniqueness can provide this advantage.

3.2 Improving the current situation

In order to improve the current situation the access and connectivity between the attractions should be improved. Relying on the government will not achieve that. Apart from the geophysical difficulties there is no strong structure of organization to provide the resources needed for development. The solution will come from the individuals. Local residents need first to understand that attractions around them are much more important than what they value those for. It is easy to overlook many good opportunities when they get overshadowed by the even better ones. Promoting those areas will make a big difference. Establishing small travel business responsible for transportation and guidance around the mainland could help access difficulties. However all those business have to remain in equilibrium. John's Forbes Nash equilibrium system is not in effect among the current local businesses. Better communication between the local business would improve the cooperation and maximize the gain for every single one and altogether. Last but not least, concerning the health-care difficulties as stated before, Greece is expected to make big steps on this area. Greece is a newcomer to the medical tourism market, during the last few years. Many tourists have visited the country for rehabilitation, disease treatment and



sanitation. Compared to other EU countries, Greece has quite lower rehabilitation costs with some of the latest innovations used in the field. Taking into account the climate and the popularity among the tourists, Greece is predicted to become one of the most popular medical tourism destinations in Europe within the next few years. This is in contrary with what the medical system seems to be doing today. However the high standards in knowledge and techniques will most likely attract funding that will also improve and expand the facilities.

4. CONCLUSION

The mainland of Greece has a lot of prospects for progress in the tourism industry. All problems can be solved in time. However, it is the local businesses and the local residents that need to educate themselves further and develop on this area. For the travelers the mainland can offer amazing opportunities and experiences like no other. The way of life in the suburbs and remote areas can give to the visitor a real sense of relaxation and exploration. Tourists can come closer to nature and animal life, meeting locals and getting to know the culture of those areas can give a unique experience. At the same time, inspiring travelers to visit those remote areas will be very beneficial for the local economy which currently is the mostly affected by the economic situation.

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WINE TOURISM – SIGNIFICANT DEVELOPMENT POTENTIAL OF SERBIA

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Abstract: *Wine tourism presents a significant development potential of Serbian tourism. It can bring significant incomes, as well as comparative advantages to the Republic of Serbia. In this seminary work are covered sorts of wine, history of wine in this area, as well as current situation of viticulture and enology in Serbia with special emphasis on “wine routes” in Serbia and events in honor of grapes and wine organized by Serbian tourism industry.*

Key words: *wine tourism, wine, Serbia, wine routes*

1. INTRODUCTION

“Wine routes” are specific form of vacation which combine wine with tasting of certain viticultural area with natural beauties, customs and cultural-historical heritage of that area. The science that deals with research and production of wine is called enology.

Start of development of viticulture on in the territory of Serbia is linked with Roman emperor Probus who gave permission to grow quality vine outside of territory of modern Italy. On his orders first quality vine is planted on Fruška Gora and environments of today` s city of Smederevo. Tradition is continued by Serbian rulers. There are medieval laws that determine te quality of wine.

Many countries of Europe have successfully develop and organized wine tourism. In Germany and Austria there are “Wine Strasse”, “Vinske ceste” in Slovenia and Croatia, in France there are “route de vin”...

Serbia has not recognized the full potential and advantages of this type of tourism.

Serbia has a lot to offer to domestic and foreign tourists, but it has to be done in accordance with international standards such as are in countries with highly developed wine tourism.



The main wine-growing regions in Serbia are šumadijsko-vojvođanski, timočki, Srem with Fruška Gora, pocerski and banatski.

Objective of this work is to analyze sorts of wine, history of wine in this area, as well as current situation of viticulture and enology in Serbia with special emphasis on “wine routes” in Serbia and events in honor of wine and grapes organized by Serbian tourism industry.

2. WINE, TYPES AND CHARACTERISTICS

The vine is one of angiosperm. There are numerous varieties. According to the use it can be:

1. wine varieties,
2. varieties whose grapes are consumed fresh,
3. varieties whose grapes are processed.

Wine varieties are divided on varieties for the production of red wine and varieties for the production of white wine. Wine is classified in the regular wine, aromatic wine, especially wine, wine for distillation. Qualitative, wine can be (European classification):

1. “Vin de Table“ (table wine)
2. “Vin de Pays”
3. “*Appellation d'Origine Vin délimité de Qualité supérieure (AOVDQS)*”
4. “*Appellation d'Origine contrôlée (AOC)*”

According to colour, wine can be:

1. Red wine,
2. White wine,
3. Rose wine.

According to the content of unfermented sugar, it can be:

1. dry (containing up to 4g/l of unfermented sugar),
2. semi-dry (containing from 4g/l up to 12g/l of unfermented sugar),
3. semi-sweet (containing from 12g/l up to 50g/l of unfermented sugar),
4. sweet wine (containing more than 50g/l of unfermented sugar).

General characteristics of the wine are that it varies alcoholic strenght between 7% and 16%, sometimes up to 22% , 80-92% is water, contains 11 different kinds of alcohol, contains 28 kinds of oxygen compounds, 6 kinds of sugar, 10 kinds of vitamins, 31 mineral and tannin.

3. HISTORY OF WINE ON THE TERRITORY OF SERBIA

History of making wine in Serbia is more than two millennium old. Emperor Probus (267-282), born in Sirmium (modern Sremska Mitrovica), abolished the monopoly of Italian winemakers and planted first quality vine on Fruška Gora.



Byzantines took over the vine-growing culture on Balkan Peninsula, although most of Serbia, with the exception of coastal areas, was poor with vines up to 12th century.

Bright days for growing vine came with Nemanjić dynasty. According to legend, St. Sava taught people to grow vine. A lot of churches and monasteries required large amounts of wine for communion, therefore the vine was planted all over the country. In very short period of time, wine was very popular among all social strata. The whole production process and sales has been regulated by law. When Turks came, vine plantations were moved up north in the valleys of rivers Morava and Danube.

Because Islam forbids consuming wine, it reduced the production of wine. However, a lot of vine regions, such as Sremski Karlovci and Fruška Gora, continued production of wine. Habsburg monarchy revived interest in wines. Wines from Sremski Karlovci, Fruška Gora and Vršac were popular at the Viennese court and across Europe in 19th century.

In liberated Serbia development of viticulture was under the patronage of ruler. King Petar I Karađorđević was particularly remembered because in the beginning of 20th century he planted vine on over 50 hectares on Oplenac. Today, 16 hectares have been revitalized.

4. GEOGRAPHICAL PRODUCTION AREAS OF VINE IN SERBIA

Vine-growing regions implies adequate spatial layout of the vine. Objective of setting up vine-growing regions is to establish territorial units in which cultivation of varieties will manifest positive characteristics. Proper setting up of the vine-growing regions allows protection of the geographical origin of the wine and grapes. In Serbia there are three vine-growing regions:

1. Central Serbia,
2. Vojvodina
3. Kosovo and Metohija

5. VITICULTURE IN SERBIA TODAY

Thanks to good geographical and climatic conditions for growing vine, our country offers a lot of opportunities for production of different types of wine.

Serbia has 22149.97 hectares under vine. 17482.72 hectares are under wine variety. Of 17482.72 hectares, 2631.08 hectares are under varieties for production of wines with geographical origin, and 14851.64 hectares are under varieties for production of wine without geographical origin.

According to Serbian wine registry in 2013th year there were 217 registered wine producers.



In 2008th year, European Union has adopted a new organization of the market [Council Regulation EN N° 479/2008 of 29th April; OJ L148 of June 6th 2008] is focused on improving competitiveness on this market, keeping high standards and meeting the needs and expectations of customers.

Governments of Balkan countries are involved in this project – due to limitations that have the countries of European Union, such as planting new vine seeds, investments in viticulture and subsidies for growing vine.

According to data of Ministry of Forestry, Agriculture and Water Resources of Republic Serbia it was planned for year of 2012 to restore the total area under vine as was in 1995 when it was 65000 hectares, also introducing new standards such as in EU.

European Union approved Serbia export of 63000 hectoliters of wine per year, but Serbia exports only half of that quota, because it is based only on exporting of quality wines.

Viticulture and enology have been downgraded in last few decades, so it is hard to say determine how much vineyards are in Serbia in the present. Official data says that in year of 2005 there were around 65000 hectares, but only 25000 hectares were with acceptable quality of vine.

In last two years Republic of Serbia encourages production with loans on ten years, subsidize planting and reclamation neglected vineyards.

Before the nineties, a lot of winemakers were buying grapes from farmers, but due to sanctions winemakers stopped buying grapes and farmers stopped with production of grapes. This has led to imports of grapes and wine in bulk.

6. SERBIAN „WINE ROUTES“

Originator of wine tourism in Serbia was Lazslo Huppert. In Hajdukovo near Subotica he opened the „Wine Palace“. The largest daily offer has a wine cellar Aleksandrović near Topola. Particularly interesting offer has “Wine House Minić” in Tršić. Here the guests can sleep in the real wine barrels which are turned into beds. Within the project “Serbian wine routes”, launched by Ministry of Economy and Regional Development, defined nine wine routs in Serbia: “Subotica”, “Fruška Gora”, „Vršac”, “Podunavlje”, “Šumadija”, “Jagodinsko vinogorje”, “Župa”, “Negotin” and “Niš-Knjaževac”. Weekend wine tour costs approximately 50 euros.

There are still no comprehensive data related to wine tourism in Serbia. The fact is that the most advanced wineries are the ones located near te highway. According to onformation from this years Wine Fest, held on Kopaonik, winery Mačkov podrum from Irig has 45000 wine tourists per year. One visitor average buys 3 bottles of wine during the visit. Winery Zvonko Bogdan from Palić has 12000 visitors per year and winery Aleksandrović from Topola has around 15000 visitors per year.

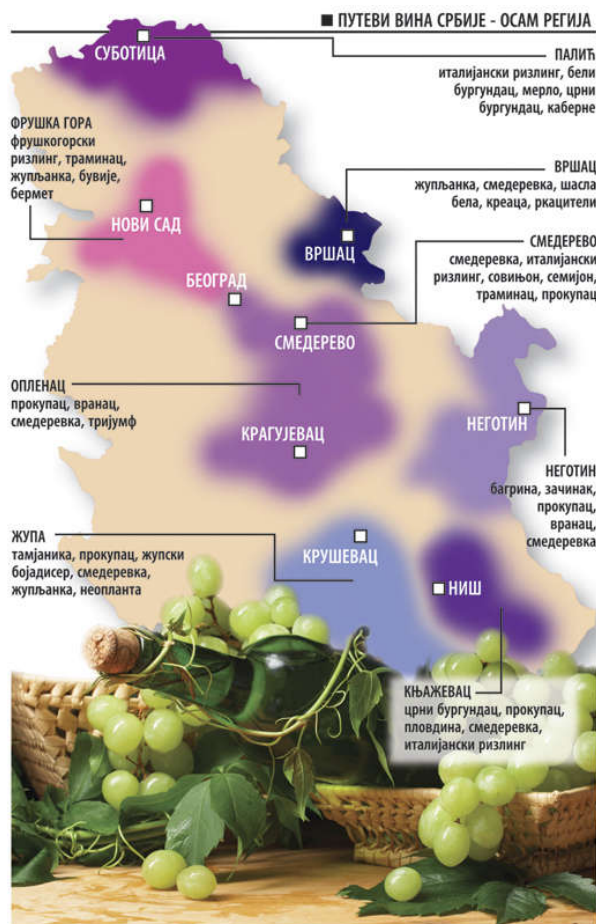


Figure 1: Serbian “Wine Routes”

Events in honor of the grape and wine are:

“Smederevska jesen”, “Berbanski dani”, “Subotičke ylatne ruke”, “Dani berbe grožđa – Grožđebal”, “Župska berba”, “Karlovačka berba grožđa”, “Oplenačka berba”, “Sabor narodnog stvarашtva Srbije”, “Festival vina i rakije” etc.

7. ECONOMIC AND SOCIAL BENEFITS OF WINE TOURISM

Wine tourism has perspective, but in Serbia there are still no organized departures of foreign tourists due to the absence of harmonization of wine and tourist standards with European standards. Development of this type of tourism would contribute to development



of economy through increased investments, new employment opportunities, the introduction of new technologies, investment in infrastructure. It would positive effect on social factors, because it would be chance to introduce guests to local tradition and customs.

8. CONCLUSION

Tourism is significant development chance for Serbia. Developing tourism would develop some other industries such as agriculture, market, traffic, etc.

Wine tourism does not have seasonal character, it's full-year current. Unfortunately, political developments in the nineties, sanctions and wars, downgraded this type of tourism. By the law from year of 2007, it's forbidden to producing wine from imported grapes, except in cases of natural disasters. This legal regulation should prevent large import of cheap bulk wine, which domestic wineries purchase mostly from FYRO Macedonia, and then adapt it under its own name.

In year of 2012, Serbia exported wine worth 20 million dollars, mostly in EU. Viticulture and enology are rapidly evolving, primarily due to small family wineries. Serbian wines are getting better and better. Every year there are new wines with protected origin and a lot of awards were won at international fairs.

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RURAL TOURISM – SIGNIFICANT DEVELOPMENT POTENTIAL OF SERBIA

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Abstract: *Tourist industry is one of development chances for Serbia. Rural tourism is recognized as developing chance, but also as a chance for the revival of the villages in Serbia. Objective of this written work is to analyze the rural tourism in Europe and especially in Serbia. The accent is on development perspective of rural tourism.*

Key words: *rural tourism, development, rural areas, quality of life*

1. INTRODUCTION

Serbia is a country located in Southeastern Europe (the Balkans), and in Central Europe (Pannonia Plain). As a part of Serbia there are two autonomous provinces, Vojvodina and Kosovo and Metohija. The Republic of Serbia is a democratic state of all citizens living in its territory.

Thanks to the numerous positive developments, tourist industry is ranked among the most dynamic and most propulsive economic branches, with multiple multiplicative effects (in the period 1990 - 2000. International tourist traffic has increased by over 50%, while total revenues increased by almost 80%). This tourism provides a strong regenerative function in a wide range of activities, which are increasingly involved in the economic development priorities of many receiving countries and their individual parts.

Tourism Development Strategy in Serbia was established selective approach where, by rural tourism, is treated as a priority under those forms of tourism that are tied to special interests (especially potentiated the development of eco-tourism villages in mountainous areas, which offer a healthy environment, ecological food, cozy ambience, an active holiday in nature, ethnographic and other cultural and historical value).

In the current development of mountainous villages dominant, and often the only function of economic activity was agriculture (mainly livestock and animal husbandry).



Numerous other activities and activities of the local population, based on a diverse and valuable natural and anthropogenic local resources mainly remained on the margins of development of events. Among them is the tourism industry which is an important factor in the development of this prosperous village in Serbia.

2. COUNTRYSIDE TOURISM

Serbia has excellent conditions for rural tourism development. From rural tourism Serbia can annually achieve several billion Euros. World Tourist Organization recommended Serbia to develop rural tourism. However, despite this, there is still no material condition for the arrival of a large number of foreigners on vacation in Serbian villages. Known tourist village in Serbia are: Sićevo, Sirogojno, Gostilje, Mokra Gora, Koštunići. Thanks to a rural tradition, one of the most important potential of Serbian rural tourism and development of ethno-villages. The most famous ethno-village in Serbia Staro Selo in Sirogojno, Drvengrad in Mokra Gora and Koštunići.

3. DEVELOPMENT OF RURAL TOURISM

The development of rural tourism is growing in proportion to the number and size of objects, slower than other forms of tourism and, depending on the willingness of local families and the local community for its development. In the development of rural tourism, there are two aspects. One is reflected in the revitalization, and the other in the reorganization of the local economy and quality of life. Development of rural tourism based on small accommodation facilities, mostly family buildings and a diverse social structure of the host where tourism is additional activity. Specific quality in rural tourism is based on food production but also the social contacts, enjoying the diversity of heritage, authentic environment. Limiting factors of development of rural tourism are manifested in the lack of quality services, infrastructure, facilities and controls over the use of resources.

4. DIVISION OF TOURISM ACCORDING TO THE CONDITIONS IN THE ENVIRONMENT

Agro-tourism - activities in rural areas such as festivals, museums, craft skills, and other cultural attractions. Agro-tourism is part of the tourism business, which includes the totality of relationships and transactions related to the travel and temporary stay of people out of their residence, for leisure, entertainment and so on. The development of agro-tourism leads to improvement of all activities that are associated with it (sale, industry, agriculture, public utilities, and cultural facilities, catering).

Farm-tourism - explicit staying on farms, housing and business experience on the farm and other attractions.



Forests and wildlife tourism - can be implicitly included in the log cabin and can be seen as a special form of tourism. For example, Finland has a strong tradition of recreation in forests and its maintenance.

Rural tourism appears to be very regionally diverse tourism product. The impact of the global market, modern communication systems have led to changes in market conditions and orientation in traditional manufacturing. Raising environmental awareness has led to increased control by "outsiders" and the use of land resources. The boundary between urban and rural is not sharp but blurred by suburbanization, long-distance migrations. Rural tourism is basically a complex structure of interweaving economy, location and history. There is the contact with nature, cultural heritage and way of life of the population traditional that provides income to local families and social welfare.

5. ACTIVITIES IN RURAL HOUSEHOLDS

- Tourism in the context of agricultural households;
- Provision of housing;
- Equipping a camping ground;
- The opening of the restaurant and sales of agricultural products;
- Visits to places of work activities in the village (farms, folk crafts, etc.);
- Participation in daily activities in their free time;
- Tasting local food and familiarizing with preparation of traditional national cuisine;
- Tours exploring the countryside and the environment;
- Recreational activities (hiking, horseback riding, biking...);
- Visits events (slave, councils, folklore...);
- Talk with the older members of the village community of rural life in the past.

6. SUSTAINABLE DEVELOPMENT OF RURAL TOURISM

At the global, national and local level, organizations that promote rural tourism destinations and industry sectors make public the principles and plans for sustainable tourism development. It emphasizes and promotes responsible behavior themselves to tourists in the context of rural tourism; sustainability has evolved into a leading principle of the development of tourism. "Rural tourism" and the term "sustainable tourism" have become synonyms, reflecting the close and interdependent relationship between tourism and the rural environment and culture in which it takes place.

However, despite the support, the principles and objectives of sustainable tourism remains a contested concept which is interpreted differently. Tourism development is a multispectral motivated by profit which turned attention and discriminated access to resources and protect the environment. This creates a dichotomy between general principles and objectives of sustainable development in the specific context of tourism. The aim is to preserve the base for tourism or nature and socio-cultural resources with the



harmonious development of business, entrepreneurship, industry. Rural tourism and its nature should be developed in local communities, especially where the rate of unemployment is high and constant control and application of tourism standards for the preservation of the environment.

Tourism development should be environmentally acceptable phenomenon, while, at the same time, need to be present for sustainable development efforts. The complexity of the development of rural tourism can be seen in the case of Finland, where in 1980 founded the Association of Rural Advisory Centers in which they are trained rural women to organize the ceremony, preparation of traditional food. Ten years later the national project "Culture as a force for rural tourism" is adopted with the aim of inventory in rural areas and research of traditional landscapes, environment construction, building and interior design, history, services in rural tourism, food and domestic architecture found.

This type of research is a means to help improve the proper development of rural tourism and to raise awareness of domestic and international visitors about the quality of Finnish food and thereby ensuring a strong element of local and regional development. The research also identified the problem and the need to encourage cooperation and coordination between project managers and entrepreneurs in product development and promotion of rural tourism. Declaration "Cork" passed at the European Conference on Rural Development in 1996 in Ireland, it was pointed out that sustainable rural tourism becomes a basic principle which supports the policy of rural development. Rural tourism has contributed to the restructuring of rural areas, the development of culture of the rural population, the arrangement of water surfaces, forest and landscape in all four seasons. Fans of rural tourism in Finland can be divided into the following groups as lovers of pure nature, traditional celebrations, delicious traditional dishes, summer activities, idyllic farms, winter activities, weekend entertainment and "countryside" tour.

7. RURAL TOURISM IN SERBIA

Serbia has rich biological, geological and cultural heritage that can support the development of different forms of rural tourism as agriculture, nature and adventure and eco-tourism. Development of rural tourism would be the opportunity, and the only solution for solving many problems such as poverty in rural areas, rural depopulation, aging of the population and reducing the very high rates of unemployment.

In 2008, the Spanish agency MDG ACHIMENT FUND and the Government of the Republic of Serbia, and agencies such as UNDP, FAO, UNICEF, UNWTO, UNEP, jointly implemented research program entitled "Sustainable development of rural tourism in Serbia." The surveys covered the current published materials, books, newspapers, plans, reports, web sites... The research was conducted with the purpose of direct insight into the potential for development of rural tourism by evaluating the status and quality of natural conditions, cultural and historical heritage, and the population of rural areas. Based on the research, has been identified and studied in detail the following regions:



1. Eastern Serbia (municipalities of Pirot, Knjaževac, Zaječar, Dimitrovgrad and Negotin)
2. Lower Danube (the Municipality of Veliko Gradište, Golubac, Majdanpek and Kladovo)
3. Southern Banat (Alibunar, Bela Crkva, Kovin and Vršac)
4. Central Serbia (municipalities of Valjevo, Ljig, Gornji Milanovac, Mionica and Kosjerić).

7.1. Southern Banat

South Banat is a multiethnic region inhabited by Serbs, Romanians, Hungarians and Slovaks. The region is known for its vineyards and cellars of white wine presented in the guide “Wine roads Serbian” in edition of the Tourist Organization of Serbia. After the privatization of state companies that controlled the production and processing in the last 50 years, efforts are co-ordinated in the reconstruction of the tradition of family wineries. Wine cellars are very different levels, as well as tourist accommodation. Village Sušara is another example that has the potential for development of rural tourism, but also with a strong depopulation trends.

Main attractions include the Deliblato sands that, as the largest sandstone with dunes in Europe, is nominated for the status of UNESCO MAB site. It is situated between the Danube and the slopes of the Western Carpathians and includes steppes, forests, plantations, ponds and farmland. Its impressive size, beauty and color of flowers, leaves and entire plants that are very diverse and make it unique.

This area has the status of a special nature reserve which is home to more rare and endangered species.

Parts of the area are also used for hunting, and there are several sites that are Ramsar wetlands as an internationally important for bird populations.

The Municipality of Bela Crkva has nine lakes that are known for their natural beauty and opportunities for recreation. Rural tourism can enrich the cultural, sports and educational activities, including hiking, hunting, fishing, bird watching and water sports. Local municipal governments support the many festivals and other events based on local traditions and culture, including Beer Days, Wine Ball, Wine Days Carnival in Pančevo and Bacon Days. Planinar is new border crossing to Romania near the village Sušara, which will increase the volume of cross-border cooperation and tourism. In South Banat there a plan for rebuilding a large number of windmills used for the extraction of water from the sandy soils.

7.2 East Serbia

Eastern Serbia Region has six municipalities with cultural resources for long-term tourism development such as roads Roman emperor, archaeological site Viminacium, palace Felix Romuliana near Gamzigrad by the annual visit of more than 40,000 thousand

visitors. Developed the wine production in Knjaževac, Niš, Zaječar, Negotin. Variability of flora and fauna, terrain, presence of several large caves made this space a candidate for the Protection of the Man and Biosphere program. Palace Felix Romuliana in 2007 was declared by UNESCO to secure a place. Monastery Poganovo, colony pictures and annual exhibitions, trade shows indigenous species and rural heritage in Dimitrovgrad, specialties of local cuisine, traditional crafts, known Pirot rugs and cheese are the characteristics of the region of Eastern Serbia and the potential for development of rural tourism.

