



Abstract Book

17th Contemporary Trends
in Tourism and Hospitality

NEW SPACES
IN CULTURAL **TOURISM**

1 & 2 September 2017
Novi Sad | Vojvodina | Serbia

University of Novi Sad | Faculty of Sciences
DEPARTMENT OF GEOGRAPHY, TOURISM AND HOTEL MANAGEMENT

CONTEMPORARY TRENDS
IN TOURISM AND HOSPITALITY, 2017

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City of Novi Sad – Urban Heart of Vojvodina

Novi Sad is the capital of the Autonomous Province of Vojvodina and the second largest city in Serbia. It is the industrial, cultural, scientific, educational, and administrative centre of Vojvodina.

Seen from above, City of Novi Sad reveals itself as a city located in a vast plain, spacious and open to all directions. Fortress of Petrovaradin, a historical site, is situated on the right bank of the River Danube, whereas a tall building of Central Post Office, massive construction of Spens Sports Centre, immense headquarter of Petroleum Industry of Serbia and elegant oval edifice of Banovina (a seat of Executive Council of Autonomous Province of Vojvodina) are situated on the left. What eyes could also perceive are green oases embodied in City parks, with labyrinth of streets and alleys meandering around them and cut across with wide and straight boulevards.

Moreover, there is the Danube as an unsymmetrical, potent axe of the City, embraced with long quay and Štrand, the most beautiful city beach along the Danube.

Nowadays, a widely recognizable symbol of the City is Exit Festival, while in the past, and even so today that place has been reserved for the Serbian cultural institutions: Matica srpska - the oldest cultural-scientific institution of Serbia, Serbian National Theatre, Sterijino pozorje Theatre Festival...

Furthermore, our City, in contrast to many other European destinations, has the reputation, by full right, of a multinational, multicultural and multi-confessional metropolis in which all differences are seen as advantages.



Department of Geography, Tourism and Hotel Management

Department of Geography, Tourism and Hotel Management was established 1962 by academician Branislav Bukurov. During previous almost half century, the Department has grown and developed, which brings it today amongst the most respectable Institutes of Geography in South-East Europe.

The main professional activities of the Department are educational/teaching, scientific/research and publishing. Educational activity is provided through bachelor, master and PhD studying programmes.

Long lasting scientific researches have been conducted through several projects funded by governmental bodies, such as “Geographic research of municipalities in Vojvodina”, “Geomorphological map of Yugoslavia”, “Condition and developing directions of Vojvodina”, “Loess-palaesol sequences in Serbia”, “Demographic transition in Serbia” and “Regional Water Resources Investigations In The Scope Of Sustainable Development” (funded by UN).

The Department quarterly publishes two scientific journals: *Geographica Pannonica* and *Turizam*, and also the Department’s Collection of papers with the longest tradition. Besides geoscience, multidisciplinary activities of the Department also involve research in tourism, sustainable development, marketing, management, etc.

Consequently, quality lectures, adequacy and eminence of the professors and assistants result with prosper and competitive students successfully employed worldwide.

Contemporary Trends in Tourism and Hospitality, 2017

NEW SPACES IN CULTURAL **TOURISM**

About the conference

Contemporary Trends in Tourism and Hospitality – CTTH 2017 is an International conference regarding research in tourism, leisure, hotel management, hunting tourism, gastronomy and multidisciplinary studies such as events and meeting industry, entrepreneurship in hospitality, creative industries etc.

The CTTH is traditionally organised since 1997 and for the 17th time this year. Until 2009 it was annual, when it was rearranged as biennial event. So far the scientific meeting comprised the following topics: contemporary tendencies in tourism, sustainable tourism development, cultural tourism, economical aspects of tourism and leisure, marketing and management, hotel management, specific forms of tourism, animation and logistics in tourism, hunting tourism issues, hospitality and gastronomy.

The main aim of the conference is to put emphasis on the importance of cultural and event tourism as important factors for improvement of tourism and general economic image of certain country or region.

This year the working title of the conference is “**New Spaces in Cultural Tourism**” and the Conference is merged with one of the most exciting festival in Novi Sad – The Street Musicians Festival because we want to emphasize how New spaces – the refinement of streets and city public spaces that possess valuable architectural heritage, but also the decentralization of the city’s cultural offer and specific cultural contributions to the local community – are very important for cultural tourism.

During the conference we want to talk on the subject of how the new spaces can enrich the tourist offer of one settlement. With working title of this conference we want to encourage scientists involved in tourism to think about the new spaces in broader context which are intended for development of cultural tourism. The new spaces repre-

sent all those parts of one settlement which are not sufficiently promoted and engaged for tourism promotion. We can point out areas and objects of industrial heritage, objects and environmental entities who are under the protection and alternative spaces used by young people for meetings and gatherings. Under the new premises we mean new concepts, beliefs, views, new strategies that can lead to improvements in the quality and intensity of tourist visits.

Congress Organizer: Department of Geography, Tourism and Hotel Management, Faculty of Sciences, University of Novi Sad

Conference dates: 1st & 2nd September 2017

Congress Venue: *Rectorate building* (The campus of the University of Novi Sad), dr Zorana Đinđića 1, 21000 Novi Sad

Official Language of the conference for oral and ppt. presentations is English

Website: <http://www.dgt.uns.ac.rs/ctth2017/index.php>

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PLENARY SESSION

NEW SPACES IN CULTURAL TOURISM: A ROLE FOR UNIVERSITIES IN INNOVATION?

Rhodri Thomas

Leeds Beckett University, UK

This presentation explores aspects of the conference theme from the prospective contribution of universities to innovation in local or regional cultural tourism. It begins by reviewing what is understood about the dynamics of innovation and the role external knowledge plays in commercial, non-commercial and policy innovation processes in tourism. It then considers knowledge production undertaken by universities and examines the contribution institutions might make to innovation in cultural tourism, events and festivals. Although a critical perspective is taken, the presentation also considers how the challenges to collaboration might be overcome.

Key words: Innovation, Knowledge, Collaboration, Creativity

TOURISM AND CREATIVITY IN THE EUROPEAN CAPITALS OF CULTURE

Tamara Rátz

Head of Tourism Department, Professor of Tourism Kodolányi János University of Applied Sciences, Budapest, Hungary

During the last decades, in parallel with the globalisation of mass tourism, a new trend has appeared in the global tourist market: specialisation as opposed to homogenisation. The increasing ratio of experienced travellers has brought about new demand patterns, and has influenced the services offered by many destinations and companies. The importance of creative tourism products has been increasing: the role of imagination, creativity and innovation has become central, leading to the creation of financially profitable products based on site-specific features.