7.3. Central Serbia

Rural tourism in Central Serbia was developed with more distinctive market requirements. Central Serbia is attractive for rural tourism, outdoors and agro-tourism. Local development has a significant impact on the development of other forms of tourism such as cultural and gastronomic events, "Mowing on Rajac", walk "Healing Paths of Valjevo mountains", picking herbs, "Mushroom Days - Divčibare" organized by the Society hosts from Valjevo, seminars harvesting mushrooms, cooking, and many others. Considering the importance and the need to promote rural tourism, in 2010 in Kragujevac was held "The First Congress of Rural tourism of Serbia" organized by the Belgrade Chamber of Commerce (Association of Hospitality and Tourism), and the Belgian Caritas International where is rated Declaration on rural tourism: "Rural tourism is defined as a form of tourism that includes all activities in the rural area. Rural tourism, as a selective form of tourism, which includes a range of activities, various services and additional content that people in rural areas organized with the aim of attracting tourists and creating additional income to their family farms, achieving economic growth and development of these areas, raises the living standard, reducing the outflow of rural population, and all the principles of sustainable development and the preservation of existing natural resources. Rural areas include people, land, other resources in open natural areas and rural settlements outside the immediate economic impact of major urban centers. Rural tourism is developing in accordance with the principles of sustainable development and contributes to preserving the heritage, environmental structure of the village, nature protection, preservation of landscapes, biodiversity conservation.



Picture 1: *Etno village Sirogojno*



Picture 2: Etno village Terzića avlija

8. RURAL TOURISM IN EUROPE

Today's market of Europe rural tourism consists of 190 thousand accommodation facilities with a capacity of 1.7 million beds. In doing so, approximately 98% of all registered properties of the European Union. The annual rate of utilization of the capacities of rural tourism is on average 25% (ranging between 10% and 50% for certain destinations), while the price of accommodation per person per night range from under 10 Euros in east European countries, to 30 Euros in the most expensive regions in Germany or Austria. The average annual income per bed may vary between 1,000 and 2,500 Euros for breakfast and between 800 and 1,800 Euros for full board. The biggest receptive and rural tourism source markets are France, Germany, Austria, Great Britain and Italy, which together account for over 77% of the total market rural tourism.

The role of rural tourism in the improvement of the environment is reflected in the wide variety of outdoor activities:

- Arranging footpaths and roads, river banks,
- Placing marks for tourist walking,
- Marking vantage points for observing birds and animals,
- Afforestation, grafting and picking fruit,
- Learning and revival of traditional crafts,
- Consumption of rural products..

According to research, the European Society of passengers in rural tourism, it was found that tourists participate in rural tourism motivated following activities:

- Enjoy the country setting (75%),
- Gastronomy (70%),
- Going to the lakes and rivers (58%),
- Tours of historical and cultural attractions (41%),
- Fishing-hunting-sailing boat (32%),
- Bike-riding-trekking-walking (24%).



If rural tourism is seen as an important factor improving the environment, while preserving the rural natural and cultural heritage, its development to achieve positive results in terms of construction of roads, footpaths, landscaping riverbanks, reconstruction of dilapidated ambient valuable objects. Locations of rural tourism has its own tags, signs, observation and visitor centers. The rural population is the basis for the development of rural tourism and accordingly their training and additional work are the most important role in the successful development of tourism activities and achieving economic and social goals.

Governments, regional and local authorities in European countries, have adopted fiscal and social regulation that supports additional work through the service activities rendered to tourists in rural areas. Training of personnel employed in rural tourism consists in the following: people, who maintain the facilities for accommodation (hotels, villas, apartments and rooms) and food (restaurants), should have knowledge and skills to admission and guest registration, technical support, management, hygiene as well as the presentation of natural and cultural characteristics local environment. Local tour guides and escorts should have a broad education, foreign language skills, the ability to clear communication and presentation of the region, organizing the most diverse forms of recreation. Sports associations should offer the organization of sporting activities (horseback riding, hunting, fishing, hiking) while preserving nature. Local services for the development of tourism should be trained for monitoring, analyzing, evaluating and controlling projects for the development of rural tourism with the participation of partners from the private and public sectors. The rural population and local governments should take part in joint realization of the objectives striates in rural tourism with the use of all technical and legal regulations that accompany this activity. Quality of service is evaluated through statistically dimensions of a product at the facility and services, and dynamic dimension which is the process of providing services that are changed in accordance with the requirements of the consumer. How is a key determinant of the quality of rural tourism development, its construction requires new ways to achieve this. It is necessary to carefully monitor and analyze the construction of tourist product "village tourism", and then generating the ability to understand customer and consumer demand. In Europe today famous tourist brand of rural tourism, such as France (Gites de France), Austria (Urlaub Bauerhof) and Italy (Agroturismo).

9. ECEAT - EUROPEAN CENTRE FOR ECO ARGO TOURISM

European Centre for Eco and Argo Tourism is an independent and non-profit association which gathers national ECEAT organization of European countries. The main objective of ECEAT the development and improvement of tourism that promotes the development of so-called Organic agriculture, sustainable land use, nature protection, rural development and protection of cultural heritage. ECEAT is particularly committed to



supporting the organization of programs for rent. ECEAT has created a unique system of certification in the European context, primarily for services in rural tourism.

10. EUROGITES

European Federation of Rural Tourism (EuroGites) formed by 32 professional and business organizations from 26 European countries (Member States of the EU by January 2010: Austria, Belgium, Bulgaria, Cyprus, Czech Republic, France, Greece, Italy, Latvia, Lithuania, Luxembourg, Hungary, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, United Kingdom. Other members who are not EU: Belarus, Georgia, Croatia, Israel, Norway, Serbia, Switzerland, Ukraine). According to the statute, the main tasks and activities Federation are:

- Information and communication networks among member organizations and at international level,
- Professional representation in the European organizations (private and public),
- Harmonization of information content and terminology,
- Defining common quality criteria and standards, with the ultimate goal common branding and marketing at the level of Europe,
- Professional training.

EuroGites is also responsible for organizing the European Congress on rural tourism. Three congresses were held in the autumn of 2003, 2005 and 2007. The fourth congress was held in Romania in October 2012.

11. CONCLUSION

Rural tourism should contribute to the preservation of the rural environment and cultural heritage. The villages in the mountains, traditional hospitality of the rural population, folklore and rich gastronomic offer give tourists a relaxed ambiance.

It should be near the spa-recreation centers to develop rural tourism so that the users of these services had the possibility to get acquainted with the entire range.

In order to improve the development of rural tourism, we should apply the appropriate standardization and categorization of the service and adequate conditions for accommodation. Education of rural hosts for doing this activity. Sales through travel agency marketing instruments. Activation of the rural population to develop and regulate the rural area as a long-term perspective and a choice for life. By providing economic and social security of the host village, would improve quality of life in rural areas, and thus to slow down the migration of young people to the city. Untouched nature, rural lifestyle, cultural heritage, the richness of flora and fauna, climate suitable for recreation, are only some of the factors that enable the development of rural tourism. Rural tourism and recreation in the countryside have become attractive both for domestic and for foreign visitors.



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MANAGEMENT OF TOURIST DESTINATION ZLATIBOR

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Abstract: *Management of tourist destination, as well as a geographical and technical-thematic a rounded entirety, demanding activity. Every touristic developed destination should have an efficient management and so give an continuity progress of one destination. So, management of tourist destination is an continuity process which giving maintenance and development of one tourist destination. Currently case of tourist destination Zlatibor pointsto a little deviation from previous adduced and that we can consider an effects of this destination. Because that, this paper deals with the current situation of development of tourism in Zlatibor, the current management of destination, and way for the real successfully management of destination, what we should to do that tourism in Zlatibor be really developed and to increase employment of young people. This paper would be benefit for everyone who are engaged in tourism in Zlatibor, and for students of tourism.*

Key words: *management, tourist destination, tourism, Zlatibor*

1. INTRODUCTION

We have a consciousness about the natural – technological – social changes in every sphere of life, including the tourism and we see the progress in development, but in simultaneity of skepticism and optimism by all those who are engage in tourism. Tourist destination Zlatibor, with its surrounding villages as tourist places, is a destination of the health, recreation, entertainment, congress, mountain and rural tourism. The intensity of tourist visits is varies from year to year, from season to season. Zlatibor, so-called, have no tourists out of season. And it means that management of this destination is not good. Maybe, change of entire management is price that Zlatibor have full utilization (during an all year). So, it includes a change from the beginning to more development and an expansion of tourism in Zlatibor.

So, “The general contemporary definition of tourism leading us in a whole range of phenomena, relationships and effects which coming from encountering of receptive places, phenomena and processes in those, as like as life of local population and visitors – tourists, under an influence a lot of various needs, motivations and an expectations in aim a new experiences” [Tomka D., 2012]. Thus, tourist destination is “less or more rounded geographical entity with attractive, communicative and receptive factors, ie. with all



natural, social, anthropogenic, cultural and historical, traffic and many others postulations for accommodation, feeding, entertainment, leisure and recreation (ie. made tourist offer)" [Bakić O., 1995].

Tourist destination Zlatibor, southwestern part of Serbia (Zlatibor district) is (very) popular in Serbia, the region and Europe, but not the most visited. Also, Zlatibor has not the best tourist offer. Because, tourism is more than main events or moving in centre. Tourism is in villages and hamlets, too. Tourism is not just summer and winter. Tourism is spring and autumn, too. Tourism is not just presented in media, but pleased tourists and tourists workers as like as workers in complementary services (catering, commerce, (old) crafts, traffic...). Tourism is not just earnings. Tourism is ecological consciousness of those tourism workers and other workers in destination and tourists. Zlatibor is not just popularity mountain. Also, Zlatibor is health resort and viilages in surrounding. Zlatibor is not story, but life and breath. Because that, this paper deals with real Zlatibor today and what should be, management of this destination today and proposal of a way management.

2. ZLATIBOR MOUNTAIN - BASIC CHARACTERISTICS

The mountain of Zlatibor is located in southwest Serbia, 24 km from the city of Užice, on 1 016 km², with a length of 55 km and spread of 22 km. The highest peak is Tornik (1440m), Cigota (1422m), Cuker (1359m), Konjoder (1337m) [<http://www.destinacijeursbiji.rs/zlatibor-2/>, 2014].

Zlatibor is a mountain plateau with a distinct landscape of rolling surface, alpine and sub-alpine climate (pleasant warm summers and long sharp winter). Crossed winds over the mountain „rose of winds“ is characterized in Zlatibor. Waters of Zlatibor belong to the Black Sea (Crnomorski) basin. Zlatibor is famous to a lot of number founts of fresh and health water. The small lake on Kraljeve vode (Royal Water), as a decor of tourist resort and summer beach, was built in 1947. for tourist purposes. The lake Ribnica was built on Crni Rzav for water supply of tourist centre. There is no natural lakes [<http://www.destinacijeursbiji.rs/zlatibor-2/>, 2014].

Resources of tourist destination Zlatibor are, of course, natural, anthropogenic and human resources, from which join is possible to create an attractive tourist product.

According to the Business Master Plan of tourist destinations Zlatibor – Zlatar, by the group of authors from University Singidunum, we see that **natural resources** of tourist destination Zlatibor are: mountain slopes for the build of the ski resort (ski resort Tornik, Liska and Cigota) ; hydrographic network (rivers Rzav and Uvac and artificial lakes Ribnicko and Radonjsko); panoramic roads; large pasture areas; big forest complex; springs and sources (Veliko vrelo (Big spring), Gospavic spring, Zmajevovo vrelo (Dragon spring), Božino vrelo (spring of Boza)...); canyons (Canyon Uvac, canyon Tisovica, canyon Veljusnica ...); Caves (Stopić's cave, Raković's cave, Cave of Popova, Bazdar's cave, Ice Cave, Devil cave ...); protected natural areas in the municipality of Cajetina (Reserve Forest Park, Three trees of black pine, natural monument Stopić's cave, monument complex of culture „Old Village Sirogojno“); air spa Zlatibor.



Picture 1: Zlatibor Mountain



Picture 2: Skiing in Zlatibor

Sources:

[<http://srpskoblog.rs/wp-content/uploads/2013/03/zlatibor7.jpg>]

[http://www.zlatibor.org.rs/sites/default/files/heder_karusel_slike/skijasi.jpg?1366209601]

According to authors on mentioned Business Master Plan Zlatibor-Zlatar, **anthropogenic resources** of significance for forming of touristic product, are: tourist centers and resorts (tourist center Zlatibor, tourist resorts Ribnica and Vodica and weekend resorts), townships (Center of Cajetina), villages (Sirogojno, Gostilje, Rozanstvo, Ljubis, Tripkova, Mackat, Jablanica, Sljivovica, Kriva Reka) and cultural and historical heritage (the Library in Cajetina, Old village Sirogojno, the birth house of Dimitrije Tucovic in Gostilje, Wooden Church in the village Dobroselica, monastery Uvac on river Uvac, Wooden Church in the village Donja Jablanica, the Church St. George in Kremna, memorial home of oracle Tarabic in Kremna, house of archpriest Zaharie Zaharic in Kremna, too) [Stanišić M., 2007].

Human resources of tourist destinations Zlatibor are, certainly, working age population 18-65 old, but there is a younger and older work active population, if we take into account the rural households and family businesses in tourism. During the summer and winter are the most employed population.

3. TOURIST OFFER OF ZLATIBOR

Usually, development of tourist destination measured with quantity and quality of capacity of basic tourist offer (accommodation, food, transport), the number of employees in tourism and other indicators. Hotel facilities have the special importance within the basic accommodation facilities [Vujović S., 2008].

Looking for information about the number of **accommodation facilities in the tourist destination Zlatibor**, taking into account that currently advertising giving an accuracy of data, the world's leading agency for online reservations „Booking.com“

assert 145 accommodation facilities in Zlatibor, which classifies to the mountain, family, romantic, hotels with spa and wellness centers, accommodation facilities with villages atmosphere... Zlatibor has 11 hotel facilities, 19 worker's resorts, 2 children's resorts, 1 student's resort, 1 Institut (Institute Čigota), 14 villas, apartments and private accommodation more which enters the numeric data mentioned above world online agency for booking accommodation.

According to unofficial datas, but also through the medias, Zlatibor will soon have one more hotel, actually the most luxurious hotel in Zlatibor and in region . Namely, „The Congress complex (2,250 m²) with congress center and 4 rooms, and big heliport, will be for business guests from whole around the world in time of opening hotel „Tornik“. Miroljub Aleksic, owner of „Alco“ group, said that this will be the most luxurious hotel in the first Serbian chain „A Hotels“ and one of the best in Serbia“ [Džudža V., 2016].

Catering industry in Zlatibor is very important field of income sources and place of short rest and leisure of visitors (tourists, passer-bies, local population). There is a lot of restaurants and cafe-bars with full attendance during the season.



Picture 3: Hotel „Iris“ in Zlatibor



Picture 4: Football field in

Zlatibor Sources:

[<https://www.facebook.com/hoteliriszlatibor/photos/pb.1498716297098773.-2207520000.1461804212./1539031443067258/?type=3&theater>]

[http://www.vizijadanas.com/pripreme_sportista_zlatibor.html]

Sport and recreation contents in the tourist destination Zlatibor are ski resorts, golf courses, a few football and other terrains , swimming pools, gym and other contents: Sports hall „Zlatibor“, 10 basketball terrains, 2 standard football terrains, 4 terrains for small sports, outdoor and indoor swimming pools in the hotels, 3 homogeneous cross-country skiing, biathlon shooting range, trails for alpine skiing, 2 school basketballs, paragliding club (in Cigota „Cuker“, in Tornik „Gradina“ , on the farm „Kriva breza“), karting track, trails for driving mountain bikes, trails for horseback riding, footpath Monument; Ozone paths of Zlatibor (circular road, Cigota track of health, hiking trails,

trails for Nordic skiing); resorts and beaches (Jokino vrelo, near Zlatibor, resort with a lake for fishing, swimming areas, a restaurant and bungalows [Stanišić M., 2007].

Cultural contents in the tourist destination of Zlatibor are held during the season and spring holidays: New Year's Eve at the King's Square on Zlatibor (extremely large attendance of performances by performers of folk and pop music, and brass b orchestras); Serbian New Year's Eve in front of the church dedicated to the Shroud of the Holy Virgin in Jablanica (traditional-religious program); Fair meat products „Pršutijada“ in Mackat in January; an Convent of Serbian hunters and Zlatibor's chase the wolves in February; Sljivovica fair of domestic brandy (rakija) in the village Sljivovica April; International Children's Music Festival on Zlatibor in May; Rural round competition (competition in traditional crafts, arts and sports) in Jablanica in June (with the slogan „Take Jablanica in the heart“); Zlatibor's summer time (various cultural and entertainment programs during July and August) at King's Square and Tic field in Zlatibor, Cajetina and surrounding villages; Summer street Era's cabaret (cabaret comedy and humor, for which this region is known) in Cajetina in August; Convent of original folk song „There is no water without spring water“ in the village Rozanstvo and festival of folk music in Zlatibor in August [Tourist Organization of Zlatibor: <http://www.zlatibor.org.rs/manifestacije-0>].



Picture 5: Tourism in Zlatibor

Sources:

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[<http://www.kurir.rs/sajam-rakije-u-sljivovici-clanak-85116>]

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[http://www.novosti.rs/upload/thumbs/images/2012//08/17n/tur-zlatibor_620x0.jpg]



To the delight of tourists, locals and currently unemployed, Dino Park and Youth and Cultural Centre will be built in Zlatibor and will be in complete funktion to the end of 2017. „Youth and Cultural Centre will be a modern multifunctional center on 1825 m², which will havw a theater hall (for performances and cinema), 2 smaller rooms, a gallery for art exhibitions, a library, a few offices of the association, a small amphitheater. Dino Adventure Park will be the largest in this part of the Balkans, located above the Student resort „Ratko Mitrovic“. This educational and fun park visitors will be able to see 30 life-size dinosaurs (mobile and static) to participate in workshops that use the rink during the whole year, a few outdoor and indoor playgrounds, playrooms, mini golf, pony rides , a training ground for „paintball“, the stage on which to maintain the performance and adventure park, cafe-pizzeria, Dino shop“ [TO Zlatibor, 2016].

4. MANAGEMENT OF TOURIST DESTINATION OF ZLATIBOR

If we compare Zlatibor 20 years ago and today we will see a big construction of Zlatibor, which is still being built, regardless of whether it is needed or not. Tourist traffic to these destinations was extremely high at the peak of its popularity, more precisely at the end of '90's and early 2000's, and then, thanks to the economic situation of Zlatibor and all those who are manage of this destination, hotels and catering, became an elite destination for rich tourists. Are managers of this destination have an aim more or less tourist attendance? We can see that when we go on Zlatibor. But, just competent management, ie. adequately manage of it, can make real and full development of tourist destination Zlatibor. The question of management of tourist destination Zlatibor is special important by the standpoint development of chain value, which would give an unforgettable experience to tourists. Therefore, there is necessary that someone engage in the development of competitiveness of the region in a professional and effective way, and that means that there is institutions which are operationally responsible for the implementation of the master plan.

„Despite the existence of annual marketing plans Tourist Organization Zlatibor poor makes significant progress in the field of destination marketing and destination management. An additional aggravating factor is the unequal power of the local tourist organization, which stems from economic ie. market power of the destination. By the other hand, the joint appearance at the tourism fairs is the result of the functioning the Regional tourism organization (RTO¹¹). However, even this level of organization is not able to answer of requires of destination management, because RTO funktioning like a form of association of 10 LTO of Western Serbia, and not like a component of institutions with recognizably and effective manager's levers“ [Stanišić M., 2007].

Based on a current situation in Serbia and various experiences in Europe and in world, the same group od authors giving a few options of organization management of this destination:

¹¹ RTO founded by 10 municipalities of the Zlatibor District in aim to coordinate the efforts of all the municipalities in the field of destination marketing, especially in the field of joint appearances.



- Status Quo – development of destination by inertia, with no particular influence by LTO micro-location place.
- That LTO turn into a real destination management organization with strong and growing influence by private sector. In this case, TO Zlatibor could build a strong management structure, but a limited geographical range, thus eliminating the possibility of synergy effect in the creation of value chain in the wider area.
- Option of institutionalization management of Zlatibor would be made with forming destination management organization (DMO), and there would be included all key stakeholders on way of „public – private partnership¹²“. Included stakeholders would be: **Holders of previous initiatives** (at the level of the Republic - Ministry of Economy and Regional Development and at the municipal level - Cajetina, with its tourism organization); **The competent bodies** (at the national level - the Government of the Republic of Serbia with its relevant organs and bodies, PC Serbia Forests, PC Serbia Water, Electric - Power Industry of Serbia Directorate for Roads, JP Telekom Serbia, the Serbian Army, the Ministry in charge of tourism (Ministry of Economy and regional development) as well as directly relevant superior authority of the Serbian government for the implementation of the tourism development Strategy of Serbia (with TOS the Agency for development of tourism and Ski Resorts of Serbia, and at the municipal level - Cajetina with departments and municipal bodies and their public companies); **Holders of investment programs; Programs open to capital markets; Potential subjects of development.**
- The option of transformation of the existing RTO in corporate regional DMO that its activities „covers“ the entire area of all the participating municipalities [Stanišić M., 2007].

In aim to better and more complete development of tourist destination Zlatibor, the author of this paper proposes the option of public-private partnerships, provided that such management is organized development destinations for all tourists, not just for rich tourists, as we can see in the last few years. The reason for this is basis goal of destination, and it is health, which this destination giving to everybody. The whole built destination should be an estetic and fuctional go along with natural beaties and that is importan just for accommodation and feeding, what are giving the income. So, complete tourist offer of Zlatibor should be various and for „at reasonable prices¹³“, because management should have an aim full tourist attendance.

¹² More about “public – private partnership in tourism” look at *Menadžment turističke destinacije (Management of tourist destination): Javno-privatna partnerstva u turizmu (Public – private partnership in tourism)*, by Jovan Popesku, at p. 137 – 148, University Singidunum, Belgrade, 2011

¹³ Reason of offers „at reasonable prices“ is precisely what many tourists would like to come to Zlatibor, but not the financial possibilities, because the prices of accommodation and food mainly implemented on the model of world prices, and standard in Serbia and in the region, of course, is not world’s. For the same money tourists could spend in destination in Europe, even more in some Asian countries.



4.1. Destination Management Organization (DMO) and Destination Management Company (DMC)

Planning, organizing, control and managing (leadership) of tourist destination, as complete management of one, implies two models of management: Destination Management Organization (DMO) and Destination Management Company (DMC).

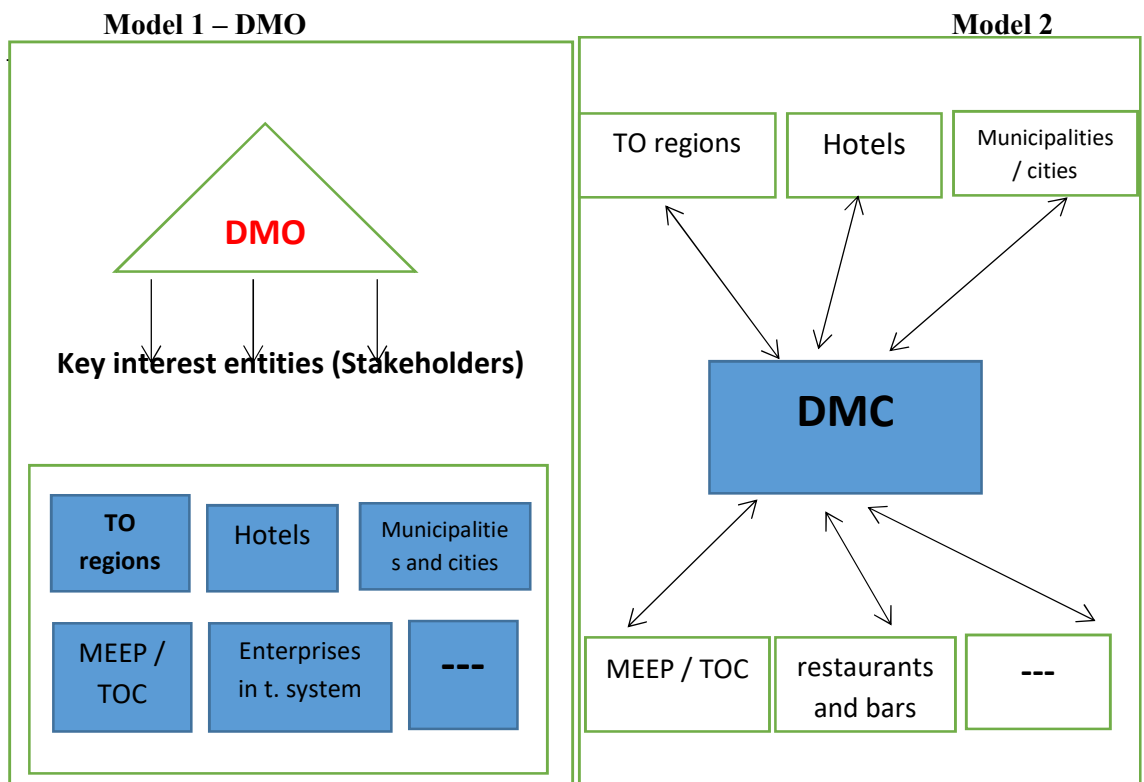
Destination management organization (DMO) is a new concept of organizational functioning of management destination and includes participants from public and private sector who are acting to model of partnership, in mean representation and in mean funding. For the success of the functioning of DMO is necessary to provide: an efficient model and structure (a flexible structure of management, the participation of public-private sector), vision and leadership [Popescu J., 2009]. DMO must have: full financial, administrative and political support of local governments; influence on the decisions and rescript of the competent Secretariats; authority to initiate changes and gain support; full support of the private sector and competent and professional personnel [Stanišić M., 2007].

The conceptual model of DMO has three levers of destination management: planning development of destination, management of destination and destination marketing. DMO are setting after the definition of micro destinations, consultations and harmonization at all levels of management, planning the responsibility and operational level, as well as discussions with representatives of the tourism industry: tourist organizations, municipal governments, tour operators, agencies, providers of services and accommodation ... Therefore, the optimal model of establishing DMO is the transformation of the regional and municipal Tourist Organization in a common regional system [Horwath HTL, 2012].

Destination management company (DMC) includes models of cooperation between enterprises and holding company. This model is professionally superior than DMO, but requires an initial high level of tourism competitiveness, professional cooperation and political consensus in destination. Almost all areas and destinations that have successfully implemented this model previously went through the destination management organization" [Trezner G., 2008].

Destination Management Company is, in fact, a company that uses its extensive knowledge of local tourist resources, has a professional personnel and has provided other resources needed for the design and implementation services related to travel, sojourn and various activities in the tourist destination Zlatibor. Tourist destination Zlatibor should have a management system which will provide tools for active relation to tourism on sustainable and competitive way. The management system are setting around the defined / classified destinations Zlatibor that appears with natural and unique tourist resources, as well as an specific model of the past development and needs in activities in marketing and management. The new management model is a step forward, from the traditional management model to a holistic and integrated access, in harmony with the understanding

of individual tourist potential of classified destinations and the best methods for maximize this potential [Horwath HTL, 2012].



Picture 6.: Models of management tourist destination [done in imitation of Horwath HTL, 2012]

5. CONCLUSION

Management tourist destination Zlatiбор requires more and serious commitment. Before all, there is a necessary to change an inadequately management, however is possible. Then, there is a necessary that touristic offer be in harmony with characteristics of tourist destination, in aim to real point and real role in tourism.

Today, we have a situation a less clear air, nature, water, food... in Zlatiбор and surrounding villages, than a few years (even more, decades) ago. People cut down forests, building hotels, restaurants... A lot of people, whose lost job or whose want additional



income, return in their villages or go on Zlatibor to develop tourism – giving an accommodational and catering services in their family houses, as well as playing a role of tour guides without basic touristic knowledge. By other hand, people from Serbia, region and Europe coming on Zlatibor, building hotels and restaurants with an aim a big profits. On deeper sight, they have not real business, they do not respect their workers, (guests – less or more, depending of deep pocket)... Their services is not in in accordance with realized prices. And, management structure of destination does not respond to this situation. So, we have a question: what is an aim of management – take money at any cost, without thinking about sustainable development, or developing tourism which are in close to character of destination and on this way have an sustainable development!?

So, management of destination should to give an order to pulling down or renovate , change some of the accommodation and catering facilities and adapt offer to destination. Shopping centre should be less, because Zlatibor is not destination for city break nor shopping tours. Tourists don't come here to buy big world's brands (they do that wherever). They coming here to take a rest, take a breath, to enjoy and relax... Authors of this paper purpose that, insted of this, build spa&wellness centres, not in the centre of Zlatibor, but a little far and in villages, then more developing sport's and entertainment's centres. By other hand, authors agree with build a luxury hotel „Tornik“, although „luxury“ mean high prices, but in hope that services will be luxury. Also, authors agree with build a Dino Park and Youth – Cultural Centre. In addition, authors purpose the build an entertainment park¹⁴ like Port Adventure in Spain, but large and theme adapt in character of Zlatibor. So, not copy – paste, just modeled on the aforementioned park.

Finally, public – private partnership should to provide founds for reorganization of destination, and price adopt to all tourists whose want to come in Zlatibor.

From the foregoing, we could to conclude that management of tourist destination is not necessary hard work. We can do everything what we imagine, if we are enough smart, ration and if we are ready to change the management, however we think that it is not easy, even more impossible¹⁵ and if we are ready to work, and not to except quick and easy earnings.

If we are aware of the importance of tourist destinations Zlatibor, all of its benefits, then we have to understand that the current management is not at the level of its task and that it should be changed.

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CONTEMPORARY FORMS OF TOURISM IN ZLATIBOR DISTRICT

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Abstract: *Contemporary forms of tourism more occupy deservedly prominent place in the tourism industry of the developed world, Serbia, and the Zlatibor District. Special-modern forms of tourism in Zlatibor district are related to a number of factors of which the most important are certain natural resources (air, hydrology, flora and fauna, etc.) As well as anthropogenic tourist resources (ancient, medieval, and other cultural heritage, events). This paper explains the link between all these diverse tourism resources and development of modern forms of tourism Zlatibor region.*

Keywords: *Contemporary forms of tourism, natural tourism resources, anthropogenic tourist resources*

1. INTRODUCTION

Zlatibor district has a lot of tourism potential and tendencies for the development of modern forms of tourism. In this article I will present all forms of modern tourism in Zlatibor District.

The first part of this paper refers to the natural tourism resources of the Zlatibor District and contemporary forms of tourism associated with them. I spoke to the attention of the climate, hydrology, ie. rivers and lakes of the area, the geomorphology of the area (which refers to the mountains, caves, gorges and canyons), as well as the flora and fauna.

The second part describes the modern forms of tourism related to anthropogenic tourist resources of the Zlatibor District. Here I describe the ancient heritage of this region, the Middle Ages, folklore heritage, contemporary cultural achievements, etc.



2. NATURAL RESOURCES TOURISM OF ZLATIBOR DISTRICT

2.1 Climate

The climate of Zlatibor District affects mainly mountainous terrain, intersected by river valleys, sloping to the north and east. On the whole, Zlatibor district has a predominantly temperate continental climate, with continental fluvial regime. Summers are moderately warm, moderately cold winters, a transitional seasons of debt and commodities.

Precipitation is highest in late spring and early summer (May and June), while the driest February and October. Temperate continental climate occurs in mountains small altitudes up to 1,000 m, while the mountain medium height characterized by sub-alpine climate with chilly summers and cold winters. In the winter period due to temperature inversion, the air temperature in the basins may be lower than the rim.

This area is, in general exposed to influence air currents from the west, which makes it slightly richer precipitation from eastern Serbia or Valley of Great Morava. Due to the proximity of the sea, could be in the region expect a milder climate, or mountain ranges separating Western Serbia, in the north of the Pannonian-steppe, and in the south of the Mediterranean influence. Maritime climate, through the warm southern winds affect the rapidly melting snow in the spring and frequent drought years.

The air flow is quite pronounced, but fierce storm winds rare. The northeastern wind is the strongest in the period from October to May, when the air temperature is lowered. Southwest and south winds occur from fall to spring and bring warm air masses, so that softened the cold winter, and in summer increases the constant temperature of the air. In the area of Zlatibor most common are southwest and north winds, and the rarest west wind.

2.2 Hydrology

Zlatibor district is rich in lakes and rivers. The most essential and most important river for tourism are aside river Drina, Lim, Uvac, and Djetinja. Also, it should be set aside and the most important lake, which are Perućac, Zlatarsko, Sjenica, Radoinjsko, Potpečko, Zaovinsko.

2.3 Geomorphology of Zlatibor District

Zlatibor district is famous for its relievo, and that is what gives it a huge tourist value. Mountains in the Zlatibor region are several - Tara, Zlatibor, Zlatar, Golija, Zvijezda, Giljeva, Javor, Mučanj, Rogozna, Jadovik and Žilindar. All belongs to Starovlaško-Raska highlands. Here there are also significant caves, including its Potpecka



Stopića caves. Along significant geomorphological resources of Zlatibor district should be set aside and the canyon of Uvac.

2.4. Flora and fauna of the Zlatibor District

Flora Zlatibor region is extremely diverse and is an integral part of the tourist offer. Vast forest areas provide excursion and recreational tourism trends, a significant aesthetic role and importance of a large health resort.

Characteristic of Zlatibor landscape are spacious, grassy meadows, so-called mountain pastures, which are sometimes decorated with pine trees.

In the area around the district are represented following plant communities:

- forests of white and black pine fragmentelno or as separate trees
- Mountain beech forests is largely young, and in some places well developed ia arranged around the perimeter of Zlatibor
- birch, hazel, lime, white oak, hawthorn, ivy and other smaller species represented on

• meadow community is represented by the sweet grasses (bluegrass), which alternate depending on the location and topography, creating mountain pastures and turfs.

You recognize three types of meadow types:

- dry places,
- zakosi and
- lukas.

Mountain pastures are fields intended for grazing. On these plant species are not numerous as the zakos since the cattle doesn't graze on zakos (grass is grown and keeps mowing), a grass are most vivid at luka because Zlatibor water rivers and streams are constantly fed.

Many of the plants of this area are healing, such as gentian, centaury, thyme, yarrow, St. John's wort. Many honey and ideal for grazing bees and producing honey, royal jelly and propolis.

Mountains Zlatibor District kite all types of sawmills, a maximum of pine trees. Among conifers predominate black and white pine, fir and spruce, and at lower altitudes growing deciduous trees: oak, beech, hornbeam, birch, ash and aspen.

Forests Zlatibor region are rich berries: strawberries, raspberries, blackberries, blueberries, while on their edgings manage fungi of which are edible Mushroom Borovnjaci, chanterelle, and lipika. [Ršumović, Milivojevic, Lazarevic, 1991].

The fauna of the Zlatibor District ubraraju wild animals that are sedentary or occasionally occur. Allowed them to fish, depending on the law on hunting and individual hunting grounds management plan. Divided into small and large game, and some of the animals are protected.

They are always present: the wolf, fox, wild boar, deer, rabbit, bear, badger, squirrel, pine marten, chamois, marten, otter and wild cat.

Birds are varied and numerous, and for hunting the most important are: partridges, partridges, quails, pigeons, pheasants and Lestarka. Most birds singer and they are under constant protection.



Figure 1: The fox, hare, wild boar and wolves

2.5 Traditional forms of tourism

Zlatibor district with its natural resources allows tourists numerous activities (sports, recreative etc.) that they can deal with. Some activities may be carried out in the summer, some of the winter, and some through all seasons.

2.5.1 Climbing

Recreational hiking in the Zlatibor region is an attractive recreational for people who love challenges. Hiking is more than that - an intense experience of nature through its scenery and scents. Zlatibor district, tourists will know and experience the marked hiking trails of Tara, Zlatibor, Golija, Jelova Gora near Uzice, near Zlatar ... A particular challenge is Kamena Gora near Prijepolje. Hiking in the Prijepolje area has an important tradition and there is close to 100 kilometers of marked trails.

The dazzling Pozega basin, for lovers of recreational walking trails are available Roška Plate - Drežnička Gradina which takes you to local attractions such as Roška Banja and Roška Suspension Bridge on Rzavu. For more experienced hikers there is a ranch "Eagle's Nest".

Few people have heard of the beauty of the mountain goddess Tara, whose unreal beautiful parts of the entire mountain so a real paradise for walking and hiking. On countless paths, different degrees of difficulty and challenging to master, will be followed by the fragrances of various kinds of forest plants, rare endemic species, including the Pancic Omorika. And at the finish, lookout points that you have to climb.

For those who prefer something more challenging and harsher environment, there is Golija, biosphere reserve and the only natural resource in Serbia on the UNESCO list. Who has the courage to Golija, let go the mucin water Gliječu, Ravana, Palibrk grave Šljivičko



hill ... In the municipality of Kosjerić worth visiting Taorska springs, Divčibare, caves, waterfall in Skakavci ... In the municipality of Priboj awaits you the Glacial caves, medieval castles, monasteries Uvac and Orahovica, Crni vrh, Ljeskovac and hermitages Bjeličkovića. The challenge is the Prijepolje area waterfalls Sopotnice, health resort Kamena Gora, Jadovik, canyon Mileševka ...

Nova Varos invites you to enjoy the natural beauties and rarities Uvac and Zlatar, for hiking near the canyon of the river Uvac and areas Zlatar, check eating pleasure. The path in the length of 7 km connects two beautiful lakes - Zlatarsko and Radojnjsko. The starting point is near Kokin Brod, where the proximity to the visitor center, and the final, on the beach in Radojnja. Broken trail passes through areas of the Special Reserve Uvac, and that is in the vicinity Vraneša ethno village, walking can be combined with a visit to this village, going to the lookout, as well as a visit to the Visitors Center.

After the break in Uzice - Jelova Gora, Kadinjača, Zlakusa, Bela Zemlja are waiting for you. If you dare to walk to Zlatibor, relax at the monument on the hill Šumatno brdo, Ribničko Lake, a natural monument Stopića cave.

2.5.2 Cycling

Thanks to its unique geographical and natural Zlatibor District, you can choose among various facilities in nature. The spirit of adventure and imagination, united in an intense feeling of enjoyment, lead you to a bike ride on groomed trails through fragrant forests of Tara, Zlatibor, Golija and Zlatar, unreal nature of the canyon of the river Uvac ...

The landscape in the Region of Western Serbia will critically affect your route selection for the bike ride. Of those light for beginners, medium for recreation, to those heavy for lovers of mountain biking.

Start from Arilje circular pedestrian - cycling paths on the hill Klokoč a length of 4 km and it will take you to the belvedere of the same name.

In the lowlands Pozega, using asphalt roads for cycling is proven recipe over various cycling competitions, and recreational, for years, regularly use the route Kosjerić - Arilje.

During the summer, is being held in Priboj international competition in biathlon. Cyclists follow the course from Lima to the city of Priboj Rudo in the Republic of Serbian.

Kamena Gora above Prijepolje is suitable for cyclists, in particular proved to be an interesting ride from Sopotnice to Tičijeg polja, primarily because of its attractiveness.

A statement from the place you will most fully explored on the bike trail: Zlatar - Drmanovići - Radijevići - Šipovik - Akmačići - Gujanicic small - Pavlovic bridge - Božetići - Štitkovo - Katići. At an altitude of 1250 m Cycling will take you to hidden, a little town ideal for relaxation, recreation and enjoyment in both summer and winter.



2.5.3 Rafting

Offers excellent conditions for rafting and white water rafting, a unique experience of a high dose of adrenaline that stirs the blood, can be found on the Lim, Drina, Uvac. Float or rubber boats down the rapids of a series of clear mountain rivers as are in the Zlatibor District Drina, Lim, Uvac, but smaller streams such as Skrapež, Rzav and Đetinja, a real challenge for modern nomads eager for excitement and adventure.

Momentarily swift, then instantly calm, briefly wild and powerful, and then deceptively mild and meek. River Drina ...

Rafting on the Drina, with a tradition of over 80 years, has grown into a renowned tourist - recreational event Drina Regatta. It is held every year in July to move Perućac - Rogačica, 25 km long section.

In the summer months are organized and descent down the Drina ,, ,, - navigation Drina track all types of boats from Perucac to Bajina Basta and Ljubovija.

In the hilly and mountainous terrain of Western Serbia, clear mountain river Lim is one of the most beautiful. Follow the wild atmosphere of romance, high cliffs, gorges and canyons, waterfalls, springs and wells ... Season rafting on Lim starts in May because the water on the Lim then the tallest and most exciting to drive. Rafters from source Lima from Plav lake to the mouth of the river Mileševka Lim, section 130 kilometers long. On the river Lim gather rafters from all over Serbia, Montenegro and Bosnia and Herzegovina, looking for adrenaline, socializing and fun, and they are from year to year.

Between the northern cliffs of Zlatar and the southern slopes of Zlatibor massif flowing emerald river Uvac. As a hand-drawn wedged meanders are part of the divine beauty of the canyon of the river Uvac, beauty in whose authenticity must convince their own eyes. Regatta of the river Uvac is based on the Uvac Lake, visiting the griffon vulture habitat, ice cave and the walls of Jerina city.

2.5.4 Hunting and Fishing

Excellence and the wealth of flora and fauna in the area of Zlatibor district have been granted special regimes protecting certain parts of the district, leaving enough space hunting enthusiasts. There is a nine-organized hunting grounds where you can hunt wild boar, deer, rabbit, pheasant, partridge, quail and predators.

More than three thousand hunts are organized by local hunting associations organize various attractive hunting events. Wolf Hunt, Hunting fox hunters and Parliament on Zlatibor facilities are that upwards of two thousand participants. In Zlatibor hunting ground, area 59,000 ha, it is possible to fish, other than wolves and foxes and roe deer, wild boar and quail.



Following this are known and mountains around Ivanjica Lisja stena near Priboj, as well as part of Tara. In Nova Varos hunting area covers more than 50 ha. Fished in groups large and small game. In Arilje area usually captured in the villages High, Severovo, Dobrače and Golubac on the mountain. Here you can hunt pheasant, hare, wild boar, deer, fox.

The wealth of clear mountain rivers and crystal clear lakes makes the Western Region Serbia fishing paradise.

Drina with Perucac and Zaovine lakes, a real challenge for fishermen. Its watercourse is rich in diverse freshwater fish among which stands out the shoots, endemic species of the Drina. It is famous for the biggest specimens fry in Europe which could reach 30 kg. In addition to the branches, and there is also grayling, carp, trout, nase, chub, pike, catfish, etc. For passionate fishermen there are Zlatar Lake, restless beech River Lim in Prijepolje and Priboj neighborhood, and Skrapež and Kladoroba in Kosjeric. The single spawning brown trout is in the municipality of Ivanjica, the only of its kind in Serbia.

Nature has been kind to Pozega where he donated Đetinja, Rzav, Moravica, Skrapež, Kamenica, Lužnica and West Morava rivers. The whole flow of the Great and Little Rzava in the municipality of Arilje, until the dam in Švelj is salmonid part (it is forbidden to fish on live bait) and can go fishing for brown trout and grayling. From the dam to the confluence of the river Rzav in Moravica can skobalj fish, barbel, and can be found very large specimens of trout and fry. The lower course of the river is very rich in fish, from the bottom, because it protect several impassable canyons, which are hidden trophies to oblivion. Fishing here is strictly controlled, and strictly punish poachers.

2.5.5 Paragliding

There are few types of recreation and relaxation that offer you a flight to freedom, the ability to touch the sky as they do paragliding and parachuting. A sky above the regions of Western Serbia offers a bonus in the form of prizes - a view of the beauty that takes your breath away. Launch sites Prijepolje, Zlatibor and Ivanjica are well known.

2.5.6 Horse riding

Another interesting activity for tourists who can go to school and horse ranch Zlatibor Zova or opt for recreational riding in the equestrian club Dora at Tara.

2.5.7 Orienteering

For tourists who prefer to manage nature, landscapes Zlatibor, Tara, Zlatar, Golija, Jelova Gora ideal hiding places for orienteering.



Figure 2: Paragliding

2.5.8 Climbing and canyoning

In Western Serbia offer are trails at several locations in Prijepolje area: Sokolica, Gradina, Stone Mountain, Canyon Lima, Sopotnica. In Pozega are available trails on Eagle nest and Jelen Dol. There are several well-kept climbing directions on the wall next to the cave Hadzi Prodan.

For some sports, but for the courageous - canyoning. Requires a lot of knowledge, a lot of effort and excess of courage. Tourists waiting for the canyons and river Dubočica, Mileševka canyon, Uvac river, canyon of Đetinja, Drina River...

2.5.9 Birdwatching

Bird watching involves spending time in nature with high mental and physical activity, as well as a love of birds and nature in which they are located. Acquiring knowledge and skills birdwatching demands, develops awareness of the need for a healthy environment.

In Serbia there are over 360 species of birds. There are several places known as an excellent observation. In Zlatibor district allocates the canyon Uvac, where you can watch the Griffon Vulture.

2.5.10 Ecotourism

Ecotourism is based on the controlled exploitation elements of the natural and cultural environment. It aims to provide a better understanding of the mutual relationship



between tourism and the environment and to contribute to the possibilities of achieving symbiotic relationship.

The Zlatibor District stand out some areas where there is a huge potential for the development of this type of tourism. These are the National Park Tara, Nature Park Golija, Zlatar, Zlatibor... All of these areas offer hiking, spending time in nature, picking herbs, mushrooms, as well as a tour of the habitats of rare plants and the animals as a kind of eco-educational tourism.

2.5.11 Health Tourism

One very important form of tourism in Zlatibor district. District is rich terrain altitude suitable for the treatment of cardiovascular diseases and respiratory diseases, due to the clear mountain air. There are also places in the district that are specialized in the treatment of certain types of diseases, such as, for example, Zlatibor (suitable for metablizma disease and thyroid) and Zlatar (for cardiovascular disease).

2.5.12 Skiing and other winter activities

From alpine skiing to snowboarding, from healthy sledging to Nordic skiing, winter sports are focused on physical activity and fun. Mountains Zlatibor district offer all of the above, inspire and invite the company and close contact with nature. Crystal clear air and local cuisine provide power for your favorite sport.

Marked trails for alpine skiing, different weights, are found in all mountain resorts in Western Serbia: Zlatibor, Tara, Zlatar, Golija and Mokra Gora.

Tornik - Zlatibor, as the most famous ski center in this part of Serbia, is located at an altitude of 1110 - 1490 m, 9 km from the tourist center Zlatibor. The total capacity of the ski area is about 5,400 skiers per hour. Ski Center Tornik is equipped with a six cable car with a capacity of 3,000 skiers per hour, two ski lifts of the "anchor", with a total capacity of 2,400 skiers per hour. Four trails: Čigota, Tornik, Ribnica and Zmajevac are covered system artificial snow. In the ski center Tornik there is a new type of installation, called. "Tubing", which, like its own car, can be used in summer and winter. It provides immense pleasure and excitement to all who decide to try it out. Ski center is equipped with a children's playground and a carousel.