The European Capitals of Culture project has been one of the most successful European Union initiatives in the fields of culture and creativity, urban development, social cohesion building and tourism. Each participating city organised and experienced their year slightly differently, starting from the interpretation of the European dimension of their programmes through defining a wide range of goals and objectives in the fields of cultural development, economic regeneration or tourism promotion, to experiencing different problems with regard to the planning and delivery of their activities.

In 2010, Pécs in Hungary, Essen (together with the Ruhr region) in Germany, and Istanbul in Turkey shared the ECoC title. The three cities were characterised by highly different population sizes, socio-economic history, political status, cultural reputation or destination image, but they all aimed to transform their identity and image in order to become more attractive places for residents, investors, and visitors. The presentation will explore the issues of creativity, co-creation and co-opetition with relation to urban tourism development, based on examples from Pécs, Essen and Istanbul as well as other ECoCs.

Key words: Creativity, competitiveness, city tourism, European Capital of Culture

SUBURBAN NEIGHBOURHOODS: HIDDEN TREASURES FOR CULTURAL TOURISM DEVELOPMENT

Milena Dragičević Šešić

Faculty of Dramatic Arts, University of Belgrade, Serbia

Now day's tourists are looking for a genuine life experiences which are not advertised in an official promotional materials. If they feel safe enough, they like to wonder around, to walk without a set itinerary, discover hidden and not yet „branded“ neighborhoods and that way, participating in an everyday life of its inhabitants, experiencing the true (not only desirable) spirit of a city.

Cultural habits and practices that might become goods and services, especially if they are contextualized and arranged around an event, such is the the Street Musicians Festival, are inexhaustible resources for the (re)interpretation of a city's physical environment (nature, streets, houses, architecture, historical and modern edifices). Events, from family gatherings and celebrations to public festivals, as a soft fabric of cities, are always giving different meanings to the same or changed physical space and, maybe before everything else, the best

certificates of city identity and not less important, safety and security. The paper will discuss how city's neighborhoods could evolve towards an alternative lively centers, free from heavy political stamp (administrative, economic, touristic, etc.), as a perfect settings for a spontaneous moments of pleasure.

All citizens, if encouraged to share their memories and express their changing identities, are able to reinvent their surroundings and create unique experiences for their families, associates and friends, and tourists are always enjoying in such occasions because they are witnessing and participating in something so ordinary and so exclusive at the same time. That is why tourism policy, that wants to attract a demanding but generous tourist, should be forged in partnership with civil society organizations, artists and cultural professionals. Few examples will be presented from the cities from the region and around the world ("Yellow House" Beirut, "Kuba project" Istanbul, Lyon Tony Garnier, Rio, Cairo, etc.).

The text will show how civil society cultural agency and more specifically artistic participative projects, can achieve more than social intervention through creative practices – the real reconstruction of urban neighborhoods and its public spaces, using all the potentials and cultural resources, creating new narratives and contemporary identities.

Key words: urban neighborhoods, civil initiatives, cultural habits, cultural tourism, cultural memory

CULTURAL INFRASTRUCTURE PROJECTS WITHIN THE PROJECT 'NOVI SAD – EUROPEAN CAPITAL OF CULTURE 2021'

Darko Polić

President of the Working Group for Capital infrastructure projects in the framework of the realization of the project 'Novi Sad 2021 - European Capital of Culture'

The city of Novi Sad was elected to the European Capital of Culture in 2021, based on bid - book with a list of carefully selected projects for the development of cultural infrastructure. All the objects and proposed spaces cover one of the themes that are relevant to contemporary urban urban development, promoted by the European Commission as successful examples of cultural transformation.

The selected projects are based on promotion of creative industries, participation of institutions, formal and informal associations

of citizens and creative individuals, as well as promotion of good urban design. In this sense, the projects support activities in the field of development of creative and educational potentials (renovation of the Chinese district as a city creative district and Youth Creative Polisa and the construction of the Music and Ballet School with a concert hall), promotion of culture and contemporary civil creativity and activism (Cultural Center project) and arranging public spaces and communications (a pedestrian-biking bridge over the Danube and 46 urban pockets in each of the city's local communities).

The projects were carefully selected on the basis of previous research, but also on the basis of medium-term plans for the development of Novi Sad. In addition to the selected projects, it is necessary to start other, which will raise the quality of public spaces in all parts of the city, with special emphasis on reconstruction of architectural heritage and public green areas. In line with this strategy, but also the guidelines from the approved bid-noise, special efforts must be made to improve the existing tourist capacities of the city.

In this sense, besides increasing the number of bearings (different structures), all these projects are also directed towards improving the image of the city, ie its branding as a preferred tourist destination. For all these projects it is necessary to launch all available capacities in order to compensate for the previously missed opportunities for Novi Sad to become the prototype of the culture of the whole of Europe in 2021, ie present its traditional and contemporary cultural creativity and preserved cultural heritage.

Key words: European capital of culture, cultural infrastructure, creative industries, civil participation, Novi Sad.

CULTURAL BUBBLES INSIDE TOURISM SPACE

Aleksandra Dragin

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Novi Sad has become an important cultural tourism niche for the tourism types in which travel motivations are based on cultural offer of a destination. The illustrative example is cruise tourism in which Novi Sad has distinguished itself in the last 15 years as an attractive river cruising destination. It seems that this contingent of tourists has similar needs, since they mostly belong to the baby boomers population group and they are attracted by architecture, tradition and inte-

reaction with the local population. Based on that knowledge, it seems that tourist offer can be easily designed.

Cohen says that in mass tourism “the modern tourist is not so much abandoning his accustomed environment for a new one as he is being transposed to foreign soil in an ‘environmental bubble’ of his native culture”. He argues further that a mass tourist “views the people, places, and culture of [that] society through the protective walls of his familiar ‘environmental bubble’” (Cohen, 1972:166–167; Jaakson, 2004: 44).

It has been confirmed that cruise tourists arrive to Novi Sad from approximately forty countries all over the world. Surely, each of the tourists experiences the destination through their own cultural bubble and its holders - the local population. The research data indicate that one in four cruise tourists arriving to Novi Sad are from the United States.

The idea of this study was to examine how potential tourist offer creators, the members of our national culture, our youth, would experience the culture of the United States. Hofstede’s model based on cultural dimensions theory: power distance; individualism vs. collectivism; uncertainty avoidance; masculinity vs. femininity; long-term orientation vs. short-term orientation; indulgence vs. restraint was used in the research. Respondents were divided into two groups: those who have lived and worked in the USA (the sample A) and those who have not lived in the USA (the sample S). The initial part of the questionnaire contained questions related to social-demographic profiles of the respondents and additional issues were added related to their stay in the United States for the sample A. The key part of the questionnaire referred to the perception of American culture. The respondents (both samples) selected one of two offered opposite statements of 82 items, divided into six dimensions. In each sample index values were determined for the dimensions mentioned, which were also compared between sample A, S and the original Hofstede’s sample. The third part of the questionnaire was related to the source from which respondents obtained the information about American culture (the sample A).