Ski resort Mokra Gora - Iver is just seven kilometers from the famous hills Mećavnik. The trails have seven "sufag" guns for artificial snow. At the ski resort has installed a funicular "sidrašica" capacity of 1,000 skiers per hour, which simultaneously serves four routes with a total length of four kilometers.



Figure 3: Skiing in Zlatibor

3. ANTHROPOGENIC TOURIST RESOURCES

Numerous elements of the culture of the Zlatibor District, such as the material and spiritual culture, institutions, events, represent a significant potential for the development of cultural tourism industry. However, as neither the Republic of Serbia has not yet developed cultural tourism because the resources are not transformed culture in meaningful cultural tourism products in Western Serbia has only potential where is possible to develop cultural tourism as a significant segment of the cultural industry. There are some good initiatives and projects of cultural tourism, but they are still at the level of the individual, without continuous marketing and synergy of all stakeholders. Based on the analysis of the current situation, it is evident that Western Serbia has conditions, long term, can build cultural tourism offer and the image of a destination for cultural tourism.

3.1 Ancient cultural heritage Zlatibor District

Zlatibor district possesses certain cultural treasures originated in ancient times. In addition to a lot of cultural monuments that are famous in this area, there are unfortunately a lot of people who are somehow forgotten and not used for the purposes of tourism, while possessing huge potential.

For Uzice is claimed that the town of Celtic origin, aged about 20 centuries, from the Roman and Byzantine periods were found traces of developed village.

The territory of the municipality of Arilje is inhabited since ancient times as evidenced by archaeological finds of cave settlements on both sides of the Great Rzava (area of village Radobuđa) dating from the Paleolithic period. In the 1st century AD the Romans occupied these lands and annexed them Backwoods Dalmatia.

Bajina Basta is inhabited continuously last 7,000 years. The oldest known settlement dates back to the Early Neolithic Starčevo culture. Space Bajina Basta in the Roman period found within the province of Illyria, and later as a part of Dalmatia. While on the sidelines of the main events in the realm of the territory of Bajina Basta they passed the Roman



roads that have traffic associated with Domavija Pozega (Srebrenica). Bajina Basta during the whole period of medieval Serbia, within its framework.

The exact time of the settlement area of today's municipality Kosjerić is difficult to determine whether there are archaeological remains from the Roman period.

Prijepolje was inhabited even in Roman times and there was a part of the Serbian state of Raska.

Zlatibor has been inhabited since prehistoric times. The first known inhabitants were the Illyrians, then the Romans, and Slavs.

3.2 The medieval cultural heritage of the Zlatibor District

We will mention some of the most important cultural monuments of the Middle Ages.

Uzice city is a medieval fortress built probably in the second half of the fourteenth century to protect the ice and caravan route that connected the valley Đetinje Moravia Valley with Bosnia, Herzegovina and the coast of the Adriatic Sea, primarily the Dubrovnik Republic.

Kovin or Jerinin Castle is a fortress in Serbia, which is located on a rocky hill above the left side of the gorge Lima, 9 kilometers north of Prijepolje, between Džurovo, Kučin and Izbičanj. The remains of the fortress are monument.

Solotnik (Kulina or Kulingrad) is a fortress near the village Solotusa, located 10km south of Bajina Basta on the slopes of Tara. It is located on a rocky hill that rises steeply in Solotuša river, so it is from the north, west and east, and impossible to reach the only possible approach lies in the south and southeast.

Mileševac a fortress in Serbia, located on the vertical wall above MILEŠEVKA, not far from the monastery Mileseva, 7 km east of Prijepolje above the eponymous village. It was first mentioned in historical sources in 1444, but is assumed to be built in the first half of the XIII century, when the monastery Mileševa or immediately after lifting it. It is believed that his main purpose was to protect the monastery itself, and the control of the so-called work. Bosnian times, connecting Sjenica and Prijepolje. Today, much of the fortress and preserved as a historic monument, is under state protection.

3.3 Contemporary forms of tourism

Contemporary forms of tourism related to anthropogenic touristic values in the Zlatibor district has several.

It should be noted in this religious tourism, which has developed solid in this area. There are several monasteries (which were mentioned earlier in this article) that attract visitors not only from Serbia, and not only those of the Orthodox Christian faith. The most famous and certainly the most popular Mileševa monastery, where most tourists come for the famous relics, frescos White Angel. This part of Serbia is famous as the inhabitants are

mainly religious and therefore it gives a great contribution to the development of much of this type of tourism - religious tourism.

Also, in a Serbian Zlatibor district are very rich tangible and intangible cultural heritage. Thus, tourists who are there because of cultural tourism can choose to visit some of the many archaeological excavations, medieval fortresses and similar places. But that is not all that cultural tourism of this county has to offer. Zlatibor district is known for its customs and traditions of the inhabitants for centuries guarded and handed down from generation to generation.

However, what most attracted tourists from all contemporary forms of tourism related to anthropogenic resources of this region are manifestations. Therefore, I will in the next few paragraphs to say something about the manifestation tourism, and on the most important events of the Zlatibor District.

3.3.1 Drina's Regatta (Bajina Bašta)

Drina's Regatta is the largest regatta in Southeastern Europe with a big rock festival "MOST FEST" with a series of accompanying events from trade shows healthy food and folk creativity through competition on the water and jumps from bridge to concerts of folk music and brass heats for the festival in Guca. This year Drina Regatta is being held for the 22nd time in Bajina Basta. Regata is always held in late July.



Figure 4: Drina's regatta

3.3.2 Fiacre Fiesta (Požega)

People's belief is that on that day, on Christmas Day, it should drive us to a whole year has been successful, and they made event where fans of horse carriage ride from village of Čestobrodica to Požega, where they are welcomed by the sounds of trumpets and a nice socializing.



3.3.3 Shepherd Days (Kosjerić)

The event captures the life and customs of shepherds, shepherd dances and songs, the girls in the beauty contest, costume, traditional cooking and the art of handicrafts, with telling legends and events from the life of shepherds. It happens every year in early July.

3.3.4 “Pršutijada” (Zlatibor)

Fair of meat products, popular "Pršutijada", by its mass and geographical origin of visitors is one of the national events. Pršutijada is visited by over 10 000 visitors from all over the country, and still attends the opening ceremony whiskey ministry official or even the minister himself.

Fair or meat products popular "Pršutijada" is in its content business, but because it is exposed to something characteristic of the gastronomy of this place is to some extent. In addition to the ethnographic exhibition and sale of meat products, the accompanying program consists of lectures in the field of rural development and cultural program, which is complementary to the basic content. It takes place in January.

3.3.5 Licider heart

Licider heart is an international festival of children's folklore. Participating children under 15 years of age from Serbia and neighboring countries with their traditional folk games. This is a wonderful opportunity to meet, socialize, exchange experiences and making new friendships, the festival is accompanied by numerous activities such as outdoor playground folklore and guests present during the visit and the most important tourist destinations in the region. Involved over 800 children from 9 countries of the world.

The main objective of the festival is to contribute to the establishment, development and strengthening of friendly relations between the countries, the promotion of cultural cooperation between the children of the community and encouragement to preserving and fostering tradition and cultural heritage, as well as the promotion of tourist offer of Serbia.

During all festival days, and in all places where the festival events, each year organized humanitarian action and sales liciders heart.

3.3.6 International Cup in fishing (Prije polje)

International Cup in sport fishing takes place on the track Potpec fishing lake.

3.3.7 Rural Eventing (Zlatibor)



Rural eventing in Jablanica a competition in traditional crafts, arts and sports. Višeboj displays and nurtures crafts and skills that are slowly disappearing, but which are very colorful and make a distinctive motif of Zlatibor. The event is competitive and is considered one of the best organized village events. The program includes competitions: jump out of town, hand-scraped Standing sawing, rock-throwing, horse racing, drag rope traction on vlaci (oxen dragging logs), jump rope and coating.

3.3.8 Hunters Serbian Parliament and Zlatibor "Wolf Hunt"

This event is one of the oldest festivals in the Zlatibor, which involved about 1,000 hunters from all over Serbia and a small number of hunters from abroad, which represents one of the largest of its kind in the country. According to its content, a number of sports competitions and I make hunting chase the wolf athletic event with some elements of entertaining character, because in addition to these competitions at the shooting range in baked on a spit and other Zlatibor specialties, brass band and other program contents.

3.3.9 Diving from old railway bridge (Užice)

Above the old hydroelectric power station on the main beach in Uzice long time ago, back when the train "Cira" walked the narrow stripes, made the railway bridge. This way you do not have long trains traffic, but it is most used for other purposes. Brave jumpers jump from it into the river childlike, with a height of 16 meters. The thrill spectators extent the duration of the flight and the beauty of the selected style. Bidding will be held in July, a rally after thirty ambitious young man, while all the banks of the river to wash thousands of onlookers.

3.3.10 Zlakusa in song and dance

Parliament Zlakusa source of creativity in song and dance will be held in early July. Within Parliament, organized a performance of the children's folklore ensemble Ethnic associations Homeland and visiting ensembles in the City of Uzice.

3.3.11 Šljivovica Fair

Šljivovica Fair in its content belongs to the economic and tourist events. Presentation of traditions and modes of production of domestic product is a special value of Šljivovica fair, where local population presents its economic products. Šljivovica is a kind of homemade brandy, and its' fair is visited by several thousand visitors.



3.3.12 Kustendorf film festival (Mokra Gora)

Festival Dedicated to great contemporary auteurs, and future filmmakers. Film festival Kustendorf is presented in five program areas: Competition program of the festival, a retrospective giant, Modern tendencies, Pages program and music program.

3.3.13 Raspberry Days (Arilje)

It takes place in July in the City Park and St. Ahilije street in Arilje. Bring together producers and processors of raspberries and other berries, distributors of machinery and equipment for orchards, plant protection orchards, banks and insurance companies, customers, representatives of catering and tourist facilities, as well as manufacturers of textile products from Arilje. The two-day event, following various exhibitions of paintings and articles on the subject of raspberries, cultural program (performances of famous and renowned local singers of popular and folk music), lectures and presentation of agricultural policy measures RS. At the stands, visitors can taste the brandy of raspberries and other fruits, cakes, jam, compote, sweet, praline, soft drinks, beer, honey, pies ... Program "Raspberry Days" also includes competitions in various categories, such as the sweetest raspberry cake, raspberry far the largest, most regulated raspberry, manufacturer of the most promising young raspberries, the best arranged booth, sweetest raspberries ... the event ends with the proclamation of the winner.

3.3.14 Days of Raca by Drina (Bajina Bašta)

This is a spiritual event that has been held since 1995. A rich program of classical music, painting, literature, drama, along with scientific meetings, starts issuing račanskog Proceedings and ends up with the award ceremony Račanska Charter prominent artists from the fields of science and culture in his work include the Orthodox tradition.

4. CONCLUSION

Zlatibor district is an area that holds a variety of tourist resources, both natural and anthropogenic, and this makes it ideal for the development of many types of modern tourism.



It does not matter whether we talk about the contemporary types of tourism that exist thanks to natural resources - hiking, health tourism, skijanje, rafting, hunting and fishing, etc., Or those that exist because of cultural goods - religious, event, culture, etc., Zlatibor District, in any case, has huge potential.

In this area probably has the most potential for health tourism because of the excellent natural conditions, and should pay more attention to the development of this form of tourism. Also, in order to increase the number of tourists, in this area should be promoted hiking and winter sports, whose potential has not been used is not half so far.

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BOOKISH AND FILMY TOURISM

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***Abstract:** Bookish and filmy tourism is a new term in field of science of tourism, but forms, which are in touristic use since the creation of books, films, TV series and other screened forms. Bookish and filmy tourism are forms of virtual tourism, which is a part of morbid tourism, but not morbid always. Both forms in tourism are introduction in tourism and attract (and reject sometimes) tourists to visit narrated destinations. By the other hand, potential tourists become real virtual tourists, whose (virtually) visiting destination(s) through the words and pictures (static and motion). This paper deals the presentation of these forms and sub forms in tourism, advantages and disadvantages, welfare and noxiousness's by these forms, as well as proposals by author: way an improve tourism in Serbia through the same. This paper could be useful for all those who are engage in tourism and science of tourism, as well as for tourists.*

***Key words:** Book, movie, tourism, virtual tourism, introduction in tourism*

1. INTRODUCTION

We don't know that we are coming in virtual circle of tourism while we reading books, watching screened contents that speaking about some story in some city, on seashore, on mountain or some other destination. We are readers and viewers of books, movies and other written and screened contents, but in same time, we are consumers of marketing trick or unconscious marketing. We are here for books, movies and other written and screened contents and we don't know that we will go on some destination from one. We following an action of some TV series or novels and after that we going to Visegrad, to pay on Drina or bridge or going to Sarajevo to hear story about Valter and how he did defended Sarajevo... Since a few decades, tourists going to Mexico, Spain and Turkish (Istanbul, mainly). And reason for that is TV series. Can you imagine? Louis David, A step forward, Sultan Suleiman, Dila... all those are chance to see... That we watching how time going on and when leaves falling. Are all those tourism or something else?

Poems of Jovan Ducic and Aleksa Santic call us in Trebinje and Mostar. Writer Isidora Bjelica calls us in Tunisia, with love and to find salvation in health tourism...



Artists from here and from whole around the world recorded their music videos on a various destinations (in Serbia, Bosnia and Herzegovina, Montenegro, Croatia, Macedonia, Slovenia, Italy, Switzerland and other European countries, Asia, America...).

Writers and poets, actors and singers calling us and we are happy to respond on calls. Sometimes, really and sometimes just in imagination and dreams- through the imaginary world of screen – just that an internet connection is good, very good to excellent. Because, bookish and filmy tourism could be an introduction in tourism, marketing trick (or unconscious marketing) or virtual tourism. Academic public, as well as all those who are engage in tourism, even more the political structure should to think about inclusion writers, poets, singers, artist and other public people in tourism. To think and to do. Because, hidden marketing is more effective than direct one, always. Direct marketing breaking the movies or TV series, for example, (hidden marketing) and in that time viewers switching the channel. Therefore, destinations from screen contents have a better influence on viewers than destinations from direct marketing. Situation with books is the same – potential tourists rather going on destinations from novels than destinations from reportage. The story playing has the main role in decision by tourists. In other side, tourists going in cities where famous poets, writers, actors, singers and other celebrities is were born or live. Therefore, mentioned artists could to be real key for growth of development tourism. Stay here in the paper and see explains down.

1.1. Bookish and filmy tourism like as an introduction in tourism

The reason for the existence of tourism industry, is view from three perspectives: from the perspective of those who create tourism, those who develop tourism and tourism from the perspective of the users. Creators and developers of tourism see a use place by nature's deed and man's deed, then a use time and free resources, and in goal the realization of social, spiritual and material value. Users see a use free time and free money for holiday, relaxation and entertainment. The elasticity of supply and demand depends of adopting one side to second side – adopting supply to demand or inversely. However, when we speaking about morbid forms in tourism, therefore and bookish and filmy tourism, regardless of morbidity, demands are adopting to supply, consciously or unconsciously. However, demand are consciously and with an aim adapting to supply in case visits book fairs and film festivals.

The reason why bookish and filmy forms in tourism are an introduction in tourism is the logical fact of information: tourist have to know more about destination, which he want to visit. Creators of tourist arrangements have their own ways of offer information to tourists: short television commercials, television print media reportages and advertisements – like as paid engagement. But, stories about something (love, life, friendship, or something other) in some destination are marketing which is not paid and

which is better for development tourism. Authors will explain in paper, on what way it working.

2. BOOKISH AND FILMY TOURISM – BECOME AND DEVELOPMENT, DEFINITIONS AND DIVISIONS

Bookish and filmy tourism are not in known in public and in science or that book fairs and film festivals are consider like that one, which it is, but these forms are much more. Briefly, bookish and filmy tourism are introduction in tourism.

Bookish and filmy tourism are, as as physical phenomenon of tourism, service industry, which is not tangible, but tourist matter that is in mental use since the became books, songs, movies, TV series and other written and screened contents.

Bookish and filmy tourism are often related ship, like as books, movies, and TV series, but both could act separately.

2.1. Bookish tourism

Bookish tourism, like as a part of virtual tourism, can be viewed from a more different points of view. Before all, bookish tourism is an introduction in tourism, where the reader likes as bookish tourist visiting the destination through the book by author like as virtual tourist guide. Reader decisions about real realization visit tourist destination in depend of the beautiful written word by writer. Realization of converting the virtual bookish tourism in real bookish tourism depends by free time and free money of (potential) tourist, as well as security described destination.



Picture 1. History book



Historical period of books that includes 50 centuries could be historical period of bookish tourism, too. Although “the oldest forerunner of the book dates from third millennium BC, when the books were written in the Sumerian clay tablets, on which is written and >> Epic about Gilgamesh>>” (Barać, D., 2008), we can say that the bookish tourism became in same time and this “Epic about Gilgamesh” could be beginning of tourist bookish arrangements. Bookish (virtual) tourism was changed and developed through the changed written stuff (wax plate, coil (strips of papyrus wound to all wooden stick) jointed bamboo strips, coils of silk, bark, wood, palm’s leaves, animal skins, different types of textiles, Pellet, various metals, parchment, papyrus, paper, electronic books). “One of the greatest inventions of the book was the European printing movable letters, that was the Johannes Gutenberg and since then the book becomes cheaper and penetrates among the general population. The first printed books were called incunabula and resembled codes” (Barać, D., 2008). From this 1440. science and general education, as well as the bookish tourism, expanded thanks to printing press by Gutenberg.

The first book printed in Cyrillic script was the "Voice Octoechoes", "Miroslav's Gospel" is considered as the most important among the oldest surviving manuscripts." (P.Jokić, www.tabanovic.com). Development of bookish tourism did not depend just by the way of writing, but also of the time in which it was written book, or modes of narration of the author a certain time and the attractiveness of his written work, and of which today is largely dependent. In that time, the role bookish form in tourism takes place in parallel with the first books and how Jasmin West says "Fiction reveals what reality lies" in a way that requires the process of developing bookish work, print and then to the reader who first virtual walks around described places from the book, and then decide or not decide to visit the actual same. The difference between the bookish tourism from the period of beginning of the book, and print's machines, and today's bookish (more electronic books today) tourism is precisely in period's understanding and presentation of the book, the way of thinking from the beginning and way of thinking today.

Wishes and possibilities from that period could to no agree, but the place for the book, like as an introduction in tourism, must to be, always. Today, the situation, more than sometimes, is different: people first going on the trip, and then, could and could not, to think about the book – to read or not. In that time, writer was being writer, quality writer, real writer, and that could not to be everyone. Today, everyone writes and no one reads.

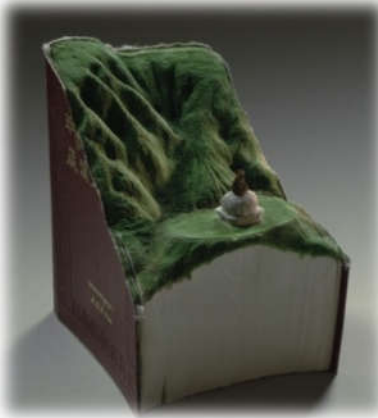
Then they published only exquisite works that were real art of introduction in tourism, and today it is important book with more letters and words which mean nothing or indicate stupidity and, of course, to go to an exotic destination which not requires previous knowledge. Just to have money, more money. It's enough. A few decades ago, destination were be described in words, today pictures speak louder than words, especially if there is sunny sandy beach bathed by nude bodies. New information technologies have led to an electronic books which gives a choice of writing and publishing and then read books, and then the possibility of real and virtual tourist travel.

"Bookish tourism is sub form of morbid tourism (regardless that is not morbid always) and form of virtual tourism. We can define bookish tourism like as an introduction in tourism which attracting readers to go on a trips from books, novels, poets. Bookish tourism is travelling through books, virtual travelling to destinations where's action of written content." (Bojana Jankovic, Uzice, 2016)

Bookish tourism has its sub forms: historical, prose, poetic, tourism, public tourism and tourism through the Book Fair - Fair bookish tourism.

*Historical bookish tourism*¹⁶ is travelling through the period of the formation and development of the books.

Prose tourism has sub forms: (tourism has its subspecies, such as the bestseller tourism, romantic and erotic novels, classic tourism, school tourism, adventure tourism bookish, bookish horror tourism, bookish war tourism, bookish crime tourism, bookish science fiction tourism, bookish psychological tourism and others.



Picture 2.: History bookish tourism

Each of these has its own novels, which can serve as an introduction in tourism, as well as random marketing or marketing trick. When we talk about bestseller tourism, as tourism bestselling books, we have to make a parallel between the bestseller from a few decades ago and bestseller today. The reason for that is various recognition values of prose work in that time and now. For example, books by Ivo Andric (Bridge on Drina, Travnik's Chronicle, The Damned Yard and many others) and others as like as he. Today these books are in the classics, and therefore in the classic tourism. Today, the best-selling "literary works" by entertainers highlighting its exterior and private life. An example of this is: The Naked Truth by Nives Celsius, and it's not for tourism. But, "The Predator" by journalist Simonida Stankovic (Milojković) can serve to erotic tourism and as a representation of lifestyles of some girls from Serbia during the nineties. October 2015 at the Book Fair in

¹⁶ Described in part of the beginning and development

Belgrade, fashion book by fashion blogger girl Zorana was the best sale and it's not for tourism. Writer Andrija Terzic from Uzice has an extraordinary sale his prose work "Across the truth" and that could be considered for adventure tourism, crime tourism, and in some part for love tourism. Novels "The death is unverified rumor" and "A hundred misery" by director Emir Kusturica is books which actually serve to tourism, because popularity director and because his value and value his works, which could be classified in historical tourism, city tourism, autobiography tourism. An autobiographical novel "At the end show time in Sarajevo" by Dr Nele Karalic could be classified in autobiographical tourism. Also, autobiographical novels "A year passed, but day never" and "Year passed, but day never – The dairy of one prison" by ex-actor Zarko Lausevic could be classified in bestseller tourism and crime tourism.



Picture 3.: Secrets of Danube

The young writer Nikola Dumitraskovic continued to sail to the Danube and its love story giving "Secrets of Danube" to readers and tourist. In the best-seller "by profession" were the work by Isidora Bjelica (eg., Love in Tunisia), Svetislav Basara (eg., Yugo-nostalgia), and others. Among the best-selling literary works of foreign writers who serve the introduction in tourism, include works by Guillaume Muso (The girl from Brooklyn, Central Park, Stay beside me, et al.), who love nature and certainly serve tourism romances, then works by Paulo Coelho (the Alchemist, the manuscript was discovered in Accra, Diary of a wizard, the Fifth mountain, like as dramatic tourism), Dan Brown (Digital Fortress, the Da Vinci code, Angels and demons, and others.) are ideal for thriller tourism. Novel "Zero" by Umberto Eco leading us in Italy and analysis of our time with theories of conspiracy, the manipulation and the dark side of the media as a media tourism. Orhan Pamuk leading us to an Istanbul's streets with "White castle". A Crime tourism includes the works by Agatha Christie (Impure Blood, Sparkling Cyanide, Three Act Tragedy, Murder in Mesopotamia, Murder on the Orient Express, Passenger to Frankfurt, Caribbean mystery, The ABC murders, Adventure of the Christmas Pudding and others. The war-criminal (transplantation) bookish tourism reflects confessional novel "The Boy from the



"Yellow House" by young author Sasa Milivojevic describing the crimes by Albanian criminals to Serbian and other non-Albanian population.

The novel begins in Kosovo, passes through Kosovo, enters the Yellow House (Fish's village near the town of Burel in northern Albania), and then to Italy, Germany, Italy, Germany, Kosovo and Metohija, Germany ... Will reader, after the reader of this novel, want to visit these places and countries, depending on the character of their personality, endurance of stomach ... because the novel is really difficult, as difficult and reality that was happened ... We can give a part of novel to tourists:

"We went into the van. He drove me bald strange way ... Scary ... It was bad. Torment. Slackness. Sweating ... He stopped the car, looked at the Yellow House, until it did not come out of some people ... The door opened and dazzles us very bright from surgery. I saw the doctors and the man on the table pieces are large and thick needles pulled out from the body. I was small and scared, I did not know what it was ... I saw that the victim was placed in the position of a cat, with feet together and curved spine. Therefore, I doubt the bone marrow ... "I'm afraid! Are they kill me? Don't kill me! Don't!" (S.Milivojevic, 2012)

Roman "Serbian heart of Johan" by Veselin P. Dželatović is similar character, whose leading the readers on the way in Kosovo and Metohija, to the Yellow House in Albania, and then to Italy and Germany, and then again in Kosovo and Metohija. In fact, during the "transplantation revolution" in Kosovo and Metohija, members of an Albanian mafia were kidnap Serbian farmer Jovan, then took him to the Yellow House, removed his heart, later in Italy kidnapped a tourist from Germany - Baron who has too much money and a weak heart which ticking the last days, but the Albanian mafia was gave a long life thanks to Johan from Kosovo village. Now, Johan's heart beats in the chest of the German baron, who adopted his son.

To continue on this way of bookish tourist pain, "Jelena 1" and "2 Jelena" by Mile Kordic are real novels to see the war bookish tourism. Jelena leading us on a journey through the war, Bosnia and Herzegovina, and then in Kosovo and Metohija, describing her first date with her boyfriend Islamic religion of whom later in the war is deemed that which never could have imagined. Next her story, Jelena continue in Kosovo and Metohija, in the hope to find her peace, but did not find it. These smashing journey states readers to visit described the cities, but also reflected from them, certainly leave no one indifferent, and opens the desire to read and other war books, such as "Wanderer" by Marijan Mandic, "The Diary of Anne Frank", and many others.

The way of war and the pain may continue through poetic tourism, such as "Bloody Tale" by Desanka Maksimovic, which leads in Kragujevac, in Šumarice where the monument V3 students who during the Second World War killed in one day. Some songs from the collection of poems "World War III" by Bojana Jankovic describe the war, but in a slightly different way, just as World War III. Poet "The publication decorative foil highlights the voice of Trust (Publikacija Dekortivna folija Ističe Glass sa Veruj) , which



is really an enigma to all readers and interpreters, because it is not all as a poet writes, the reader leaves a question mark, but after the discovery goes to town on which is written in poesy.

From the same book, poets Užice on guitar, The third gold bird, Mostar, Kremna, etc. So, poet tourism is travelling to cities, which about poets wrote or cities where some poets was born.

Public tourism or celebrity's tourism is travelling to cities where's celebrities was born and live(d). Tourism of Book fair, certainly, is tourist visits to Book fairs (Berlin, Belgrade, Novi Sad, Mostar, etc.).

Like as a curiosity of bookish tourism is the "Art collection and Botanical Gardens Huntington Library (The Huntington Library, Art Collections, and Botanical Gardens). The word is about a real library where, among other things, is collection rare books. Library for the public offering only selected works from the collection of 6 million copies dating ranging from the Middle Ages to the 21st century. Among the better-known 'readers' Huntington Library were and Katharine Hepburn, Edwin Hubble Wallace Stegner. Today, tourists can to see the first collection by William Shakespeare, one of the twelve copies of the Gutenberg Bible printed on parchment, the original drawings for 'Nicholas Nickleby' by Charles Dickens, and read the saddest story accompanied burnt remains of the manuscript of the novel by Jack London "Sea Wolf. " (Huntington book story in Los Angeles (<http://citajme.com/knjizevni-turizam-huntington-knjiznica-u-los-angelesu/?print=pdf>)

The city in Scotland Vigtaun was opened an initiative "Spend your holiday like as bookworm" and on this way attracting attention. "Site AirBnB has a real proposal for holiday for all those who think that the city without bookstore is not the city, and those who prefer to spend their days among books. Everyone can to be bookish tourist in Vigtaun, just for 150 pounds (about 200 euros) a week. During the stay in this city, known as the "city of books" for the book fair and a large number of book's story house, everyone who want can know perfected skills of sell books through training provided by the local association of booksellers, as well as an opportunity to leave the "own brand" in the bookstore in which work. The goal of this action is promote bookstores, encourage education and accommodate people from all over the world in the Scottish city of books. There have been 10 interested parties for this action. The last was an America couple of 80-year-old who has always wanted to own a bookstore." (<http://rs.n1info.com/a86938/Lifestyle/Turisticka-ponuda-Provedite-odmor-kao-knjiski-moljac.html>)

2.2. Film tourism

The beginning of film tourism is related to the beginning of the first film "more than 100 years ago, and just Paris, like as the town in which shown first film on 28th December 1895. The first film, which is the creators of the Lumiere brothers, could be the capital of film tourism. The film during a few minutes and was the arrival of the train at the railway



station, that also could be a curiosity to visit during the utilization of this type of tourism. It is interesting to say that the audience during the screening, seeing them train going to meet, they began to scream and run around the room, not knowing that it is only projected on the screen. Main place of film tourism in Serbia would be former tavern brothers Savic "The Golden Cross", because the same film shown six months later, in 1896. For the first Serbian film realization was declared the film "Life and Deeds of the Immortal Supreme Leader Karadjordje" directed by Cica Ilija Stanojevic." (Parkinson, David History of Film Edition: Thames and Hudson) Right this film could be start of tourist film arrangement.

"The film, like modern art, dependence on science and technology. One beginning and developing in close connection with the development of industrial technology, optical illusions and striving for the launch of the movement. Prehistory of the film is a labyrinth of discoveries, inventions, partial solutions and many failures. Most researchers and pioneers of the film watched the moving image as a scientific instrument that will help scientists for better understand their research." (Parkinson, David History of Film Edition: Thames and Hudson). How the film was a new art broadcasting movement is even more interesting to viewers and visit certain cities. "Films were initially brief, soundless and black and white, and at the end 20th century were created and first films of modern technology which operates more realistic in relation to the earlier movies. In difficult and dangerous scenes were hired stuntmen and explosions are furnished by special effects. Some parts are computer processed in post-production, so that the film promoted and modernized, and one of the first "King Kong" (1933), in which the gorilla puppet measuring 60 centimeters animation and computer processing looked bigger than the New York skyscrapers." (Parkinson, David History of Film Edition: Thames and Hudson)

As an introduction in tourism, for filmy tourism, we can use the fact that the "1521. Leonardo Da Vinci and his colleagues described and sketched appearance "camera obscure". It is considered that this was a precursor of the photographic apparatus. From 1874. to 1875 period lasts chrono-photography (photos at the time), the forerunner of cinema in the modern sense. 1874 French astronomer Pierre Janssen was constructed a photographic revolver who recorded 48 shots in a row. Edward Muybridge was used a photograph as a means of analysis of the movement of animals and people. 1887 George Eastman was found celluloid surface, and in 1894 began a period of cinema that continues today.

"Also, filmy tourism is a form of virtual morbid tourism and also can to be morbid, but it is not often. Filmy tourism can be defined as an introduction in tourism that viewers and potential visitors of destination where the action films, TV series, music videos and other screened a composition takes place, according to the tourist visit them. Filmy tourism is a virtual travelling to screened content, or virtual travelling in destinations that are shown in the film, series, music video." (Bojana Jankovic, Uzice, 2016)

Kinds of filmy tourism could to be like as bookish tourism, so to genre of the movies: black-white filmy tourism, western tourism, crime film tourism, war film tourism, science-

fiction film tourism, science tourism, tourism of filmy love, etc. Tourism through the film festivals getting on the mean just right to the festival – people coming on festivals because they want to watch films, but, in same they are tourists, they coming in other city and realize tourist needs. Festivals like as The Film festival Cannes, The Film festival in Berlin, The Film festival Kustendorff in Mokra Gora, Trash film festival in Gradiska, and many others. Serial tourism means travelling through the TV series (virtual tourism) then real travelling to cities from one, while music tourism or spot tourism includes travels to destination where recorded music spots is.



Picture 4.: *Movie for tourism*

Considered to possibility on record films and TV series based on books, we could make films tourism based on bookish tourism. Naming the films, TV series and books, we making tourism... So we have: Hat of Professor Vujic, Wounded Eagle, Barking on stars, Harry Potter, Lord of the Rings ... In addition to these series, for the purpose of film tourism here are American films such as Autumn in New York, once Upon a Time in Mexico, Pirates of the Caribbean, Troy ... Life is a miracle (Mokra Gora, Serbia)... Foreign series such as Saint-Tropez (France), Beverly Hills (USA), Miami Vice (USA), Baywatch (USA), Octopus (Italy), Institute (Russia), Forbidden love - Clone (Brazil, Morocco) , Step forward (Spain), Abandoned Angel (Mexico), 1001 Nights (Turkey), The Lost years (Turkish), Love and Revenge (Turkey, Germany, Bosnia and Herzegovina - Mostar), Crazy - confused - Normal (Bosnia and Herzegovina), Villa Maria (Croatia), Budva on the

foam of the sea (Montenegro), Extinction (Zlatibor, Serbia), Sing, brother (Serbia), All these plains (Serbia, Vojvodina), and many others

When we talk about the film festival tourism, which really serve tourism both before and after the festival, of course, during the same. Cannes is known for the film festival, Mokra Gora also where the great contribution made director Emir Kusturica. As something completely new, the authors work stand Trash Film Festival in Gradiska (Bosnia and Herzegovina), thanks to which the town has a tendency to spread and growth of tourism development.



Picture 5: Trash Film Festival for tourism

Like as a proof that movies are not value just in cost of millions dollars and more-years work on it, serve right low-cost films which are real art thanksgiving to creativity and imagination, before all a courage by authors, and so on this way draws attention on potential public and real attraction to tourists whose tourists wits needs, and not snobbery. Example for it is International Trash Film Festival in Hamburg, Varazdin and Gradiska. Seeming love, elegance, high culture, sport and all beauty and decently for spread auditorium are not just that developing tourism, and proof are just right young creativity, imaginative and courageous people whose know and can make and show to audience, and to tourists like as mirror of theirs spirit, and spirit of people from public life. So, director of Cultural Center Gradiska (Bosnia and Herzegovina) Željko Blagojević was shown sense for creativity, imagination and courage with International Trash Film Festival in Gradiska. He was signed the Protocol about showing trash movies on that part of Balcan, with Simo Matavlj, actor and creator of idea for this festival in Varazdin. The third year organization



this festival giving more contribution to development of urban culture and tourism in Gradiska and farer.

"The basic idea of this festival is that low-budget films, up to 20 000 euros, with four genre: action, combat, horror and science fiction, to be part of the culture in Gradiska, and thanks to marketing support, increase visit the festival, to understand an essence of the show these films, and therefore development tourism in this town. Trash Film Festival is a segment of urban culture, where that I am head of this Institution, and I would to close actual situation, people without censures, on a creative and imagination components. The Trash Film Festival in Gradiska exist for developing urban culture and young artists, and so on developing tourism in this city. Gradiska is not promoted city, and our festival is good idea, which work out in detail, attractive because more-days showing unusual screened content, spectacular union movie and music and it can serve like as mirror of ownership. An International Trash Film Festival is and can to be reason for tourist visits to Gradiska, regardless because people view inside on difficult way." (Željko Blagojević, director of Culture Centre Gradiška, Gradiška, Bosnia and Herzegovina, 2016)

In addition to the film festivals, there are theater festivals that contributing to the development of tourism in the cities where the festivals are organizing: BITEF (Belgrade International Theatre Festival), Belgrade, Steria's Theatre Festival Novi Sad, Citadel Theatre Festival (Ambient Theatre Festival) Smederevo, Yugoslav Theatre festival (JPFU) Uzice, and many others.

When we talk about music video spots by music artist, we have to indicate that the location of the video spot, selected to sensibility, desire and opportunity of a singer or a song, or just the location depends on the allowed budget. The location of the video spot, there is usually no connection to the song, and thus it can be seen as a hidden or unintended marketing for tourist traffic to the city where the video was recorded. We know that songs, generally love character and generally recorded on the shores of the sea, rivers, lakes, mountains, in some beauty villages, in the cities of fashion and snobbery or simplicity and romance. We also know that the performers of these songs have their audience, it's how it is nowadays say, the fans, who will because they choose a destination for holiday and entertainment.

3. BOOKISH AND FILMY TOURISM – ADVANTAGES AND DISADVANTAGES

Bookish and filmy achievement playing a main roles in own world and have own goals, wishes and priorities and opportunities, but in same time, both have a role in tourism world, like as introduction in tourism, like as accidentally or trick marketing. However, this case is not considered on this way, for now, what we can to understand like as advantage for organizers of tourism, and often, without knowledge about this marketing.



In addition, advantages of bookish and filmy tourism are greater and better information to potential tourists on some destination. Often, there is a situation that reader was not knew for some destination before read a book, which he liked. And so later, he realizes travelling from book. Case is same with movies and other screened contents.

Disadvantages of both forms in virtual tourism are insufficient engagement of writers, poets, singers, actors, directors, play-writers and many other public people, and this is need for this form in marketing and tourism.

Both form in virtual tourism have a triple material and non-material values (for artists, people from tourism and tourists) and it's advantage of these kind of tourism. But of non-knowledge about existence these ones and stopping on virtual, non-physical needs are disadvantages of both.

4. CONCLUSION

More time and more places are necessary as well as detail attention and research of bookish and filmy tourism, like as introduction in tourism, virtual tourism to real tourism. Reason for thus is insufficiently explored in science and we have a connection between virtual and real tourism and between art and tourism in practice, in real life.

There is a necessary to consider which written, screened and other public contents could to be in object of tourism, growth of development tourism, on which way and founds. In addition, there is necessary to engage more artists for this tourism and marketing for tourism and on this way realize triple action: provided nicer, detailer and interesting information about some destinations through an art contents and on this way attracting tourists and giving to them justified expectation of destination. Next benefit is provided founds for placement in public an art works, that people more and far hear for destinations, art works and artists.

Authors have a reference that local, regional and government, as well as organizers tourist arrangements and all those engaged in tourism give an opportunity to opportunity to opportunity to artists for realization them work arts. And on this way, economy side of country, region, city and place will be on a higher level.

So, people from significance have to consider more and bigger attention, more time and place, material and non-material founds, and in a goal overall well-being existing sides.

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RELIGIOS TOURISM IN SERBIA

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Abstract: *Religious tourism is one of the oldest forms of tourist travel, and today it represents a very significant sector of tourism. This form of tourism increasingly gaining in importance in Serbia in recent years Purpose of this paper is to presents religions of Serbia, and tourist potential for the development of religious and faith tourism in Serbia.*

Kew words: *religions, faith tourism, monastery*

1. INTRODUCTION

Religion is an organized system of beliefs, ceremonies, customs, worship directed to a supreme deity or god (monotheism) or a number of gods / deities (polytheism) .It is, first of all, the attitude towards the world. Believer of a religion can have the same or similar experience as a believer of another, or the followers of any religion express themselves differently on the rational, emotional and moral level. In addition to the eight major religions in the world (Judaism, Christianity, Buddhism, Islam, Hinduism, Shinto, Daoism and Confucianism), there is a huge number of beliefs, cults, sects and myths. The most prevalent are: Christianity (2.1 billion), and Islam (1.3 bilions).Faith tourism is one of the oldest forms of touristy traveling, and today is a very significant and propulsive global tourism sector. Due to its economic potential, it is natural that more attention is paid to various issues of management and promotion of this form of tourism.

2. THE CONCEPT OF FAITH TOURISM

Religious tourism is focused on visiting religious places (locations), attractions and destinations, and the main goal is to strengthen the involvement of participants in a particular religion.In order to be able to talk about religious tourist travel, it must be primarily motivated by religious reasons. However, this form of tourism is not easy to define precisely:

"The set of attitudes and service activities that satisfy mostly religiousbut also cultural and social needs of believers arising from their religious affiliation ..." (Dictionary of Tourism, 2001).



Most of the religious places and objects also visit other types of tourists (cultural tourism), regardless of their religious feelings, which further complicates the differentiation of Faith Tourism in comparison to other tourist developments. From the perspective of providers of touristy services pilgrims are tourists, so they should be treated that way. They both are consumers who use the same way of tourist services, regardless of the fact that pilgrims dedicate part of the stay for the realization of their religious needs (Rabotic B, 2012).

Structurally, the activities of pilgrims and tourists are similar and include the use of the same services (transport, accommodation, etc.), where the pilgrims can practice some 'typical' tourist activities (sightseeing, buying souvenirs, etc.).

Theology unwillingly talk about religious tourism as a special form of tourism; in Catholicism and Islam is considered that the acceptance of such a concept also adopted the view that religion can have a different meaning, other than religious. There are opinions that the pilgrims are not tourists, ie. that these two categories of travelers have opposite identities. Thus, tourism and pilgrimage are seen as two extremes on a continuum of different types of travel. The polarity between the pilgrimage and the "classic" tourism is the result of a sacred-secular relation, and between these two extremes, countless combinations are possible. The central part of the continuum (neither "pure" pilgrimage, even "pure" tourism) is now generally referred to as the "religious tourism". The difference is primarily in the area of the motives. (Rabotic B, 2012).

In this sense, Cohen (1992) considers that the pilgrim movement tends towards 'center' of their own culture, ie. society, while tourists rambles from him and directed towards more interesting and compelling 'center' of another culture. The pilgrim follows the religious beliefs behaving humbly and devoutly on destination, while tourists are seeking for fun, leisure, relaxation and often hedonistic and wanton acts.

Religious tourism has some specifics in comparison to other types of tourist movements: they are very present group travel, with participation of members of the same religion, accompanied by a priest or a professional guide. These kind of arrangements are organized by specialized travel agencies or by the Church or religious organization. Among the Orthodox churches, only the Serbian Orthodox Church has its own travel agency, ie. tour operators ("Benevolence").

Religious tourism has no seasonal character, considering that in this case, the concentration of tourists is more related to specific dates in the religious calendar (religious holidays), or for some special events (for example, the arrival of the Pope in a country or the funeral of the late Pope).

Vukonic (1990) points out that it is important to distinguish between the terms religious and denominational (in degree and strength of beliefs and feelings), which better defines category of tourists-pilgrims.

Tourist-believer (religious tourists) is confident about his religious attitudes and regularly fulfills the religious obligation. His motives for traveling can be: participation in the religious celebrations; direct "encounter" with the holy cities; homage to particular saint; pay homage to the holy relics of of the saint and the expectation of healing, and



exploring the foundations of their faith (especially for those who live in other religious environment, such as Jews from abroad visiting Israel) (Rabotic B, 2012).

3. PILGRIMAGE

The pilgrimage has its own specifics; speaking about the physical journey that often, in a symbolic sense, presents the "lifetime" journey of an individual, other than a believer increasingly attracts the so-called. spiritual tourists. In any case, pilgrimages have strong political, economic, social and cultural implications, and mass of these movements can even affect the global economy and health. Anthropologists are dealing with the phenomenon of pilgrimage since the end of the 1970's. According to them, it is the practice of religion, which allows people to get into the 'liminal' condition, ie. to leave the 'chains' of the profane life and experience the transformation and 'enrichment'. They can also experience the feeling of 'unity' with the companions, which temporarily suspend the usual social constraints .

The main motives of pilgrimage: Fulfilling Commandments particular religion; act of devotion to the magical town or a significant event; the process of liberation from sins; • Prayer and the search for a cure of the disease, ie. healing (especially in Catholicism); the presence of religious prayer leader; the presence of a religious ceremony or present; family religious ceremonies; go to the place where the future expected miraculous events. Destinations (destinations) pilgrimage are shrines dedicated to the saints (wear their name or relics), ex-voto (built after the salvation of an accident, an expression of gratitude), shrines of devotion (built good will of people and not related to the miracles or unusual events), shrines wonders (usually at the site where it happened some healing), shrines transferred relics and icons (when the new church transferred the old relics), established sanctuaries (the place where it happened some miracle), shrines of apparitions (where " pointed out, "Jesus Christ, the Virgin or someone else). (Rabotic B, 2012).

3.1. PILGRIMAGE TO CATHOLICISM

The pilgrimage to the places of the apparitions of the Virgin Mary is characteristic: Lourdes (France), where this practice began in 1858 and Fatima (Portugal) from 1917. Today in many countries there is a growing number of holy sites in the coming pilgrims (Rome, Santiago de Compostela, Loretto, Einsiedeln, Szestochowa, Guadalupe, etc.). A particular example is Medjugorje (BiH), which has become not only religious, but also sociological, socio-economic and tourist phenomenon. It is a place called Marian apparitions, where the apparition of the Virgin Mary was first recorded in 1981, and an international reputation grew amazingly fast. Tourist association were organized, accommodation capacities were built, local people are involved in providing services to a numerous of visitors.

3.2. PILGRIMAGE TO ORTODOXY

For Orthodox believers, the central place of pilgrimage is Jerusalem. The tradition has survived, that the faithful who visit the "Holy Sepulchre" in the week before Easter gets a widge last name "hajji". Orthodox believers, but only men, can go to the Greek Athos (Holy Mountain), named after the eponymous mountain that rises above the Aegean Sea. The monastery complex, consists twenty Orthodox monasteries there, one Serbian (Hilandar), Russian and Bulgarian. It is interesting that women are not allowed in this old monastic community, or even on boat in which women have not approached the coast at less than 500 m (Rabotic B, 2012).



Figure 1: Jerusalem

4. RELIGIONS IN SERBIA

The dominant religion in Serbia is Christianity, and Orthodoxy. According to the last census from 2011, Orthodox Christians constitute about 85% of the population of Serbia. In a small percentage are represented Catholics (4.97%), Muslims (3.1%) and Protestants (0.99%).

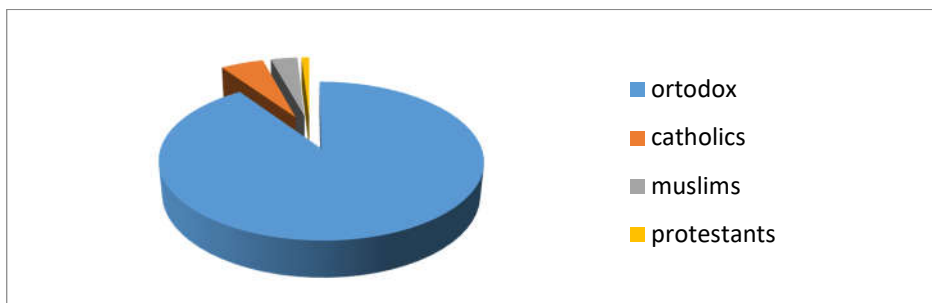


Figure 2: Religions of Serbia in percentage



4.1. HISTORY OF RELIGION IN SERBIA

Although in most of the ancient times the inhabitants of the territory of today's Serbia were mostly pagans, part of the area around the present-day Serbia, Sirmium and Singidunum have been one of the early centers of the spread of Christianity in the Roman empire. Serbs had accepted Christianity in the 9th century. After the split of the Christian church in 1054, the territory of today's Serbia is dominated by Orthodox Christianity, while the north spread Catholicism, with a southeast Bogomilism. During Ottoman's rule, on the territory of today's Serbia, in addition to Orthodox Serbs lived Islamized Serbs as well, and a smaller number of other Islamic nations, Orthodox, and Jews. At the end of the 17th and the first half of the 18th century, when the northern parts of the territory of today's Serbia came under the rule of the Habsburg monarchy in those areas are beginning to populate the nations of the Catholic and Protestant faiths (Germans, Hungarians, Slovaks, etc.) (Radovanovic S.,1995.)