The findings indicate that personal experience of temporary residence in the United States has had the highest impact on the perceptions of American culture (the sample A). In that case, are the answers different between the samples A and S in 82 items of six dimensions of Hofstede’s model? These are the key results of the research, which can be used by tourism-policy makers.

Key words: cultural dimensions theory, Hofstede, American culture, tourist, Serbia, cultural bubbles

TRADITION AND INNOVATION IN THE FESTIVAL TOURISM OF SOUTH TRANSDANUBIA

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The festival tourism in the past decade has become one of the most significant tourist sectors in Hungary. In line with the international trends, the cultural programs play an important role in the tourism supply of Hungary. In the tourist competition there is a growing need for events and programs which concentrate on special aspects of cultural life. In the varied tourism supply of South Transdanubia there is an expanding group of festivals which connects to the intangible cultural heritage. These festivals can be divided into numerous categories by their offer, but the events linked to wine and gastronomy stand out from the rest of the tourism supply. The central elements of this type of festivals are the wine and the gastronomy and there are various additional services and programs. These festivals are really important for the cultivation of the traditions from generations to generations, for example in keeping alive the ethnic culture. That festivals related to these traditions are also the bearers of innovation, because they create marketable tourism products from the heritage values. The interactivity is an important factor in today's tourism, and one of the most important scenery of this are the festivals. At the festivals the visitors have the possibility to taste or prepare local products, furthermore they get an insight into the secrets of folk professions and traditions.

The aim of our research is to investigate the festival tourism of the South Transdanubian Region and introduce case-studies about wine and gastronomy festivals, which are the two dominant types of festivals in the region.

Key words: South Transdanubia, heritage, festival, wine, gastronomy, tradition, innovation

THE EFFECT OF BICYCLE RENTAL SYSTEM „NSBIKE“ ON TOURIST OFFER OF NOVI SAD

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The number of bikes has significantly increased at the beginning of XIX century, and shortly became widespread. Its low production cost, availability, healthy lifestyle trends and movements for sustainable development during the last decades, helped the bicycle to become the most widespread mean of transport in the world. In order to use the bike in greater numbers and for tourist purposes, it is necessary to ensure the possibility of renting bikes to tourists at tourist destinations. The aim of this paper is to determine the impact of „NS bike“ (Bike rental system) on tourist offer in Novi Sad. The results confirmed initial hypothesis that well-designed bike rental system directly affects the differentiation of the tourist offer of Novi Sad and increases the competitiveness of the city as a tourist destination. Bike rental systems in cities around the world are fast growing. Novi Sad became the first city in the Balkans, which has organized a public bicycle rental system on the principle of sharing. The number of users, and rental stations are constantly increasing, and nearly 30% of users are from other parts of Serbia and abroad. The system was primarily designed and developed as an alternative transport system. However it also has a positive impact on the image of Novi Sad as a tourist destination. This system is the most important service provided by „Parking service“ company in terms of tourism, and it is a tourist attraction itself, which is already included in the official tourist offer of Novi Sad.

Key words: Citytourism, bicycle rental, „NSbike“ system

CONTRIBUTION OF EVENTS IN STRATEGIC POSITIONING OF A DESTINATION ON A TOURIST MARKET: CASE STUDY OF KASTAFSKO KULTURNO LETO

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Over the years, tourists have been showing a more and more growing interest in attending and participating in cultural and similar specific events, which resulted in it becoming one of the most developed parts of the contemporary tourism industry in the world. Organization of events brings numerous socioeconomic benefits, respectively, growth of total tourist turnover, stimulation of the interaction between tourists and domestic population in the host-destination, and achieving higher level of recognisability, and competitive strategic positioning of not only the offer, but the destination itself on the tourist market. One of the cultural events that definitely needs to be pointed out as a part of Croatian tourist offer is Kastafsko kulturno leto, which is being organized in the summer period in the city of Kastav, in Primorsko-goranska County. This event represents a unique synergy of various musical, drama, film, literary, educational and other facilities, in which participate not only domestic, but foreign interpreters as well. The diversity of offer within this event can satisfy the desires and “appetites” of tourists who seek new and different cultural experiences, as well as exploring new and unique destinations with a cultural-historical tradition, such as Kastav. The purpose of this paper is to point out the importance of events based on culture in function of enriching the total tourist offer of a destination, and its contribution towards achieving successful strategic positioning on the tourist market. The goal of the paper is to point out the importance of Kastafsko kulturno leto as a cultural event in improving the competitiveness of the city of Kastav as a tourist destination.

Key words: Cultural events, tourism, Kastafsko kulturno leto, strategic positioning, competitiveness, tourist destination

CREATIVE CITIES – CENTRAL EUROPEAN MODELS OF URBAN REGENERATION

Nataša Urošević

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The paper will presents results of the research related to sustainable development potential of creative cities of Central Europe. The conceptual framework of the 'creative city' offers, namely, a new framework for reflection on Central European historic cities as vibrant spaces of fruitful cultural exchange and intercultural dialogue, based on creative reinterpretation of the common, multicultural European history and heritage. In the new global context, characterized by economic crisis, growing social inequality, political uncertainty and intolerance, such transcultural spaces, as specific cultural crossroads and guardians of historical memory, allow and encourage intercultural communication, education for democracy and peace, protection of human rights, dialogue and tolerance. The comparative study will show how selected Central European cities use their local cultural resources, a common European heritage and creative potential of their citizens in sustainable urban development. The research will focus on cultural specificities of each city and models of valorisation of their cultural identity and cultural diversity, which make them unique on the cultural map of Europe. Culture will be thereby considered an essential driver and enabler of sustainable urban development based, in a broader context of cultural economy, on the strategic use of local culture, local resources and local participative democracy. In the framework of the current European strategic and policy documents related to the common European heritage, the Year of Sustainable Tourism for Development, as well as the European Year of Cultural Heritage, special emphasis will be given to benefits of valorisation of fortified heritage in sustainable tourism for the local community development. Starting from the analysis of the European best practice and ongoing projects of international networking in the field of sustainable heritage management of fortified systems in Central Europe, the author will present possible models of valorisation of fortified heritage, using as examples case studies from Croatia, Italy, Slovenia, Austria and Poland. Bearing in mind the current need for international cooperation and development of cultural and creative tourism networks in the broader region, some ideas for international networking will be proposed.