4.2. ORTODOXY

Most residents of Serbia are believers of the Serbian Orthodox Church, while the parts of Serbia inhabited by Romanian population present Romanian Orthodox Church. In addition to Serbs and Romanians, the Orthodox believers in Serbia are among the Montenegrins, Macedonians, Bulgarians, Vlachs, Ukrainians, Russians, Greeks, and part of Roma, Yugoslavs and Rusina. Orthodoxy is dominant over most of the territory of Serbia, excluding the highest part of the territory of Kosovo and Metohia, as well as several towns and municipalities in Sandzak in southern Serbia or in part of it. Orthodoxy is dominant, in most of the major cities in Serbia, with the exception of Subotica in which the majority of the population are Catholics, Novi Pazar in which the majority of the population are Muslims, as well as the larger cities of Kosovo and Metohia dominated by Islam. (Radovanovic S.,1995.)

4.3. CATHOLICISM

Catholicism is dominant in several municipalities in the north of Vojvodina, as well as in the city of Subotica. Catholics make the absolute majority of the population in the city of Subotica, as well as an absolute majority of the population in the municipalities of Kanjiza, Senta, Ada and Coka, but also the relative majority in the municipalities of Becej, Backa Topola and Mali Idjos.

The believers of the Catholic Church in Serbia are mostly Hungarians, Croatians, Germans, Slovenes, Czechs, and a number of Roma, Slovaks and Yugoslavs, Russians and Ukrainians in the part of Serbia are believers Uniate (Greek Catholic) church.



4.4. ISLAM

Islam is the dominant religion of Kosovo and Metohija, as well as part of Sandzak (the city of Novi Pazar and Tutin and Sjenica municipality) and the part of southern Serbia (Presevo and Bujanovac municipalities). Islamic believers in Serbia include thnic Albanians, Bosniaks, Muslims, Egyptians, Ashkali, and a part of Roms.

4.5. PROTESTANTISM

Protestants make the absolute majority of the population in the Municipality of Backi Petrovac, as well as the relative majority in the municipality of Kovacica. The largest ethnic group in these municipalities were the Slovaks, who are in Serbia mostly Protestants, unlike the majority of Slovaks in Slovakia, who are mostly Catholics. In Protestant believers in Serbia is a part of other ethnic groups, primarily Serbs, Hungarians and Germans. Apart from Backi Petrovac and Kovacica, a significant number of Protestants living and in Novi Sad (in which most of the population are Orthodox Christians). In this city there are several Protestant churches, in which the service is mainly done by the Serbian language. Protestantism began to spread among Serbs in Vojvodina in the 19th century. Although the percentage of Protestants among the Serbs is not large, this is the only form of religion except Orthodoxy, which is significantly represented in the Serbian nation today (Radovanovic S.,1995.)

5. RELIGIOS TOURISM IN SERBIA

The main religion in Serbia is Orthodox Christianity.

In Serbia, over the centuries, during the tumultuous history, carved features and traditions of different religions, which today represent important cultural and artistic heritage, preserved architecture and holy shrines. In the rich tourist offer of Serbia, spiritual tourism has a very important place. Religious temples, especially those medieval, reflecting the history, traditions and culture of the Serbian people.

6. SERBIAN ORTODOX CHURCH

Serbian Orthodox Church is one of the governing independent (autocephalous) Orthodox churches, which together with other Orthodox churches make a unique East Christian church. The forerunner of the Serbian Orthodox Church is Zica-Pec Archbishopric, which is a commitment of Saint Sava gained administrative autonomy in 1219. Serbian Orthodox Church as its precursor states and the Pec Patriarchate, Autocephalous Orthodox Church seated in Pec, which existed in the period between 1346-1463. and from 1557 to 1766. years. Modern Serbian Orthodox Church was established in 1920 through the merger of Orthodox churches on the territory of the newly formed Kingdom of SCS. Before that, they became independent (autocephalous) churches



Belgrade's metropolis, Karlovac Patriarchate and Cetinje's metropolis and semi-independent: Dalmatian and Bosnia-Herzegovina (under the jurisdiction of Constantinople). The jurisdiction of the Macedonian Orthodox believers acquired payment of the Constantinople Patriarchate, and prohibition of Bulgarian Church. Today, the Serbian Orthodox Church Patriarchate in range and has eparchies and parishes in all the republics of the former Yugoslavia and in other countries in Europe, North America, Australia and all over the world inhabited by its adherents.

6.1. MONASTERIES AND CHURCHES

On the territory of Serbia there are 212 monasteries, of which 54 were declared as the monuments of culture. The first Serbian Orthodox monasteries were built in the 9th century on the territory of present-day Macedonia. Since the mid-12th century and the reign of the dynasty Nemanjic, the founder of the Kingdom of Serbs Raska, resulting in the basins of the river Lim, the upper Drina river Piva and Tara valley of the upper course of the river Ibar and West Morava, with its capital Ras, (where it came from her name Raska), the Serbian Orthodox monasteries played an important cultural and educational role of the so-called Old Serbia. Raising the monastery and help, which started Sava and Nemanja, continued all Nemanjics, Serbian monarchs and their family members, Serbian nobility, church and nation.

Monasteries were mostly built in hard-to-reach areas to allow loneliness to monastic community. Life in the monastic community was carried out according to the rules typicon, ever since the Sava Nemanjić, then Archbishop Sava, adapted parts Evergedit's typicon of Hilandar and Studenica and thus established the planning and administration of the monastery in order to perform the service, but also for protection from uninvited.

Orthodox monasteries across the Serbia built its wise since the 12th century, spiritualized and visionary benefactors and endowments, as well as the characteristic oasis of culture, art, history, literature and identity of the Serbian nation. The Serbian medieval monasteries, immeasurable beauty, takes the prayer life of the holy monk, filled with wisdom, love, prayer, beautiful fragrance of incense and burning candles light forever, sublimity, repentance, grace to all who suffer injustice, because the Serbian medieval monasteries from the origin to the present day, the center of enlightened teachings transmitted to the widest layers of population. On territory of Serbia there are numerous holy sanctuary - 152, that significantly monuments and cultural heritage, among which the most important Serbian medieval monasteries included in the UNESCO world cultural heritage. Therefore, the Serbian Orthodox monasteries' basic motive of many PANACOMP arrangements, as our contribution to the overall "mental ecology".



Figure 3: Monasteries of Studenica and Sopocani (UNESCO)

Monasteries and churches were the most important legacy of a monarch. The most important donor of Serbia was King Milutin, who alleged to have raised more than 40 churches and monasteries.

The building of medieval churches and monasteries highlights several important architectural styles. On the territory of Serbia were first built the church that had the shape of a Roman basilica. Then, under the influence of Romanesque, founded by Greek Byzantine style, but at the time of Nemanjic formed Raska style. Raska style building covers the period from the seventh decade of the twelfth century to the end of the thirteenth century. An early example of Raska school were George Pillars, which are considered for a transitional period in which this style was formed. Raska style is named after the river Raska, representing the original scope of Serbian Architects. With the collapse of Serbian Empire disappears the Raska style, which is tied to a dynasty. That style was replaced by Moravian, which appeared in the seventh decade of the fourteenth century and lasted until the fall of Serbia under the Ottoman rule. The first example, and also the model for the development of this style was the monastery of Ravanica. Moravian style was named after the river Morava, about which the state of Prince Lazar was formed. In addition to Ravanica, for the most important monuments of this style are considered monasteries Ljubostinja, Kalenić and Manasija. The period of Turkish occupation was marked by the emergence of such churches. These places of worship were characterized by the construction and appearance. They are very practical basis, which in case of danger could easily be transferred to another place. One of the most famous churches is the church Pokajnica. Liberation from the Turks, in Serbia has led new style building. It is the Baroque period, which is particularly developed in the area of present-day Vojvodina. One of the most beautiful baroque churches is the Orthodox Church in Belgrade. Arrival of the Karadjordjevic dynasty brought a sense of the architectural style of building religious facilities. Began to strive for the construction of churches and monasteries were modeled on those of the pre-Turkish times. With certain modifications, this style of construction is still going on. One of the most representative churches from the time of the Karadjordjevic dynasty is Oplenac.



7. CATHOLICISM IN SERBIA

The Catholic Church in Serbia's religious communities in Serbia, the general part of the Catholic Church in communion with the Pope. According to the 2002 census there are about 410,976 Catholics accounting for about 5.48% of the population. Catholics live mainly in northern municipality of Vojvodina. Within Serbia, the Catholic Church consists of the Archdiocese; bscipy, Archdiocese of Belgrade; Subotica's, and Zrenjanin's; Apostolic mission in Prizren, Srem's Archdiocese.

The first church was built in 1887 in Nis. In Belgrade, at that time lived more than 5,000 Catholics, but there was only one chapel. .At the year of 1914 between the Kingdom of Serbia and the Holy See Concordat was signed which established the Archdiocese of Belgrade.

Area today Archdiocese for about 50,000 km² and covers the whole of Serbia without Vojvodina and Sandzak, and has about 40,000 faithfuls. The archdiocese is divided into 16 parishes, six parishes in Belgrade, with the parish in Valjevo, Sabac, Bor, Zajecar, Nis, Kraljevo, Kragujevac, Krusevac, Smederevo and Ravna Reka. Within Kragujevac Parish is the chapel in Krusevac, as part of a Straight Rivers chapel in Uzice and Vrnjacka Banja. Known Catholic churches are the Church of St. Mary in Belgrade, the Monastery of St. John the Baptist and Anthony, the Church of Christ the King, the Holy Church. Ante ...

8. ISLAM IN SERBIA

Islam is one of the traditional religions in Serbia, present on its territory for centuries. Serbian Muslims are mostly followers of Sunni Islam. According to the 2002 census, Serbia (Kosovo) has about 280,000 Muslims, or 3.6% of the population. Serbian Muslims are mainly organized in two communities: the Islamic Community of Serbia, based in Belgrade, and the Islamic Community in Serbia, based in Novi Pazar. In Serbia (excluding Kosovo) there are over 190 mosques, of which about 120 in Sandzak, 60 in southern Serbia, one in Belgrade (Bayrakli Mosque), Nis and Subotica Mali Zvornik (Muhajir Mosque). There are two madrassas - one in Novi Pazar and Islamic college, and one in Belgrade.

The most famous mosques in Serbia are Altun Alem mosque in Novi Pazar, Sultan Valide in Sjenica and Bayrakli Mosque in Belgrade.

9. CONCLUSION

The development of spiritual tourism increasingly gaining in importance in Serbia in recent years. We work on a detailed reconstruction of churches and monasteries, which would be returned to their original appearance. In most cases, the insistence on the original layout gave the results.

The most important place in the spiritual tourism definitely occupy the churches and monasteries from the times of the medieval Serbian state. There is a lot of interest for both of them. Religious buildings in Serbia have played a significant role in preserving and



fostering Serbian national identity and culture. Today these are places of pilgrimage. They are also the most popular tourist destinations in Serbia.

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UŽICE AS A TOURIST DESTINATION

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Abstract: *Uzice is a town through which flows the river Đetinja. It has a favorable tourist location. It is very well connected with other tourist attractions of the region. It is the administrative center of the Zlatibor District. It is known for its traditional and natural healthy food, as well as the metal industry and the cultivation of fruit. Zlatibor district is considered to be the area with the highest quality and best-preserved biological resources. Centuries of Industry in this part of Serbia has carved its own marks over characteristics which today testify numerous cultural heritage and the increased number of tourists. The work will be shown how the tourism potential of this city has.*

Keywords: *city, travel destinations, food, nature, tourism*

1. INTRODUCTION

Tourism is recognized as a development opportunity Užice and Serbia. Užice region possesses significant natural wealth, beauty, flora and fauna, geography, climate, religious building, cultural and historical objects ... Užice's environment is a significant tourist destination in Serbia: Zlatibor Mountain, Tara Mountain, Mokra Gora, Zlatar Mountain, Golija Mountain, Perucac Lake, ethno village Sirogojno, etc. City of Užice is indispensable destination related to urban tourism, which, in conjunction with other tourist attractions, can significantly improve the tourism industry of Serbia.

The town of Užice (Figure 1) as a tourist region of Serbia will be discussed in this paper. Details will be displayed all of his continent, in chronological order are investigated. You will find out how to get to him, what makes him special, what are its attractions and value for which you should visit.



Figure 1: Panorama of Užice

2. GEOGRAPHICAL LOCATION TOURIST

City of Užice lies in the southwestern part of Serbia, and covers an area of 667 km². It is the administrative center of the Zlatibor District. It lies on the banks of the river Đetinje. Preserved medieval ruins were already a very important city. From a total of 41 villages that make up the ranks of the territory of the town of Užice, only two are urban (Užice and Sevojno), and consists of 39 villages. From the tourist point of view in the immediate vicinity: the memorial complex Kadinjača monastery Rujno, ethno park „Terzić's yard“, Potpeć cave, Mokra Gora and Tara.

The territory of Užice lies in the mountainous Basin area (Starovlaško-Raska highland part of West). According to the character of the relief, it is mainly a medium mountain, whose height increases going from east to west. The space itself is crisscrossed by river valleys that are the main directions of communication. At the same time lies at the western end of West Morava corridor that cuts the central part of Serbia transversal from Užice to Krusevac. On the part of Čačak to Užice, transversal accepts a part of the main road traffic from Belgrade to CrnojGori while the main railway Belgrade - Bar passes right next to Valjevo, Užice and across Montenegro. This intersection of Main and transversal traffic corridors provide Užice and the central area of the municipality office for a wider hinterland. However, even greater significance is in the city or the municipality on the contact area surrounding mountainous hinterland and the beginning of the west Moravian lowlands as a significant development belt of Serbia. Užice will remain the gate and at the entrance to the development zone, as it has for centuries been a strategic and trade gateway between the different and complementary natural and economic-geographic areas. In the municipality of Užice, this development area along with its natural characteristics



interventions small part of the territory in the valley Đetinje, downstream from the town towards Sevojno and Požega, while the west of the city traffic transversal faces watershed Morava and Drina basin at the junction between Tara and Zlatibor. The main branch against Montenegro, just south of the city turns into a mountainous area of Zlatibor where the tool loses the republican and regional development belt. The old route (road and rail) Požega, Užice, Prijepolje, still has importance for linking Serbia with Montenegro and the Adriatic Sea. More recently activated and put through Požega, Kosjeric and Valjevo to Belgrade, with version Bajina Basta, Kremna, Visegrad.

2.1. Transportation infrastructure of the city

Road – In this area intersect significant highways M5 Čačak-Požega-Užice connection with Bosnia, M21: Valjevo-Užice connection with Montenegro, M19.1 Užice-Bajina Basta and Zvornik and regional roads R112: cream-Kaluđerske Bare-Bajina Bašta, R213: Užice-Jelova Gora- Bajina Basta (Varda) R230: White Earth-Nikojevići-Čajetina, R263: Užice-Karan-Kosjerić. This representation of the main and regional roads indicates the importance of municipalities in the traffic connecting Central Serbia with Montenegro and Bosnia and Herzegovina. The volume of traffic on the main roads is continuing to rise, particularly characteristic letnjii period and input - output lines in relation to the city center.

Railroad - City of Užice is connected with the railway network of the main single-track electrified railway line Belgrade - Bar for public passenger and cargo transport length of 23.3 km. Train Station Užice is located at the periphery of the city center. Freight railway station is located in the Krcagovo. Local train stations exist in; Stapari, Krcagovo and Sevojno. It is particularly interesting and important in terms of tourism narrow-gauge railroad Sargan - Vitas - Mokra Gora - Kotroman intended for public passenger transport.

Air - Aerodrom Ponikve Užice is a civilian and military airport located 12 kilometers northwest of the town of Užice. The airport is also known as „ Lepa Glava ". It is located in southwestern Serbia, near the border with Bosnia and Herzegovina. "Ponikve" the September 25th from the Directorate for civilian traffic received security certificate for general aviation transport aircraft, or aircraft up to 100 seats. The airport is 05.10.2013.godine open for civilian purposes.

3. NATURAL VALUES OF THE CITY

3.1. Geomorphology and geology of the city

The city of Užice lies in the western zone of the Dinarides, the mountain-Basin area (Starovlaško-Raska highland part of West). Mostly a medium mountain belt (about 800 m NV), whose height increases going from east to west. The primary relief is quite evident, although altered under the influence of exogenous forces. According to dominant features in relief morphographic differ mountains, surface and river valleys (basins, canyons



composite valley). Mountains occurred in this area intersected by deep river valleys, which are the main directions of communication. After the absolute height of the mountains belong to the group of medium and low. Tara is the highest mountain in the area of the town of Uzice (Zborište 1544 m). Surface Dinaric direction extending from the left and right sides Đetinje. Below the surface, abrasive fluvial - Mačkatska, Ponikvansko - Stapsarska and Metaljka, occupy most of the territory (with the hills rising up from them) 800-1000 m average height. The valleys are the basic form of fluvial erosion. The most important river watershed of the West is Đetinja and its tributaries. Great Valley Rzava passes only a small part of the south-eastern region of the city territory. Valley Liquors is located in the northeastern part of the territory and represents the valley Đetinje, the most populated and agriculturally attractive village of Uzice.

3.2. Hydrology

The city center Uzice has expressed water potential, organized water from regional water system storage "Vrutci" and extensive network of rivers, streams and groundwater. The entire area all the water drain into two plum - plum West Morava (79,11% of the territory) and the Drina River Basin - Black and White Rzav (20.89% of the territory). The total length of surface flow is 484 km. Characteristic for this area is that most of the territory include karst terrain, where there is little surface water, or groundwater hydrographic network is very strong.

3.2.1. Surface water

The main features of the river Uzice that are fast, mountains and rich in water. For more than a century because of the use of hydraulic engineering. On Đetinja were built three small hydro power plants, one of which is in Uzice, the oldest in Serbia and the Balkans and one of the oldest in the world. Length of the entire flow from the source to flow into the river Moravica is about 74 km. Đetinja has 35 tributaries.

3.2.2. Groundwater

According to the terms of use of groundwater Extract is: karst courts, unsuitable for the formation of source water in significant quantities (local aquifers of small yield) courts with favorable hydrological conditions for forming issued scattered type (source - source crest in a network of small surface flows) , courts with abundant and shallow aquifers (reservoir of shallow groundwater in the valleys Đetinje, Big Rzav, White Rzav - Mokra Gora, Bratešine and KARAIĆ, Lužnice) courts are subject to occasional flooding or permanent wetlands (Đetinje valley downstream of the town and the valley of the Lužnice Karana) and areas with favorable hydrogeological conditions for the formation and subarctic artesian aquifer. The karst terrain, covering most of the territory, underground hydrographic network is very strong. Highlighting these waters wash waterproof surface



which appear typical karst springs, whose yield varies (Potpečko boiling, boiling Sušičko, Vrutačka springs, the source pail on Tara, Rakovski boiling in Kremna ...). Some of these sources are tapped for water supply purposes.

3.3. Flora and fauna

Territories Zlatibor region, including the City of Uzice, are considered to be areas with the best quality and best preserved biological resources and biodiversity in general in the Republic of Serbia. Bearing in mind the relief and climate conditions, which largely correspond to forest vegetation, the composition of plant communities is the original and mostly represented by forests and forest communities. Forests are spread over 37.5% of the territory of the city. According to data from 2008, the territory of the city has a total of 28,238 ha of forest areas - the average volume of wood sawmills was 12.764 m³ (46,7%), and sawmills 14.582 m³ (53,3%). Meadows and pastures are mostly represented in Kremna, Biosci i Káčeri. The lowest band are represented pretežnopovršine under agricultural crops. These are mostly former oak forests (river liquor), ash, alder, willow, hornbeam, eradicated in the past and turned into arable land or meadows. In Gaza hills are mainly distributed mixed oak forest community.

The main forest associations are forests of Hungarian oak and Turkey, and partly sessile oak. Local occur and mesophilic beech forests. In the lowest parts of the belt lower mountain communities of forests, similar in composition to the highest part of the hills, and in particular mountain forests of oak and beech forests. Medium mountain presented the work of hill beech forests, much more mixed deciduous - coniferous forests, usually a mixed communities of beech and fir forests, and forests of beech, fir and spruce. In the middle belt of mountains are also represented (in the lower parts and warmer exposures in general) black pine forest communities, and in higher positions and considerably fresher mixed forests of pine and Scots pine, and in particular, to an even fresher, colder, higher - pure white forest communities wrinkle. In the belt of higher mountains, the highest and most represented communities pure spruce forests and mountain pastures. Endemic species characteristic of this region are: Balkan endemic ušasta spurge with sites in Zabuče, Mokra Gora and Tara, then Illyrian - skardopinski endemic - white younger and endemorelict species -. On Jelova Gori protects the habitat of bleak, as a relict species. Rivers and streams in the city of Uzice rich in salmonid species, indicating that the level of water pollution and the amount of suspended solids are low, since these types of indicator. Characteristic representative of the trout. Beside her in the rivers there are chub and gudgeon. Ornitofauna presented exceptional examples of birds of prey - peregrine falcons that nest in the central part of the gorge Đetinje, short-toed eagle, klikavka Kestrel, Sparrowhawk, Tawny Owl. In addition, significant groups of attractive songbirds and birds of open habitats such as field and forest lark. Since most bird has a crow, magpies and sparrows. Of the large mammals are represented by the wolf, fox, otter and marten, whose number is increasing, deer and wild boar. In addition, the rich and butterflies, reptiles and amphibians.



3.4. Air

Geographical and topographical situation of Uzice with its surroundings caused the climate characteristics with the specifics of this region, in the sense that it belongs to the Central European climate zone and has a temperate continental climate, with a pronounced influence of mountain ranges to the south climate. Mountain prevent the passage of warm air masses from the direction of the Mediterranean so that the climate is somewhat harsher, except in the valleys and rivers, where it is mainly continental and parish. The average annual temperature is 9.5 ° C. The average air pressure is 920.8 mb. The vegetation period is 240-250 days a year [<http://www.graduzice.org>, 2016].

4. VALUE OF TOURIST CITY

Centuries, history of this part of Serbia carved its own marks over characteristics, which today represent important cultural heritage sites through preserved architectural structures. Though belonging to different continents, they represent a balanced view of different essential interpretations and therefore deserve special attention [Tourist Organization of Uzice, *Uzice's heritage*, 2016].

Old town is located at the forward and rocky ridge, which is surrounded on three sides girded river Đetinja. The constant and dramatic of the moon, wars, choppy invaders, and submitted to the afflicted shocks, city walls and towers were resisted all sorts of temptations, and defied the weather and the people.

Fortress was left in ruins and duration, as the mark of time, and in the suburbs, as a kind of embryo, among the hills, the town has developed.

Jokanovic house belonged to one of the richest merchant families of Uzice in the second half of the 19th century, the family Jokanovic. It is presented museum exhibition of ambient character of the theme: „ City Hall in Uzice in the 19th and early 20th century ". setting shows the complete transformation of the oriental town of Uzice in Serbian town.

Hydro power plant is located at the foot of the Old City, and began to work in 1900 year. The other is in the world, right after Niagara, built by Tesla's principles of alternating current. In a beautiful old building hydroelectric power plants. Today is the art museum, and the old „, of Siemens' machines still produce electricity.