Key words: creative cities, urban regeneration, fortified heritage, cultural tourism, Central Europe

25 YEARS OF DEVELOPMENT OF EVENTS IN LJUBLJANA, SLOVENIA

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Ljubljana, the Slovenian capital, has become a very popular destination in the last few years. The city actually vibrates with the frequency of tourists and local people. With their offer on the public surfaces F&B providers bring to life the city centre early in the spring. During the summer months, the hustle and bustle of the capital is enriched by numerous entertainment events. For purpose of our research we divide them into two groups: those events that are payable and events that take place in public areas of the city and are for visitors free of charge. Our research focuses primarily on the events of the second group. The purpose of the paper is to present the qualitative and quantitative development of those events in the Slovenian capital over a period of 25 years. We are looking for answers to the questions: a) what was happening in Ljubljana in the field of events in the years prior to the independence of the state of Slovenia, b) which were the key milestones in the revival of the city centre with events and c) what is the situation 25 years afterwards. In the first part we present recognizable events that took place in Ljubljana in the 80s of the 20th century until the independence of the country. We continue with description of the period of the new start of organization of events in the city. In the central part of the paper we focus on the time in the new millennium to 2007, which is closely related with cooperation of public and private sector. We conclude the paper with the presentation of the situation in the field of events on public areas in Ljubljana from 2008 to 2016. Data are obtained from secondary sources (available articles in magazines and newspapers, reports from competent authorities, websites) and from primary sources (semi-structured interviews). We use the method of describing, comparing, selecting and analysing responses of interviewees. This paper is the first step of the future extensive research on the historical development of events in Ljubljana.

Key words: Tourism, Event management, Ljubljana

COST MANAGEMENT AT THE AREA OF THE AIRTRAFFIC MEZZOECONOMICS

Saso Kozuharov

University of tourism and management, Skopje, Republic of Macedonia

Parallel with the rapid development of information technology, in nowadays globalization of the world economy and fast society transformation, airline industry changes, develops and improves significantly.

The growth of the demand of air traffic services during recent years is more noticeable and it becomes the center of passengers' attention in comparison to the other means of transportation. The advantage of connecting two distances, the fast transportation and the efficient usage and savings of time as a resource are some of the reasons which bring up to the airline industry expansion.

In order to keep the clients and satisfy their needs and desires, the management in airline companies is of great importance for the success and survival of certain company at the market in contemporary conditions of great competition.

The successful management, among the rest, is based on economic and financial management in the company itself. The capacity of quality management, segmentation and cost organization in an airline company which deals with global changes and fast technology development on daily basis, represents a real change for the managing expertise today.

For that reason, the study of the below presented work directs its research towards defining and expressing the meaning, influence and dynamics of economic costs organization and management in an airline company.

Key words: costs, planning, management, mezzoeconomics, finance, competition, expansion

POPULATION AGEING - PERIL OR PROMISE FOR TOURISM POLICY IN SERBIA?

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Demographic trends significantly impact tourism industry and often are used as an important pillar of tourism development policies. At the beginning of 21st century, population ageing is recognized as one of the most important demographic, economic and social issues and challenges. Population and labour force ageing, in particular, raise concerns about future tourism development. The Europe 2020 strategy for a smart, sustainable and inclusive growth emphasizes the need for promoting active ageing policies. Active ageing policies could be proposed as an instrument to mitigate the issue of population ageing. This means that older inhabitants (population aged 65 and older) could be included in the labour market on tourism supply side. When addressing demography topics, tourism researchers and policy-maker often use third-party data, sometimes too general to be applicable to a particular area or a country. Therefore, the aim of this research is to employ population projection to the specific country – Serbia, and by using different indicators of population ageing to give a starting point for tourism policy development. The rationale behind choosing Serbia lies in the fact that the country embraces tourism to jump start socio-economic development and to uphold sustainable regional development. At the same time, the population in Serbia is among the oldest in Europe. In 2011, the average age in Serbia was 42 years and the share of population aged 65 and over was about 17,3 percentage. During next few decades the share of the population aged 65 and over will increase even more and until 2050 it will be between 25-30 percentages. The results of population projection and tourism policy analysis disclose opportunities for sustainable tourism development and for the implementation of active ageing measures.

Key words: Population ageing; Tourism policy; Active ageing; Serbia.

TOWARDS ALTERNATIVE APPROACHES TO SUSTAINABILITY - COMMUNITY APPROACH AND ROLE OF TOURISM INDUSTRY

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The aim of this study is to identify the state of the art of criticized elements of sustainable tourism in a tourism destination considered as marine bay in Albania, and the factors impacting the principles review for the sustainable tourism management plan.

Some issue on sustainable tourism development regard to main issue: changing meanings of sustainable tourism and debate on sustainable tourism management, going further with some forms of STD in some specific marine bay in Albania, ending with some review from Samit on STD hold in NY-USA, 2015. This article aims to identify beyond the importance of the revised theory of management on sustainable tourism and use of tourism as an instrument for achieving sustainability, the fact that attempts to establish forms or activities that align sustainable development are in fact much more stable than the whole process of sustainable development. That is to say one way or another these activities, aiming the use of alternative forms of sustainable tourism, do not do anything but bring the involvement of the community (or at least awareness), growth of partnership (or at least cooperation among them) pressure from local media or groups of interest (or at least their involvement within the cooperative network), awareness of tourists on the negative effects (and not only the education of the community). These, and not only, are particles of the principles of the development of sustainable tourism, but partially achieved, but at least realized and not left only on paper or underlines that have stated and restated over time the sustainable development of tourism. Sustainable tourism is used as a strategy or tool for the realization of sustainability and although this has actually been very controversial these past 30 years, is now certified, but what remains to be highlighted and what the article cites firmly is that attempts to establish partial activities, aimed at / affecting perhaps not entirely one or several aspects of principles is much more important and present to make comparisons with the future rather than just the theoretical review of principles. All this implies the importance of highlighting the involvement and realism of as many such activities rather than in fact the emphasis and the attention to achieve all the principles of STD (first goal).

The second purpose of this paper is that it is intended to be tested through the selected Maritime Tourism Area, and actually, it is precisely the testing of two principles of sustainable tourism for a concrete case study. So, what we extract as a problem and set as a goal

of this work, and further review through literature review will be reviewed and tested through the appropriate methodology for this case. So, there would probably be an attempt to answer the questions:

1. How much does the industry focus on the needs of the tourists rather than on its own needs?
2. Does this obvious interest of the industry of tourism on cases of sustainable tourism related and aim more on marketing or simply altruist faith on sustainable tourism?

Key words: sustainable development, sustainable tourism management, community, principles

THE PRACTICE OF BRAND AND IMAGE DEVELOPMENT OF TDM ORGANIZATIONS IN HUNGARY

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The big challenge of the 21st century during tourism planning is the development of a lasting image and a matching aspect. Today's modern world, ruled by the internet, it is difficult and easy at the same time to serve the different expectations of tourists, to shape and influence their before and after image. Besides the actors and services of tourism, the management organizations of destinations are going to get a more pronounced role in this because one of their main tasks, within marketing, include the branding and image building as they have active relationship with both the supply and demand sides.

In our study we are going to introduce, on the bases of a questionnaire, the attitude of certain Hungarian TDM organizations towards the mentioned issues and what experiences do they have in this field. It had turn out during the research that though the marketing and image building are more and more important most of the destination states that in many instances they do not have the proper base to start it. We highlight the strongholds and weaknesses of this field in Hungary. During another research we had done an examination regarding the image and brand shaping in Pécs and Sopron, thus we are going to introduce the practice of image and aspect shaping of two classical, culturally and historically important cities.

Key words: Tourism destination management, Image, Brand, Pécs, Sopron

SPECIALISED KNOWLEDGE MANAGEMENT IN GLOBAL TOURISM

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The research subject in this paper is the compatibility between the profession/knowledge in tourism and the needs of special interest tourism (sustainable cultural tourism). Given the 1.23 billion tourists in international tourism (in 2016), a necessity imposes to analyse adaptation of knowledge and skills to the needs of modern tourism. WTTC (*World Travel and Tourism Council, 2014*) stresses the need for the harmonisation of the challenges of tourism development with the quality, adaptation and diversification of the workforce which is prevented due to the "holes" in skills and to difficulties in staff recruitment (absence of "professional" roles, "soft" knowledge, as well as the perception of the industry). The main hypothesis of this paper is the relationship between the specialisation of personnel and risk management (seasonality, staff retention, offer uniformity). Changes in the existing educational patterns (adapted mainly for the needs of mass tourism) can generate positive externalities in tourism, especially of those destinations which have the problem of a high seasonal load. The aim of the research is to synthesise stakeholders' essential activities (micro/macro levels) in the form of recommendations, for the purpose of improvement of knowledge and skills in tourism (smart specialisations), encouraging innovations in professions, interaction of science and practice, as well as partnership in tourism. Through developmental modalities (creative and cultural industries), cultural tourism can create new values in the tourism production chain of destinations, raising added value for visitors and contributing to the repositioning of destinations in global tourism. The research result is the proposal of a balance model (education and tourism needs) and identification of the effects of education on the tripartite stakeholder level (tourists, local population, other stakeholders), in accordance with the requests of the "new" tourism.

Key words: Tourism, cultural tourism, education, smart specialisations, strategies, stakeholders

SMART TOURISM DESTINATION COMPETITIVENESS – FOUNDATIONS AND DEVELOPMENTS

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One of the most important challenges that tourism industry face nowadays is how to manage the adoption of technology-based innovations towards quantifiable competitive gains and, in the end, increase local competitiveness as well as productivity. Tourism destinations are continuously striving for strengthening the sustainable development of tourism through innovation and technology, and providing travel experiences to the visitors better than the other destinations. Smart destinations represent an innovative expense based on integration of ICTs into physical infrastructure, with an aim to contribute to the sustainable development. Destinations tend to become „Smart destinations“ while simultaneously increasing competitiveness and placing the visitor in a limelight. Thus, innovation, smart competitive advantage, as well as a smart specialization, enable creation of different tourist destinations. The aim of this paper is analyzing the fundamental constructs of a smart destination, and providing a holistic framework for smart tourism destination competitiveness through co-creation of value, experiences for travellers, as well as competitiveness compared to the other destinations. This paper defines smart tourism destination, and, furthermore, briefly dissects traditional understanding of tourism destination competitiveness. Afterwards, the paper sheds light on current smart tourism trends and many other aspects which differ smart destinations from others.

Key words: Smart destination, destination competitiveness, smart tourism destination competitiveness, concept, innovations, smart specialization

DESTINATION BRANDING: INSIGHTS AND PRACTICES FROM SPAIN

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As the competition is becoming more intense, an increasing number of destinations or places struggle to make them visible in the global tourism market. Creating a distinctive destination brand in order to maintain a uniform positioning of a place, region or country among the world travelers is a complex and challenging task. The aim of this paper is to demonstrate an innovative approach to destination branding on the case of Spain that has been one of the main touristic countries on the world market attracting many people. The study is based on analysing several ways of branding and different marketing techniques as well as some advertising campaigns used in Spain throughout the years. In order to build future destination brand based on the key destination strengths, SWOT analysis was made and authors identified unique challenges of branding in tourism destination contexts. Also, analysing different branding strategies that have worked for Spain could be helpful in other emerging countries as far as tourism is concerned.

Key words: Destination, Branding, Marketing strategies, Spain

CHARACTERISTICS OF SPORTS TOURISM OFFER IN THE ISTRIAN COUNTY

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Sports has been registering its growth and development from ancient times. Over the years, it has become an inevitable part of a contemporary tourist offer. Today's life is becoming more and more turbulent, and due to numerous business and private obligations, people have less time for sports activities, which in the end has negative implications on their health. Sports activities have a huge impact on health improvement, respectively they contribute in achieving complete physical and

mental satisfaction of people who undertake vacation particularly dedicating it to this form of tourist offer. Over the years, Istrian County has been paying attention towards increasing the level of quality and diversity of its Sports Tourism offer, but still hasn't reached its full capacity. The purpose of this paper is to present how Sports tourism contributes to development of a competitive tourist offer. The goal of this paper is to analyse the state of Sports Tourism offer in the Istrian County, and based on the findings to propose future possible activities necessary for further development of Istrian Sports tourism offer.

Key words: Sports Tourism, Istrian County tourism, Croatia, competitiveness, tourist market

PRESENTATION OF THE STATE OF TOURIST OFFER OF THE CITY OF ZADAR AND POSSIBLE DEVELOPMENTAL PERSPECTIVES

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Tourist market has undergone significant changes in the last thirty years in terms of tourist preferences. Tourists are showing greater interest for different forms of tourist offer, among which is visiting cities as tourist destinations and acquiring new and different experiences. All over the world, numerous cities have recognized numerous advantages brought by tourism and invested significant efforts and funds in developing its offer. As a result, they became well known and recognized tourist destinations, which base their offer on their natural, cultural-historical and other resources. Successful development of city tourist offer brings significant advantages for not only the city itself, but for the whole country as a tourist destination, considering the possibility of formation of a recognizable tourist image. Among Croatian tourist destinations, it is necessary to point out the potential of the city of Zadar, which indeed possesses all the necessary resources as a main precondition of development of a competitive tourist offer. Zadar still hasn't reached its full capacity in terms of tourist offer development. In the paper, the author will present the state of Zadar's tourist offer, and propose developmental directions necessary to implement in order to achieve further competitive advantages.