The National Museum is the keeper of our past, housed in two buildings built before World War II for the National Bank. The buildings are under state protection as a cultural monument of exceptional importance. Visitors have access to all the permanent exhibitions and the Legacy of the painter Mihailo Milovanovic. In the space of the museum is located and Lapidarijum ancient monuments.

National Theatre - Uzice its theatrical company has since the year 1856, the first professional theater here was revived after World War II. In his first prime minister on 4 September 1945. Carried out in the Uzice Sokol House, was Nušićeva „, Cabinet Minister.



" The building, which today houses the National Theatre, the theater hall of about 600 seats, was built in 1967, within the complex on the Square of the Partisans. Recently, he created a small theater scene. For 65 years of existence, this theater has prepared and performed over 500 premieres.

City Gallery - founded in 1990, was for the sake of approaching art ovdanašnoj audience and successful continuous operation achieved its purpose. About 200 various exhibitions of local and foreign artists are placed in this area since its establishment. Among the most notable are the first item of the Paris autumn salon in the Balkans in 2001, the year, exhibitions of work by local artists are organized in cooperation with the Gallery of the Serbian Academy of Arts and Sciences, setting creativity save Šumanovića, Dado Djuric, Vladimir Velickovic and others. All events gives a special stamp Biennial drypoint, after which the Uzice galleries and word had spread beyond the borders of our country.

National library - more than 190,000 books, over 130 titles of periodicals, internet club, reading rooms, exhibition space. First Užičko reading room, at the initiative of advanced citizenship, was founded back in 1856, the year. The special value of its Enlightenment mission provide regular literary events and promotion of new work. There are also a permanent exhibition of documents, photographs and old records which, in conjunction with occasions, organized in the lobby of the library.

Squares and fountains - Market Partizan in Uzice is one of the most beautiful public spaces of its kind in Serbia. More sixties sented prestigious Parisian newspaper „ Architecture Today "as a shining example of urban architecture. Market St. Sava is a place where the charm of Uzice and the soul does not see this is confirmed, without words and assurances, the strongest argument - hence the Square. People who are much like his own city, in ancient times gave him numerous public fountains all over the city. There are so many to Uzice often called the city of fountains.

Churches - Congregational Church Sv.Đorđanajveći the Orthodox church in Uzice region. It was built in the first half of the 19 century, belongs to the architecture of romanticism. Church of Sts. George wins his bland beauty and simplicity. It was built in 1842 on the initiative of wealthy traders Uzice. Belongs architecture romanticism as poznobarokna buildings. Do not set up its tower is the first public clock in this region, where it still stands today. St. Mark's Church captivates with its beauty and neatness. Made in 1828, the year, in the style of how they built wooden churches of that era, with steep and high roof, covered with shingles, with a small wooden tower on the west side. 1890, was erected a tall wooden zvonik, exquisite beauty. They say that after the harmonious shape and its appearance is unique in Serbia.

Gymnasium - when the city of the house pass through small park, view immediately attract a wide and powerful edifice of Uzice Gymnasium. Recently renovated, the exterior fully furnished, now shines as when, more than a century, in the center probably not large Uzice raised. Made for students and open in 1893, when he created half-gymnasium Uzice, the first educational institution of Serbs in this region. To this the cornerstone of today's Grammar School was set up in year 1891, and was built in the style of academic realism



Townhouse - a large three-story building, in the middle of the main street, Uzice City Hall, considered to be the focal point of Uzice. From there we managed the whole city and the county, there are house services of government. When the Uzice after World War I began to develop, connecting roads and established the factory building was erected Town Hall, as is befitting the then colony on the rise. It was built in 1927 and then as a building Municipal Authorities and the Court. Before it occurred significant events in the history of this city. The building was later renovated several times, and even today, when the Uzice increased several times compared to the period of the construction of City Hall, it takes without losing its important role.

Uzice beach - called the „ Uzice sea. Flights heat when pressed, anywhere in Uzice no better shade than here, but thousands of bathers enjoying it. This is the most beautiful beach in the middle of the city on the river Djetinja, in water that comes from the mountain. Everything is in one place - beautiful beaches, spacious promenade, the pool for water polo, raft on the water, facilities for children. Incorporating the fifties of the past century. Grand attitude is calm mountain river and the citizens of Uzice have received an oasis of relaxation and joy. Always be on the beach try knightly spirit of young men from this town, whether it is about swimming, water polo, diving.

Small and Large park - In the center between the buildings of the City Hall and Gymnasium, named after the small park. Yet between the two World Wars then planners estimated that the city that is being developed to be a green oasis, full of trees and flowers, in the very center, where the city's main streets intersect. Since then takes a small park, and always attracts a Užičana not only to the rest and said, but that it occasionally, cultural and artistic programs organized. A large park, the largest piece of greenery in the Djetinja. Beautiful area for walking, sport activities, razonosu, a real vacation for the eyes. There is also a gym, which still echoes victories of our athletes, and in front of it are sports facilities available to everyone.

Celine- urban environment full of beautiful and interesting city spaces, small spaces or areas that give it soul. The earliest urban core, with another well-preserved old buildings, called the Carina and reachable street from the church of St. George to the church of St. Mark. Here, the encounter with the past, creating a picture of the mode of housing Užičana the end of the last century. Here, among these rather small ušorenim buildings, gave birth to the first Serbian journalist, Marija Maga Magazinović. There is also Stanića house where he lived the former Minister of Transport of the Kingdom of Serbs, Andra stanić. So, towards the city center after the Market St. Sava. Around him and elementary schools, Jokanovic house, City Gallery, the building of the military command, and that in the middle of the square the church of St. George.

Staying in a castle is not only a meeting with his sights and hospitable people. It is also exploring with interesting events. City on Djetinja has a lot to offer at any time of year, for different tastes:

Yugoslav Theatre Festival is the most important international festival, where they compete the best performances from the four countries. It's always a great festival of culture in the Djetinja that whole week, how many festival takes lives for this event. Theater



people the right way to pay tribute to such interest, and organize a modern, high-quality and interesting performances. Time of event in November.

Diving from old railway bridge - over an old hydroelectric power station on the main beach, yet when the train went Čira narrow stripes, made the railway bridge. This way you do not have long trains traffic, but it is most used for other purposes. Brave jumpers jump from it into the river childlike, with a height of 16 metara.nadmetanje is held in July, a rally after thirty ambitious young man, while all the shore monitors thousands of onlookers.

Moto meetings - as soon as summer days begin, the Great Park village Đetinje gather hundreds of bikers with their powerful machines, then begin moto meetings that last three days. It is interesting and meaningful gathering of bikers from all over Europe. They organize rock concerts, their fun games and competitions in the skills of Zlatibor and trips to nearby places, hikes town on motorcycles ... are held twice a year the motto of the meeting. One was organized by the Moto Club „, Era "and the other organized by Moto Club „, Užice". Both meetings are held in June and September.

International tambourine festival dates back to the 19 century. To encourage their traditions, citizens of Uzice a few years ago launched the maintenance of international tamburitza festival, which is organized here in early May. Participants not only domestic orchestras, but also tambura family from Slovenia, Croatian, Bosnia, Montenegro, Romania, a mass audience roast this content.

International rock and blues "In wires" festival brings together excellent local and international bands playing the ovdanašnjim venues. Festival complements other interesting programs: multimedia dinners, discussions, photo exhibitions, book and DVD releases. Organizers emphasize that this event Užice makes its contribution in the fight against ever-present kitsch and trash in the music life.

International Children's Festival „, Love our planet " - the last day of March the children singing soloists from Serbia, as well as from Canada, Israel, Italy. All lyrics speak about children's and human rights, the fight against racism, ecology, family, school

Uzice Children's Festival „, Licidersko heart" is an international festival of children's folklore. In this festival have already performed young players from Bulgaria, Slovakia, Romania and Serbia, about 300 participants aged up to 15 years, with their traditional folk games.

5. DINING

Traditional and natural, healthy food is a trademark of Uzice. Ham, pork and beef, bacon, sausage, litter, dairy products: cheese, cream, sour milk - Uzice specialties and formulated in the traditional way from the best quality meat and whole milk. With homemade corn bread, superseded by the "johnnycake" are commonly Užičko appetizer, more known here as "meze".



The smell and taste of this blessed region created gourmet delicacies that lead to pure hedonism. Here you will learn not to eat just to satisfy the hunger, but to enjoy good food. With good "meze" go and a good aperitif. Also known as fruit growing area in which born-quality plums, this is made good spirits, "angry" and "soft". It is a folk remedy, salvation for the soul, it is the song and angry passion, inspiration and problem. Secret irresistible taste specialties of Uzice partly owe and clay vessels in which to prepare. Zlakusa pottery known as "Uzice cepter". In this meat dishes can not cook more stewed over low heat for a long time, would not claimed juices and all the splendor of vegetable side dishes

Pros and polenta - Without corn bread and corn meal can not be. Užička corn bread, kneaded with corn flour milled on one of the nearby mills, remembers the smell of stone and mountain rivers. Baked in a wood stove, golden, crispy crust, corn bread deservedly a homemade specialties. Polenta: powerful, tasty and healthy! Better than any cornflakes or flakes. It can be consumed only with milk, only with cream or cheese, or all or some of this together.

Complete bun - It is a specialty from Uzice, who will throw very positive "impact" on the sense of taste and smell but must count on the calorific value of this pleasure. It is about all the well-known set of Uzice bun, known as bun "with everything". Although the appearance can be misleading because it does not look so "strongly" that would have consumed pita "with all the" necessary experience. When you come to Uzice and ask any passers-by where you can enjoy this magic, they'll explain everything to you. Also visit Uzice will long be remembered, because the host will surely lead to "complete".

Ham - Uzice ham, a traditional specialty of Uzice, has long been overcome local boundaries and has become one of the most famous Serbian brands. The secret is in the nature without whose active participation can not imagine any traditional specialty Uzice. But there is something in secret and traditional crafts and Family manufactures which we pored ham, pork and beef, and offer other specialties: sausage Uzice, litter, liverwurst delicacy ...

Uzice delicates from milk - old or young, sour or salty, Uzice cream gourmet is a dream! Mountain pastures and clear, clean air explain the irresistible taste of Uzice cream. They differ in young cream milder taste and cream cheese sharpen the taste and yellowish color. This high-quality dairy creamy product is made in households in the traditional way. Quality milk and specificity of traditional ways of preparing, Uzice cream made unique delicacy.

6. CATERING AND SERVICE ACTIVITIES

Former cafes and restaurants tended exclusively Serbian traditional food. Guests are offered cooked meals that take longer to prepare, lamb and pork, kebabs, kebabs and other grilled dishes, traditional soups, stews, salads, sweets, with good drinks, fruit juices, beer and selected famous wines [Tourist Organization of Uzice, *Visit Uzice*, 2016].



Restaurant Tabana is located in the center of Uzice, along Đetinja. The restaurant has two halls with a total capacity of 110 seats and a large summer garden. It offers its guests the opportunity to enjoy the specialties of Serbian traditional music with the sounds of the tamburitza in pleasant surroundings and with quality service.

Restaurant Ćira located in the same building where it is located and the Railway Museum. In the pleasant ambience of the restaurant serving specialties of traditional Serbian cuisine and guests can enjoy the weekend and the sounds of the tamburitza. The restaurant has a hall with 90 seats and summer garden with 60 seats.

The National Restaurant Konak you can try dishes that are forgotten, a skilled chefs to recreate the past, so that you look, smell and taste of relations in the arms of the ancestors ... here held a small celebration and mark the dates in the manner required by tradition and national identity. The restaurant has 35 seats and 30 seats in the summer garden. In it is not accidental drops, but with the intention to indulge in oblivion and enjoy snacks with a first-class, first-class music and drinks.

Restaurant Our story has emerged from the comradely story, the love of having fun, beautiful life, quality food and drink. In its warm and pleasant ambience of ethno style you will be able to enjoy the highest quality flavor and taste of various Serbian breakfasts, cooked dishes, grilled specialties, Italian specialties ...

Restaurant My river is an oasis for busy, busy - it relaxes, for lovers - because offers an intimate spot for family people - for every meal special. Here you will meet with the past, the present and the joy accompany relaxed welcome new time. It offers Serbian and international specialties and wines.

Caffe pizzeria Elita is on Rakijskoj market, across from the old church. It contains a wide range and a large selection of dishes, full breakfast, pizzas, sandwiches, tortillas, pancakes and grilled dishes. Every Thursday you can relax with a pleasant atmosphere, live music and a wide selection of drinks.

The Restaurant Kneginja is named after Princess Milica, which symbolizes the Serbian traditional. What will once again return to a restaurant eating a pleasant ambience, wide selection of drinks and amazingly delicious food. The menu has everything you want, nationality, international cuisine, as well as special dishes

Tavern at Ere is the oldest and one of the most beautiful ambient restaurant in Uzice. A authentic atmosphere here you can taste delicious specialties of Uzice.

Wagon Restaurant is an Italian restaurant located in a quiet part of the city, next to the riverbed Đetinje, which makes it special, but at the same time ideal for lovers of relaxed and romantic atmosphere. In addition to a large selection of Italian dishes, the restaurant is in its offer and enrich a large selection of quality wines.

The Restaurant Aleksandar - house of good food and wine is one of the most exclusive restaurants in Uzice and the surrounding area. You host the best national specialties and international cuisine. The restaurant offers the high quality wines from the most famous Serbian vineyards, as well as foreign wines of superior quality. The restaurant has a hall with 100 seats and a small hall with 40 seats.

Fast food:



- Blue moon
- C'est la Vie
- Suljaga
- Vagoncic
- Klopitza Saltimbocca
- Skadarlija

After the number, though leading in Uzice discos and coffee clubs with DJs or by playing keyboards, sometimes even live concerts. In this manner, on the main beach are popular Kontra club and Skala. Away from there, on the spot where the road branches off towards the center of Zlatibor, there is a happy club frequented Garage. After a quality music program and offer stands out and coffee in the Town Square of the Partisans. Young citizens of Uzice happy to go out and in cafes Zicer, Absolut, scandal, machine, Quattro, Pub, Mistique, El Camino and Uzice old pub.

Zen Tea House is the only teahouse in our city and one of the few in the country, founded in 2008, the year. Place special for its ambiance as much as its unique offering of teas from all over the world. Located on the first floor of the house centuries-old Uzice, despite commercial purposes offers its space for organizing art exhibitions.

Accommodation in the city offers comfortable hotels, motels, and even nice rooms in private accommodation:

- Hotel Zlatibor, Uzice (3 stars, 200 beds)
- Hotel Zlatiborska night, White Earth (3 stars, 90 beds)
- Hostel Republik, Užice

The area belonging to the town of Uzice and the surrounding tourist centers, such as Mount Tara and Mokra Gora. The two hotel buildings were highly decorated and throughout the year well attended:

- *Omorika Hotel, Tara Mountain (3 stars, 400 beds)*
- *Mecavnik Hotel, Mokra Gora village (120 beds)*
- *Mokra Gora Hotel, Mokra Gora village*
- *Ecological Center Magical Beach, Mokra Gora (60 beds)*
- *Mountain Lodge Mladost, Mokra Gora (30 beds)*
- *Šargan-Tara-Cream (172 beds)*
- *Youth hostel and mountain Sargan Eight, Mokra Gora (62 beds)*

Markets and shopping centers in the city:

- Idea
- Kvisko
- Maxi
- TC Pariz
- TC Square
- TC Fashion
- TC Dragstor

Travel agencies in town:



- Travel agencies Amigo Travel
- Travel agencies Magic Travel
 - Travel agencies Riva Tours

7. TOURIST TRAFFIC

From January to October 1, 2015, the territory of the town of Užice was visited by a total of 46.282, registered guest. Compared with the same period of 2014 the city recorded an increase in the number of tourists by 4%. The area of Užice record increase in the number of domestic tourists by 12.57%, while registered 13.8% fewer foreign tourists. Tourists to the city stayed an average of 2.61 a day. The highest registered visit the city had in August (9,385 tourists), and the lowest in February (2,800 tourists) and May (2,532 tourists). Foreign tourists accounted for 27.89% of the total number of arrivals. City of Užice participates with 21,15% of tourists in the total registered number of tourists in the region of Western Serbia during the nine months of 2015 year. These tourists accounted for 15.33% of the total registered number of overnight stays in the region [Source, Tourist organization of Užice].

8. CONCLUSION

Thanks to its geographical position and the vicinity of Zlatibor, Tara and Mokra Gora, Užice is one of the most developed tourist regions in Serbia, which is evidenced by the increased number of tourists.

Užice has a rich tourist offer, but it was not well presented. There are many attractions that we have, and that tourists do not know, like many of the cities can be used for tourism purposes but are not used.

Užice as a tourist destination offers everything that tourists expect to satisfy their wishes and needs - sightseeing, events, accommodation and food, but should be working on the problem of marketing, to make up for our attractions, culture and foods known how Serbia and beyond.

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MOUNTAIN TOURISM

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Abstract: *Mountain tourism has huge potential in Serbia. Over 50% of territory of Serbia is hilly-mountain ground, and all the biggest mountain centers are at the 1000 to 2500 m above sea level, what favors fast air conditioning guests different affinity. The biggest and the most visited mountain center in Serbia, and also a national park, is Kopaonik. On the Zlatibor mountain visitors i can enjoy in walks pure nature, driving bicycles, and hike as per mountain tracks, skiing, and for little bit seriously tourists ,mountain Tara offers extremely mountain climbing, or mountain bicycling. In national park Tara, visitors i can yes watching wilderness, plants and animals, well even and their tracks movement as per these habitats. The biggest potential for winter sports has Older Mountain, which have fantastic konfiguration courts for top ski trails.*

Key words: *nature, tourism*

1. INTRODUCTION

In this paper we will talk about mountain tourism in Serbia, which are the most visited mountains in Serbia, as well as about recreational activities that can be practiced at the mountains, and what are tourist motives to visit a mountain.

2. BACKGROUND FEATURES MOUNTAIN TOURISM

Existence two quality season: Winter and Summer; and winter and summer on the mountains, before all in moderate and opposite geographical widths, certial are favorable totter in relationship on the city settlement as tourist dispersancy. You depending it from the that which is season since different activities by which you tourists **i can deal. Dominantly recreation mark; mountain are the real complexes naturally-tourist value, what allows string recreation activities, in winter and summer the period, but and in other parts year.**

2.1. Activities who can practice on the mountains



Winter sports, Walking ture, mountain climbin, Riding, Sportson the water, Paragliding.

2.2. Mountains as tourist motives

Mountains are clear featured spacious elevations in relief land, which you rise with surrounding lower and higher flattened courts, whose component elements make: foothill, slopes, and top. Fall in kind recreation, rather geomorphological tourist motive. Mountains you i can split out in relationship on the height, ancestry etc. You assessment recreational role of mountain should have in eyesight: their position in relationship the densely populated lowlands, ther vertical and horizontal separation and their expanse. The tops of mountainous are attractive foothills of the most suitable for tourist activation.

2.3. Mountain tourism in Serbia

The largest part of Serbian territory occupied by mountains that make up the mountainous region of the mountain hills in the north to the Montenegrin, Albanian, and Macedonian border on jugu. Mountains off Serbia are divided into: the Rhodope, Carpathian-Balkan mountains. The Order to preserve the harmony of plant and fauna on our mountains, some of which are protected under the five national parks. Sar mountain, declared nature parks of areas of outstanding feature. Ours Mountains are intersected by streams, rivers and fast but many also have a crystal clear mountain lake. Some, due to extreme climates declared air-spa-Zlatibor, Zlatar, Ivanica, etc. Our mountains are suitable for walking tours through the meadows, and woods, alone or with a guide, then seriously Hiking to high mountain peaks.

2.4. Western Serbia

Western Serbia mainly characterized by beautiful German nature: unreal landscapes, Wet mountains, and Mount Tara, Divcibare and Zlatibor mountains, rivers Drina and Lim, Lake Perucac and Zaovine, but above all the hospitality host. Region where he initiated rural tourism-Serbia-Kosjeric, Ivanjica, Sirogojno. With all zlatarkog to add a little cheese and Sjenica. Zlatibor ham, wine from blackberries and enjoy the delights of Western Serbia is fully. Mountains of Western Serbia has long been a place for rest and eating. Zlatibor Mountain golden pine is the most visited from all where you can enjoy the multitude of waterfalls and springs, skiing at the famous ski resort Tornik, or flying to walk in the mountains where collide sea and mountain stream that accelerate healing and recovery. The slopes of the mountain of Tara are Heritage cultural treasures from prehistoric, ancient, Roman, and Byzantine times. Especially is interesting to look at the house Tarabic famous psychics, or drive Sargan Eight-wooden wagons. Then the majestic

mountains and Golija 30 kilometers long,S-shaped,very suitable for skiing because the slopes abound with snow,which is one this mountain holds up to five mouths a year.

2.5. Zlatibor Mountain

Zlatibor mountain of exquisite beauty,pleasant climate, spacious clearings,lush pastures and mountain dotted with with trees by which it got its name, is located in Western Serbia,at about 230km at Belgrade and 300km from Novi Sad.Across Zlatibor high way,which leads from Belgrade to coast.Zlatibor is one of the most visited mountain in Serbia.It offer great possibilities for holy days,such as horseback. Riding,cycling,walking.Zlatibor plateau whose altitude is 1000m, surrounded by mountain ranges: Tornik 1496m,1422m Cigota,Jalovnik 1178,Gradina 1177m.Zlatibor has ideal conditions rural tourism.All this beautiful nature,healthy food,and kind hosts will make room on the mountain unforgettable.

Stay on Zlatibor positive effect on improving blood count,especially the increase in the percentage of hemoglobin in the blood and increase the number of red blood cells.



Figure 1: Zlatibor Mountain

2.6. Tara Mountain

Tara is located in the Western part of Serbia ,and belongs to the inner belt of theDinarides and occupies an area of 183km.Duration Tara is 50km and 22km width,and has an average altitude of 1200m.The biggest peak is Kozji Rid of 1591m.Belogs to group Pordinje mountains and has a complex geological history,and diverse petrographic physique.The position of the mountain Tara is a favorable condition for the development of tourism,because it allows diverse content of tourist travel,or visite a large number of tourist sites.Tara has a favorable position in relation to complementary tourist values in the immediate vicinity:Uzice,Mokra Gora,Visegrad with numerous cultural and historical monuments ,which attract tourists excursion movements stationed at Tara in cykju satisfying the educational and cultural needs and richer content and has an excellent

predisposition of stay. Tara for sustainable tourism ,which represent each tourism which brings minimal impact on the environment and cultural heritage, but at the same time leads to the economic development of local community. Concern the most beautiful mountain in Western Serbia was entrusted to JP Tara. On national park covers an area of 19200ha.



Figure 2: Tara Mountain

2.7. Golija Mountain

Golija is mountain located in the southwestern of Serbia, west of Raske. Extends an area of 75.138 hectares in the area of five municipality. To are: Kraljevo, Raska, Novi Pazar, Sjenica and Ivanica. Mountain is long 30 kilometers, a typical by appearance, which has the shape of S. Name has received because of their size, or because of their height. Golija belongs to the inner zone of the Dinaric mountain system. It stretches in the direction east-west, in the western part of the screwdriver to the south and in the east by north. The biggest top of Golija is Jankov kamen 1833m, and other significant peaks are mount Bojovo 1748m, Pasha's fountain 1725m, 1725m Radulovac, Odvracenica 1674m, 1492 m Ticar. Golija is located between the rivers Ibar, Moravice and medium current Studenice, as well as the mountains and Radocelo Pestera. Mountain Golija was proclaimed a nature park and biosphere reserve categories and Golija-Studenica From 2001 is located on the UNESCO list, as the only reserve biosphere in Serbia.