Key words: Tourist offer, the city of Zadar, the analysis of the tourist offer

COMPARATIVE ANALYSIS OF DENTAL TOURISM DEVELOPMENT IN CROATIA AND HUNGARY

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Dental tourism, as a part of the contemporary tourist offer, is not only a combination of treatment arrangement, flight and leisure; its development is viewed as an economic process and an opportunity for the realization of a competitive tourist offer. The purpose of this paper is to present a high development potential of dental tourism in Croatia, which can reinforce Croatian tourist offer on the global tourist market. The objective of this paper is to analyse the current state of dental tourism offer in Croatia and conduct a comparative analysis with Hungary as one of the leading world destinations of dental tourism. To facilitate dental tourism's integration into the Croatian tourism offer, it is mandatory to monitor global tourism trends and apply the practices and standards of advanced tourism countries which are active in the dental tourism market. Further development of dental tourism and the enhancement of its offer could achieve numerous benefits such as the prolonging the tourist season, raising the overall employment, growth of the tourist turnover, and achieving competitive advantages on the tourist market.

Key words: Dental tourism, Competitiveness, Croatia, Hungary

ORGANIZATIONAL ETHICAL CODE AS A FACTOR THAT SHAPES EMPLOYEES' PERCEPTION OF SOCIAL RESPONSIBILITY – A CASE STUDY: HOTELS IN KOPAONIK (SERBIA)

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Employees represent an important resource for gaining business success. However, their behaviour and attitudes might significantly differ, which is one of the reasons why organizations seek to establish some kind of a normative system in order to shape employees' behaviour and limit the possibility of undesirable outcomes. The most common system for shaping the employees' behaviour and attitudes is an ethical code, which is therefore researched within this study in order to establish its influence on the employees' perception of activities related to social responsibility, due to the fact that business should be in balance with the development of the society. The research was conducted among 211 employees of hotels located in the tourist complex of Kopaonik, popular destination of winter tourism in Serbia. Based on a theoretical multidimensionality of the concept social responsibility, employees in this research were divided into those oriented towards Philanthropic (charitable and volunteer activities), Legal (adhering the law), Economic (economic obligations towards stakeholders) and Ethical (expected activities, not prescribed by law) aspects of social responsibility (Carroll, 1979). Results show that the implementation of ethical code in hotel business affects employees' perception regarding the Legal ($F=3.178$; $p<0.05$) and Economic dimensions of social responsibility ($F=4.137$; $p<0.05$). Perceptions of Legal and Economic dimensions of social responsibility are higher among respondents in hotels with established code of ethics in comparison with those who are not sure if there is such a code in hotels they work for, as well as in hotels where ethical code is not implemented. It seems that ethical code, through specifying the rights and duties of employees, enhances

the perception of legal and economic aspects of social responsibility in business. Also, the higher perception of Philanthropic ($t = -2.506$; $p < 0.05$), Legal ($t = -2.932$; $p < 0.01$), Economic ($t = 4.223$; $p < 0.01$) and Ethical dimensions of social responsibility ($t = -2.217$; $p < 0.05$) are represented in hotels with ethical code in written form, so it seems that ethical codes contain parts that refer to social responsibility. Beside theoretical contribution, research results could have practical implications, due to the fact that transparent and concise ethical code obviously shapes employees' attitudes and further behaviour.

Key words: Ethical code, Employees' perception, Social responsibility, Hotels, Kopaonik

TRAVEL CONSTRAINTS TO CITY BREAK TRAVEL – CASE STUDY: NOVI SAD, VOJVODINA, SERBIA

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Travel constrains in general can be described as barriers or blockages that inhibit continued use of recreation service, but maybe better definition was given later by Jackson (1991) which described them as factors that “limit the formation of leisure preferences and ... inhibit or prohibit participation and enjoyment in leisure”. Most researchers distinguish three categories of constrains: interpersonal (attributes of the individual) intrapersonal (social interaction) and structural (characteristics of the physical environment). In recent times cities emerged as principal centres of human activity and can be perceived as places that facilitate a diverse range of social, cultural and economic activities and where tourism and entertainment form major service components. Novi Sad is the second largest city of Serbia, the capital of the autonomous province of Vojvodina and the administrative centre of the South Bačka District. This research deals with limitations for city break travel, tourists which visit Novi Sad. Authors used analytical hierarchy process (AHP) method with aim to rank constrains in city break travel. Preliminary results indicate that structural constrains (0.633) are most dominant, followed by intrapersonal (0.199) and least dominant are interpersonal constrains (0.169).

Synergy of results, 22 items in total, indicate that most dominant constraints are: Travel is too expensive (0.078), Business obligations limit my travel (0.072), Travel involves too much risk (0.060), and least dominant: I don't have time to travel (0.017), Too much traffic on destination (0.022), I don't have enough information about a place I plan to visit (0.029). This research showed that most dominant constraint factors are structural in nature, criteria weights on first level of hierarchy and synergy of results criteria weights acknowledge that. The study showed that the consistency ratio (CR), according to the AHP method, is 0.07 (CR<0.1), indicating that the study is reliable and accurate and that therefore there is no need for adjustments in the comparison between criteria.

Key words: Travel constraints, city break, Novi Sad, analytical hierarchy process

HUMAN RESOURCES MANAGEMENT AND JOB SATISFACTION – A CASE STUDY FROM THE GREEK HOSPITALITY SECTOR

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In a globalized, highly competitive environment, service oriented enterprises have come to realize that enhancing service quality and increasing customer satisfaction are crucial to their survival. Given the fact that service quality depends on employee performance, they are called upon to the creation of customer-centric strategies. Concepts such as job performance, exhaustion or burn out and job satisfaction are directly linked to the degree of the employees' commitment to work and the quality of work. Some of the actors that affect the above are -but are not limited to- the employees' wages, hours of work, the work environment, the sense of safety and security, the degree of employee involvement, the sense of purpose of work, any benefits included in the pay system, the culture of the enterprise.

The hospitality sector is one of the pillars of the Greek tourist product, which - in the summer months, in particular - relies heavily on the full utilization of the potential of the available workforce in the sector. For the current situation to be further investigated, a case

study was carried out in a hotel complex, which is located in the area of the Peloponnese.

The purpose of the survey is to investigate the levels of job satisfaction that the employees get from working in this particular company. In order for the research objectives to be met, a primary quantitative survey was designed and implemented, using a questionnaire, which is closed questions (a total of 25 questions, 4 open questions and 21 closed questions). The survey involved a total of 25 employees accounting for 50% of all employees. According to this survey, it emerged that although the enterprise is in the maturity phase, staff show high rates of job satisfaction, a high degree of loyalty to the firm, and are not interested in seeking employment with another employer.

Key words: human resources, job performance, burn out, job satisfaction, loyalty

NATURAL AND CULTURAL RESOURCES AND THEMATIC ROUTES

ECO MARINAS – BEARER OF SUSTAINABLE DEVELOPMENT OF NAUTICAL TOURISM CASE STUDY MARINA TUČEPI

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The Croatian coast is abundant with many smaller settlements situated around traditional historical ports. Those sites have significant cultural and historical heritage and a long tradition of maritime affairs. By taking on modern trends in tourism local government has increasingly been attracting investments to traditional small ports. The intention is to ensure sustainable development of coastal and island communities through revitalization in all aspects, first of all in socio-economic and cultural aspects. Recognizing the trends in the nautical tourism market in Croatia, as well as in the wider surrounding, a space has been created for preserving the tradition, using characteristics of nature and port infrastructure at the same time in order to realize the development of nautical tourism in small coastal areas.

Endeavor in developing any tourist offers on the Croatian coast, including nautical, meets large limiting factor: *space*. High-quality spatial management is of utmost importance because it directly influences the economic outcome of nautical ports and complementary activities in coastal and island settlements. Given the various limiting factors, traditional ports should build their competitive advantage on nautical port management exclusively based on sustainable development.

This paper deals with the case study of Marina Tučepi in order to present the advantages and threats of inclusion of smaller places in modern nautical corridors, and above all the possibility of preserving the natural basis through the application of the principle of sustainable development.

Key words: sustainable development, nautical tourism, spatial management, eco marinas, traditional ports

USING THE SYMBOLISM AND ETHNIC IDENTITY OF TRADITIONAL SZEKELY GATES IN CULTURAL ITINERARIES

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The gate represents an important component of the Romanian domestic life since historical times, functioning as a barrier between the sacred family space from inside and the household and the impure space outside. The traditional wooden gates regardless of their location, have been inscribed with different specific elements while simultaneously conserving a common symbolism. As such the wooden Székely gates, found all over the areas inhabited by this ethnic minority, represent a true accumulation of Romanian rituals and symbols while being in the same time an element of ethnic identity. In this context, *the aim* of the study is to highlight the traditional ethnographic heritage with real implications for cultural tourism as well as to establish the coverage area for this traditional element and to demonstrate the potential these gates have as an attraction of cultural tourism in the area.

The objectives of the study consist in identifying the main areas of distribution for Székely gates in Transylvania, the significance of their main traditional symbols (motifs, colours, sculptures, paintings) and the level of their current national and international tourism promotion and marketing. *The research methodology* comprised direct observations, GIS techniques and the usage of the inquiry method (semi-structured interview). *The results of the study* emphasized a considerable diminution of the representation area of the traditional Székely gates as a direct result of how the population changed its view on the household' aesthetics; the presence of a Romanian symbolism coexisting with exclusively local representations of motifs and colours; the possibility of inserting Székely gates as added cultural values into an already visible and viable tourism area.

Key words: Székely gates, Cultural heritage, Tourism, Symbolism, România

THE TOURIST ATTRACTION DEVELOPMENT POSSIBILITIES OF HUNGARIKUMS AND LOCAL COLLECTION OF VALUES IN HUNGARY

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Since the 1970's, advancing globalisation has influenced touristic trends to a great extent. Therefore more and more touristic spaces have become accessible, some of them turning into mass products, attracting tourists from all over the world. It is also an important tendency that at the same time there is a growing demand for discovering special local touristic destinations and experiencing local cultures, as well. Consequently, the significance of local values at different territorial scales is increasing. In Hungary, at the highest level of the local value hierarchy, we can find the so-called Hungarikum which is a generic term indicating a local value that is worthy of distinction within a unified system of qualification, classification, and registry due to its typically Hungarian attribute, uniqueness, specialty and quality. Hungarikums own a special touristic attraction power, they have a country-wide significance even though their evolution is linked to a locality. Due to their importance they are selected and regulated by Hungarian laws. In order to achieve a real touristic attraction effect, they, and other local collections of values need to be adequately recognized, popularised and commercialised. In such a way they can become attractive for tourists, and a given region and its enterprises can profit from Hungarikums. In our study, we investigate touristic exploitation possibilities of local collections of values and of Hungarikums aiming at their future development.

We made an online survey among the members of the Y and Z generations (N=556). We have chosen this target group since the members of this specific age group have not yet started participating but will enter tourism market in the following years. According to our research the queried mentioned Hungarikums partially differ from the ones recognised by Hungarian law, which means they are not aware of these unique touristic features. Our study proves, that the majority of the Hungarikums and local values are found not to be attractive enough to play a determinant role in the future destination choice of survey participants, Targeted and strategic tourism planning is needed to exploit the existing local values.

Key words: Hungarikum, local collections of values, Y and Z generation, destination, tourism development, globalisation

NEW OPPORTUNITIES FOR TOURISM DIVERSIFICATION BY UTILIZING INDUSTRIAL CULTURE – A CASE STUDY FROM GRAZ, AUSTRIA

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The present article intends to reveal the potential of industrial culture of Graz, Austria from the viewpoint of the diversification of the tourism offer. The authors believe that the utilization of abandoned, rehabilitated and living industrial sites for the purpose of tourism or recreation is one of the decisive contemporary trends in cultural tourism, however, a niche product. The city of Graz has a rich former and present vivid industrial tradition and heritage; therefore, the individual sites should be considered as an endogenous chance for inauguration into the tourism sector. The aim of the paper is to explore the background of the current tourism trends of demand and supply. Therefore, the definition of the major tourism attractions was based on a content analysis of various webpages and portals for tourists and via an expert interview with the Tourism Association of Graz. Moreover, the study pays attention to the potential of industrial sites which still have not been recognized as an offer for cultural tourism, but could satisfy the special tourism motivations towards industrial culture.

Key words: Industrial culture, heritage, tourism diversification, Graz

TOURISM – A FEASIBLE ALTERNATIVE FOR THE DEVELOPMENT OF MOUNTAIN RURAL COMMUNITIES. CASE STUDY: EFTIMIE MURGU VILLAGE (CARAȘ-SEVERIN COUNTY, ROMANIA)

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Tourism can act as an integrative force in the mountain communities, capable of revitalizing other economic sectors, thus improving the living standards of the inhabitants. Accordingly, the Eftimie Murgu village within the Cheile Nerei-Beușnița National Park, benefits from a natural tourism potential, but especially a cultural heritage. This is materialized in the Rudăria Molinological Complex, the largest water-jet complex in south-eastern Europe, included in the UNESCO World Heritage list. In this context, the study aims at analyzing the capitalization of the natural and cultural tourism potential of Eftimie Murgu. The objectives of the study were: to identify the main components of the natural and cultural potential, to analyze the perception of local community members and tourists about the valorization of the local tourist potential and to identify solutions for capitalizing on and promoting the tourist potential of the area. The research methodology consisted in the use of field observation, social survey (semi-structured interview) and GIS techniques. The results revealed a weak valorization of the village's potential in terms of tourism, materialized on the one hand by a poor representation of the accommodation and access infrastructure in the area, and on the other, due to the lack of tourist information panels and a low promotion of local brands represented by the water mills complex, the ethno-folkloric traditions, the activities and craftsmanship of the area. In conclusion, the need to consider tourism as an activity that can contribute to the economic revitalization of the area, by generating additional income for the locals, is a fundamental measure.