Figure 3: Golija Mountain

2.8. Zlatar Mountain

Zlatar mountain is located in the southwestern part of Serbia. Extends between the rivers: Lim, Uvac, Milesevka and Bistrica. Belongs the group Dinaric mountains, which extend to the sea, the highest peak Golo Brdo, Zlatar, which reaches an altitude of 1627m, Zlatar spreads a length of 22km, a width of 12km. Natural qualities, medicinal properties, are aligned on a sheet Zlatar air spas in Serbia. Mountain Zlatar make fragrant meadows and clear blue lakes, which are surrounded by pine and birches. From area Zlatar prevails blend of mountain and Mediterranean climate, with more than 2,000 days of sunshine of the year. Flights are fresh and winters mild. Autumn in Zlatar is warmer than spring. Average spring temperature is 17 degrees Fahrenheit. Average temperature is 28 years, and in the winter 2 degrees Fahrenheit. Zlatar is filled with birch and conifer forests. All this has a beneficial effect, which makes it ideal for Zlatar treatment. Zlatar has a very developed tourist offer, which each visitor offers ideal conditions for fun and humor.

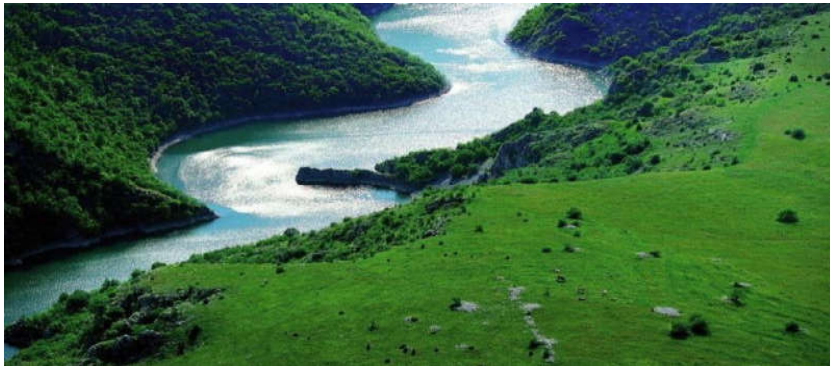


Figure 4: Zlatar Mountain

2.9. Cremani

Cremani is a quiet village, which carries out the nature, in the municipality of Uzice and Zlatibor district, in the valley between the famous mountains of Western Serbia, Zlatibor, Tara and Sargan known for its exceptional capacity. From Belgrade is about 200km, and 34km from Uzice, from Zlatibor 38km. Altitude Cremani and lovely surrounding villages is 750-850m, ideal altitude, suitable climatic characteristics, flowers, meadows, mountain slopes are covered with dense evergreen vegetation, clear springs and lush creek, and plenty of authentic rural households that provide tourist services, make Cremani a perfect getaway throughout the year.



Figure 5: Quiet Cremani

3. EAST SERBIA

Compared to other parts of Serbia, dominated east branch of the Carpathian Mountains, is less well known and frequented, though in possession of the unseen and the wild natural beauty. Central part of this area of the Homolje mountain with amazing caves placed in the heart of Homolje, Zlot caves are located on the east page Kucaj mountains and caving represent a unique challenge. Area Eastern Serbia, is famous for its incredible archaeological discoveries such as Lepenski vir.

3.1. Rtanj Mountain

Rtanj is a mountain situated in eastern Serbia, about 200km southeast of Belgrade, near Boljevca, belongs to the Carpathian Mountains, the highest peak Siljak 1565m, presents natural phenomenon of karst terrain, the mountain rises abruptly from the plain and ends almost proper bunch, many believe that the pyramid Rtanj similar to those in neighboring Bosnia. Rtanj at the foot mainly composed of sandstone and rocks, and in the higher parts of limestone. On the south side of the falls are mild, and extends to the foot of the plateau that gently descends to the Soko Banji. Northern Rtanj is extremely cut off with a sharp ridge summit. From the eastern end of the ridge, rises the main Siljak. North top side of the mountain is covered with forests and pastures, covered with plant species and abundant sources of drinking water. Rtanj is famous for its visitors. All water flows through the limestone, and then in lower parts, behind the strong parts of the edge mountain. Rtanj is favorite tourist destination for hikers amateurs, since the beginning of April until the end of October, climbing to the top of spike not only mountaineering associations but usually citizens.

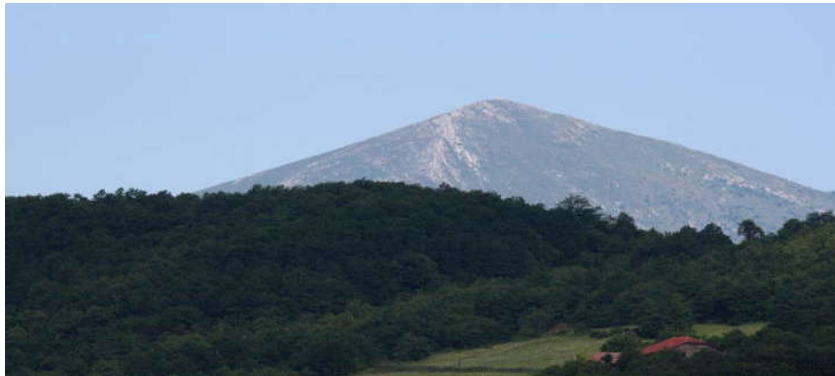


Figure 6: Rtanj Mountain

3.2. Crni Vrh

Crni Vrh (Black Peak) is a mountain in eastern Serbia, between the basins of the Morava and Black Timok, 30km from Bor. Mountain built of andesite, forested and sparsely. They have black pine forest, after which the black top and have name: Black Top, 2010 received two-seat ski lift, lift dismantled center Kopaonic, 1368m long, with capacity 1193 skiers per hour, with 169 sits. Installation on the Crni Vrh is finished in the fall 2012, and was first put into operation in 2013 year.



Figure 7: Crni Vrh

3.3. Bukovic

Bukovic is a mountain in the eastern mountain on the borders, Sokobanja, Alecsinac, and Paracinska basin. The biggest the point is Bukova head 894m, series mountain offers, a south-west. And takes the form slemena. Disaggregated the sources of rivers that flow more towards the great river the north and the south to Moravici and south Moravi. Mountain is the west with greater inclination towards the fossil belongs mountain. Bukovic block mountains, built of crystalline schists, which are the basic building blocks in

neighboring. Mountains along the main highway are not tourism utilized. And its base are two large villages Podgorac and Josanica. Two villages Podgorac, reaching poorer, and over the mountain, there are forest roads.



Figure 8: Bukovic Mountain

4. CONCLUSION

Tourism on the mountain, includes a wide array of activities for lovers of various tendencies and hobbies, or all of them together for joint love of nature and spend time in the fresh. Tradition hiking, mountaineering and skiing in our region there are more than 100 years, as evidenced by numerous documents.

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THE DEVELOPMENT OF TOURISM IN EUROPE , THE IMPACT ON THE ENVIRONMENT AND THE WAYS TO SOLVE THIS PROBLEM

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***Abstract:** This article refers to the development of tourism in the last years in Europe and how much it has helped the countries to have a better economy . Also this development has a great impact on the environment because many tourist unit ,use to much the renewable materials and they do not care about the environment .Furthermore the tourist throw many rubbish to the environment not knowing that they harm it. In the end, there will be many solutions to solve this problem so the tourist attraction stay as attractive as they are right now.*

***Keywords:** Tourism, Development, Environment*

1. INTRODUCTION

Nowadays, tourism has been one of the biggest and preponderant industries in the world. This is positive, but some times we have to look at things from both sides and if there is a problem, try to fix it.

In more detail, most people love to travel around the world but there are also people that have never had the opportunity to travel to another country or maybe another city. Now that tourism has seen major development over the last years it is pretty easy to travel around the world with a very low budget.

A lot of tourist agencies are making cheap offers that almost everyone with a decent amount of money can afford. People learn about other religions and other cultures that they may have never heard of.

This large industry offers many people a job and entertainment. Some are trying to get wealthier by working for the expansion of tourism which results to the pollution of the environment. Also some travelers do not care about protecting the environment and as a matter of fact they end up filling up the streets with trash and litter.

Summing up, we ought to solve this problem by trying to protect our earth and try to keep tourism on the highest levels of industries in the world.



2. THE GROWTH OF TOURISM

2.1 The factors which contributed in the growth of tourism

Tourism is a productive factor in the tertiary sector. It is the temporary movement of people either within their own country or in another country for the purpose of entertainment, relaxation and new knowledge and experience of getting to know other places, peoples and cultures. It divides into mass tourism and alternative. Alternative tourism is a modern form of soft tourism with respect to the environment.

Tourism is a global phenomenon, the growth of which accelerated from 1950 onwards. Some reasons that contributed to the development of tourism are:

- The increasing urbanization of the population. The people of the city have the need for contact with nature and seek some rest from the stressful pace of the city.
- Rising standards of living life, enabling costs for recreation.
- Improved transport networks (especially the air, since the plane is the main means of transportation for abroad mainly tourism) and affordable ticket prices.

2.2 How economy connects with tourism

Tourism is an important source of wealth for each country, and that is why every government tries to strengthen it with projects and decisions.

The income of a country from tourism does not only depend on the number of tourists who visit it, but also by their economic status, ie whether they have a high income or not. The number, the amount of income and the origin of tourists accept a country depending on several factors, including:

- The geographical situation

(Switzerland and Austria, which are offered for winter tourism, located in the center of Europe and on transportation axes which unite the northern and southern Europe, thus exceeding all to other countries with similar natural landscape).

- The cost of living
- Climate
- The natural environment
- The existence of antiquities and long history
- The infrastructure of transport
- The organization of tourist services

2.3 How European attractions affect tourism

Europe is one of the most important tourist destinations of the world. Only in European Mediterranean coasts attracts each year one in four tourists worldwide. France is the first country in the world in tourist arrivals. On the other hand, Spain is the first European country and the second in the world in tourist revenue, surpassing France.



Other major tourist countries of the continent are Italy, Austria, the United Kingdom, Germany, etc. Europe attracts large numbers of tourists from countries of other continents (USA, Asia, etc.) due to the high level of transport infrastructure (routes, highways, lines, etc.), the big history and the number of its monuments, its climate is ideal both for summer and winter holidays, etc.

At the same time, the high living standards of Europe and the high urbanization have contributed to the rapid development of tourism between the countries of the continent. Thus, in Mediterranean countries such as Spain, Italy, Greece etc. tourists are mainly from Germany, the United Kingdom, the Scandinavian countries.

The areas that are the most important tourist destinations in Europe are:

- The Mediterranean shores, which attract large numbers of visitors during the summer season because of the sun and the sea (over 150 million visitors).
- The ski centers of European mountain areas, where guests can make the winter skiing and other winter sports, while during other seasons tourists can roam the beautiful landscapes, go hiking, rest near lakes, graphics resorts etc. .
- Big cities, which attract visitors throughout the year, with the cornucopia of monuments, its history, modern shopping centers, cultural events, etc.

2.4 The consequences of tourism on countries

Beyond the potential for economic growth that tourism provides in a region or a country, causes problems such as:

- Deterioration of the cultural characteristics, morals and the host site customs.
- Degradation of the natural environment.
- Faster depletion of natural resources.
- Increase the value of land and property.
- Unemployment during the off season as the local economies are oriented to tourism and do not significantly develop other employment sectors.

3. The impact on the environment by tourism

Negative impacts from tourism occur when the level of visitor use is greater than the environment's ability to cope with this use within the acceptable limits of change. Uncontrolled conventional tourism poses potential threats to many natural areas around the world. It can put enormous pressure on an area and lead to impacts such as soil erosion, increased pollution, discharges into the sea, natural habitat loss, increased pressure on endangered species and heightened vulnerability to forest fires. It often puts a strain on water resources, and it can force local populations to compete for the use of critical resources.



3.1 Depletion of Natural Resources

Tourism development can put pressure on natural resources when it increases consumption in areas where resources are already scarce.

3.1.1 Water resources

Water, and especially fresh water, is one of the most critical natural resources. The tourism industry generally overuses water resources for hotels, swimming pools, golf courses and personal use of water by tourists. This can result in water shortages and degradation of water supplies, as well as generating a greater volume of waste water..

In dryer regions like the Mediterranean, the issue of water scarcity is of particular concern. Because of the hot climate and the tendency of tourists to consume more water when on holiday than they do at home, the amount used can run up to 440 liters a day. This is almost double what the inhabitants of an average Spanish city use.

Golf course maintenance can also deplete fresh water resources. In recent years golf tourism has increased in popularity and the number of golf courses has grown rapidly. Golf courses require an enormous amount of water every day and, as with other causes of excessive extraction of water, this can result in water scarcity. If the water comes from wells, overpumping can cause saline intrusion into groundwater. Golf resorts are more and more often situated in or near protected areas or areas where resources are limited, exacerbating their impacts.

An average golf course in a tropical country such as Thailand needs 1500kg of chemical fertilizers, pesticides and herbicides per year and uses as much water as 60,000 rural villagers. Source: Tourism Concern

3.1.2 Local resources

Tourism can create great pressure on local resources like energy, food, and other raw materials that may already be in short supply. Greater extraction and transport of these resources exacerbates the physical impacts associated with their exploitation. Because of the seasonal character of the industry, many destinations have ten times more inhabitants in the high season as in the low season. A high demand is placed upon these resources to meet the high expectations tourists often have (proper heating, hot water, etc.).

3.1.3 Land degradation

Important land resources include minerals, fossil fuels, fertile soil, forests, wetland and wildlife. Increased construction of tourism and recreational facilities has increased the pressure on these resources and on scenic landscapes. Direct impact on natural resources, both renewable and nonrenewable, in the provision of tourist facilities can be caused by the use of land for accommodation and other infrastructure provision, and the use of building materials.



Forests often suffer negative impacts of tourism in the form of deforestation caused by fuel wood collection and land clearing. For example, one trekking tourist in Nepal - and area already suffering the effects of deforestation - can use four to five kilograms of wood a day.

3.2 Pollution

Tourism can cause the same forms of pollution as any other industry: air emissions, noise, solid waste and littering, releases of sewage, oil and chemicals, even architectural/visual pollution.

3.2.1 Air pollution and noise

Transport by air, road, and rail is continuously increasing in response to the rising number of tourists and their greater mobility. To give an indication, the ICAO reported that the number of international air passengers worldwide rose from 88 million in 1972 to 344 million in 1994. One consequence of this increase in air transport is that tourism now accounts for more than 60% of air travel and is therefore responsible for an important share of air emissions. One study estimated that a single transatlantic return flight emits almost half the CO₂ emissions produced by all other sources (lighting, heating, car use, etc.) consumed by an average person yearly. (Mayer Hillman, *Town & Country Planning* magazine, September 1996. Source: MFOE).

Transport emissions and emissions from energy production and use are linked to acid rain, global warming and photochemical pollution. Air pollution from tourist transportation has impacts on the global level, especially from carbon dioxide (CO₂) emissions related to transportation energy use. And it can contribute to severe local air pollution. Some of these impacts are quite specific to tourist activities. For example, especially in very hot or cold countries, tour buses often leave their motors running for hours while the tourists go out for an excursion because they want to return to a comfortably air-conditioned bus.

Noise pollution from airplanes, cars, and buses, as well as recreational vehicles such as snowmobiles and jet skis, is an ever-growing problem of modern life. In addition to causing annoyance, stress, and even hearing loss for it humans, it causes distress to wildlife, especially in sensitive areas. For instance, noise generated by snowmobiles can cause animals to alter their natural activity patterns.

3.2.2 Solid waste and littering

In areas with high concentrations of tourist activities and appealing natural attractions, waste disposal is a serious problem and improper disposal can be a major spoiler of the natural environment - rivers, scenic areas, and roadsides. For example, cruise ships in the Caribbean are estimated to produce more than 70,000 tons of waste each



year. Solid waste and littering can degrade the physical appearance of the water and shoreline and cause the death of marine animals.

In mountain areas, trekking tourists generate a great deal of waste. Tourists on expedition leave behind their garbage, oxygen cylinders and even camping equipment. Such practices degrade the environment with all the detritus typical of the developed world, in remote areas that have few garbage collection or disposal facilities. Some trails in the Peruvian Andes and in Nepal frequently visited by tourists have been nicknamed "Coca-Cola trail" and "Toilet paper trail".

3.2.3 Sewage

Construction of hotels, recreation and other facilities often leads to increased sewage pollution. Wastewater has polluted seas and lakes surrounding tourist attractions, damaging the flora and fauna. Sewage runoff causes serious damage to coral reefs because it stimulates the growth of algae, which cover the filter-feeding corals, hindering their ability to survive. Changes in salinity and siltation can have wide-ranging impacts on coastal environments. And sewage pollution can threaten the health of humans and animals.

3.2.4 Aesthetic Pollution

Often tourism fails to integrate its structures with the natural features and indigenous architectural of the destination. Large, dominating resorts of disparate design can look out of place in any natural environment and may clash with the indigenous structural design.

A lack of land-use planning and building regulations in many destinations has facilitated sprawling developments along coastlines, valleys and scenic routes. The sprawl includes tourism facilities themselves and supporting infrastructure such as roads, employee housing, parking, service areas, and waste disposal.

3.3 Physical Impacts

Attractive landscape sites, such as sandy beaches, lakes, riversides, and mountain tops and slopes, are often transitional zones, characterized by species-rich ecosystems. Typical physical impacts include the degradation of such ecosystems.

An ecosystem is a geographic area including all the living organisms (people, plants, animals, and microorganisms), their physical surroundings (such as soil, water, and air), and the natural cycles that sustain them. The ecosystems most threatened with degradation are ecologically fragile areas such as alpine regions, rain forests, wetlands, mangroves, coral reefs and sea grass beds. The threats to and pressures on these ecosystems are often severe because such places are very attractive to both tourists and developers.

In industrial countries, mass tourism and recreation are now fast overtaking the extractive industries as the largest threat to mountain communities and environments. Since 1945, visits to the 10 most popular mountainous national parks in the United States



have increased twelve-fold. In the European Alps, tourism now exceeds 100 million visitor-days. Every year in the Indian Himalaya, more than 250,000 Hindu pilgrims, 25,000 trekkers, and 75 mountaineering expeditions climb to the sacred source of the Ganges River, the Gangotri Glacier. They deplete local forests for firewood, trample riparian vegetation, and strew litter. Even worse, this tourism frequently induces poorly planned, land-intensive development. Source: People & the Planet

Physical impacts are caused not only by tourism-related land clearing and construction, but by continuing tourist activities and long-term changes in local economies and ecologies.

3.3.1 Physical impacts of tourism development

- **Construction activities and infrastructure development**

The development of tourism facilities such as accommodation, water supplies, restaurants and recreation facilities can involve sand mining, beach and sand dune erosion, soil erosion and extensive paving. In addition, road and airport construction can lead to land degradation and loss of wildlife habitats and deterioration of scenery.

In Yosemite National Park (US), for instance, the number of roads and facilities have been increased to keep pace with the growing visitor numbers and to supply amenities, infrastructure and parking lots for all these tourists. These actions have caused habitat loss in the park and are accompanied by various forms of pollution including air pollution from automobile emissions; the Sierra Club has reported "smog so thick that Yosemite Valley could not be seen from airplanes". This occasional smog is harmful to all species and vegetation inside the Park. (Source: [Trade and Environment Database](#))

- **Deforestation and intensified or unsustainable use of land**

Construction of ski resort accommodation and facilities frequently requires clearing forested land. Coastal wetlands are often drained and filled due to lack of more suitable sites for construction of tourism facilities and infrastructure. These activities can cause severe disturbance and erosion of the local ecosystem, even destruction in the long term.

- **Marina development**

Development of marinas and breakwaters can cause changes in currents and coastlines. Furthermore, extraction of building materials such as sand affects coral reefs, mangroves, and hinterland forests, leading to erosion and destruction of habitats. In the Philippines and the Maldives, dynamiting and mining of coral for resort building materials has damaged fragile coral reefs and depleted the fisheries that sustain local people and attract tourists.

Overbuilding and extensive paving of shorelines can result in destruction of habitats and disruption of land-sea connections (such as sea-turtle nesting spots). [Coral reefs](#) are especially fragile marine ecosystems and are suffering worldwide from reef-based tourism developments. Evidence suggests a variety of impacts to coral result from shoreline development, increased sediments in the water, trampling by tourists and divers, ship groundings, pollution from sewage, overfishing, and fishing with poisons and explosives that destroy coral habitat.



4. WAYS TO PROTECT THE ENVIRONMENT

A lot of countries and industries in Europe are trying to solve this problem

- Financial contributions for community development and environmental protection.
- Improved environmental management and planning.
- Increased environmental education and awareness programs.
- Improved security and enforcement of environmental laws and regulations.
- Improved zoning and building codes for environmental protection and disaster

reduction.

- New employment opportunities and economic development for poverty stricken areas.

There are many examples of what individuals and organizations are doing to improve the environment for tourism and local communities.

Tourist resorts are also stepping up to reduce negative impacts and to become more sustainable.

Two examples in Florida include the west coast Tradewinds Island Resorts in St. Pete Beach, Florida, and the east coast Disney Vero Beach Resort, in Vero Beach, Florida.

Both resorts are certified in the Florida Green Lodging program, have provided leadership to protect endangered sea turtles, and have been recognized as leaders in sustainable tourism.

Environmental Commitments of the Tradewinds Island Resorts include:

- recycling
- water conservation that has reduced consumption 30%
- erosion management that includes planting of sea oats and native plant species
- coastal habitat conservation and partnering with groups like Tampa Bay Watch
- energy conservation including use of energy star appliances
- the first resort in Florida to use turtle friendly lighting
- bus stops in front of resorts

Environmental Commitments of Disney's Vero Beach Resort include:

- reducing net carbon emissions 50% since 2006 and working to become net zero
- reducing waste to landfill by 50% since 2006 and working to become zero
- commitment to no new development that does not have a positive impact on

ecosystems

- leader in protection of sea turtles and sponsor of the annual Tour de Turtles
- use of energy efficient lighting and Energy Star appliances
- prohibiting use of straws and plastic lids at the resort to protect marine life

The tourism crisis could result in further degradation of the environment, increasing the complexity of environmental problems. such as ocean acidification, climate change, pollution, and further destruction of precious habitat for biological diversity.

On the other hand the tourism crisis could also be a tremendous opportunity for the world to accelerate the implementation of the green economy, utilization of sustainable technologies, and providing leadership for the world in sustainability.



The good news is that there are organizations like The Global Sustainable Tourism Council and The International Ecotourism Society, several colleges and universities, and tourism businesses such as the Walt Disney Company, and Royal Caribbean International that are providing leadership for sustainable tourism.

More good news is that sustainable tourism practices are also good for business and can add significant revenue to a company's bottom line. In addition, sustainable tourism can turn poverty areas into thriving economic development zones.

If tour operators, hotels, resorts, and destinations, begin to accelerate their movement toward sustainable tourism, the tourism crisis can indeed be a wonderful opportunity to improve the lives of many people, reduce poverty, improve the environment, and most importantly, help our world to get on a more sustainable path.

5, CONCLUSION

In the final analysis, tourism is a blooming industry that helps financially improve a lot of European countries. On the contrary the huge development of tourism has a very negative impact on the environment. There are, however, solutions to this problem. Such a solution is constantly reminding visitors not to litter. We should solve this problem in order to protect our earth from ourselves.

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