Key words: Tourism, Cultural heritage, Water mills, Rudăria Molinological Complex, Eftimie Murgu, România

ROLE OF TOURIST ANIMATION IN INTERPRETATION OF INTANGIBLE HERITAGE

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This paper presents an analysis of the topic of interpretation of intangible heritage in tourism. Tourism as the object of anthropological study is a broader phenomenon than just supply and demand. It is almost the only one discipline that is capable of turning a natural asset, even the non-material one, into an economic asset, without changing its essence, by applying the principles of sustainable development. The intangible heritage appears as one of the corner stones of a tourist destination. It also helps recognize, protect and develop cultural and national identity within the framework of globalization.

Intangible heritage becomes the real attraction base with an option of involving the local population, art societies, professional artists and artistic organizations, folklore clubs, as well as amateur theatrical troupes, performing children and youth. That creates interaction between the local population and guests at a destination, taking into account the segmentation of the market, in accordance with arrival points, age and gender, etc. The process of interpretation, which includes recognition and shaping or 'packaging', converts the intangible heritage into a tourist product. In this paper tourist animation is observed in the way Krippendorf (1986) explains it: as a form of humanization of tourism and overall understanding of leisure time and travel. In the range between ghettoization and humanization, one has to perceive the entire potential (the upsides and the challenges) of tourist animation, which is possible if it is observed from the angle of its performance.

Interdisciplinary features of the paper impose the use of recent sources from a variety of scientific fields and disciplines (archaeology, anthropology, philology, cultural creative tourism, economy of experience). This entire paper has features of a scientific review which mostly uses desk method and deconstruction analysis aimed at intangible heritage and interpretative capacities in animation, within the economy of experience

The contribution of this paper is the animation model for the interpretation of intangible heritage in a tourist destination of cultural tourism, which gives guidelines for the interpretation and formu-

lation of intangible heritage for tourist purposes at a more subtle and higher level, outside the hitherto known frame of predictable and familiar processes.

Key words: Identity, Intangible heritage, Tourist animation, Interpretation, Tourist attraction, Cultural tourism

DETAILED BIOCLIMATE ANALYSIS OF BANJA KOVILJAČA (SERBIA)

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The study presents the results of detailed bioclimatological analysis of Banja Koviljača. Banja Koviljača is located in the Jadar region (northwestern part of Serbia), and it belongs to the Loznica municipality. It is one of the oldest spas in Serbia, with the long tourism tradition. For the evaluation of bioclimate conditions significant for human health and activities, more than 100 indices have been developed. Indices based on human energy balance are proven to be the best for the evaluation of human thermal comfort. This study analyses the variations and trends of the Physiologically Equivalent Temperature (*PET*) for Loznica meteorological station during the period 1961-2014. The fluctuations are analyzed for all seasons and annual values. In order to gain better insight into the variations of *PET*, seasonal and annual values of air temperature (*T_a*), relative humidity (*RH*), wind speed (*v*) and cloud cover (*CC*) were investigated. Trends in the annual and seasonal time series were determined using Mann Kendal trend test. Additionally, trends in bioclimatological extremes were determined as well. The results indicated that statistically significant increasing trends in annual and seasonal values of *PET* exist and that in the future the change in tourism season and recreation potential could change. The increase of these values could be connected to the increase in *T_a*, and decrease in *RH*, *v* and *CC*. In the future, extreme bioclimatological events will become more frequent in Serbia and due to the potential negative effects on human health and various socio-economic sectors (e.g. tourism industry) it is necessary to find the best mitigation strategies.

Key words: bioclimate, *PET*, trend, tourism, Banja Koviljača, Serbia

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BIOCLIMATE AND CLIMATE TOURISM CONDITIONS AT ZLATIBOR MOUNTAIN (WESTERN SERBIA)

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This study presents Zlatibor's climatic and bioclimatological conditions, as well as their modification and distribution over the year (for the period 1992-2013). Zlatibor Mountain is a popular tourist destination in Serbia and it stands out as a mountain of exquisite natural and anthropogenic values. Information about climate and bioclimate is presented by using Physiologically Equivalent Temperature (*PET*) and Universal Thermal Climate Index (*UTCI*) over 10-day periods. Climate Tourism/Transfer-Information-Scheme (*CTIS*) was also used as it displays climate and bioclimate information for tourism purposes based on thresholds of relevant parameters and the frequency of occurrence. Weather Suitability Index (*WSI*) was calculated as well because it provides synthetic information about suitability of weather for different forms of recreational and tourism activities. The results obtained in this study were used to develop bioclimatological leaflet (*BcL*) for Zlatibor Mountain, which could be very useful to the tourism industry and stakeholders in decision-making, but also it will enable tourist to choose the best time for holiday depending on personal preferences and requirements.

Key words: bioclimate, *PET*, *UTCI*, *CTIS*, climatological leaflet, Zlatibor, Serbia

ACKNOWLEDGEMENT

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STAKEHOLDERS' COMPETENCE GAPS IN CULTURAL TOURISM -WESTERN BALKANS COUNTRIES

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This study presents competence analysis of the stakeholders in cultural tourism in the Western Balkans countries (Serbia, Bosnia and Herzegovina and Montenegro) as a research part of the project ERA-SMUS+ Capacity Building in Higher Education (CBHE Key Action 2) „Strengthening Capacities for Tourism Changes in WB Building Competences for Quality Management of Heritage and Cultural Tourism”. The main aim was to indicate the competence gap which would serve as a basis for development of lifelong learning (LLL) courses attended by stakeholders in cultural tourism. The sample included the total of 184 stakeholders in cultural tourism at all levels and different types of institutions: DMO/tourism organization, Cultural institution, Public authority, hotel managers and other accommodation providers, NGO, Spiritual and cultural activities, Event organizers, Travel agency, educational institutions, Marketing agency, and Protection institutes of Cultural Monuments. The results indicate that more than half of respondents consider they have both practical and theoretical competence, while theoretical competence prevail compared to practical competence. The major deficits in competences noticed in all three countries are in communication/interpretation/presentation of culture, marketing skills and competences of cultural values, competences in research in the field of history of art, cultural heritage and museology, intercultural communication in an international surrounding (ability to work in a multicultural environment), ICT competences and competences and ability to motivate individuals and groups. Based on this, seven major LLL courses have been defined: Product development, Intercultural communication, Project management basics, Event management, and Cultural awareness: WB

cultural heritage – today and tomorrow, Marketing/ICT, Financial management: planning & fundraising & budgeting. It is also encouraging that 61.4% of respondents are willing to provide trainee candidates, 73.9% will assist in dissemination of CULTURWB project information, while 87% have contacts with other stakeholders who are important for cultural tourism. Differences in the competence gaps across countries will be discussed in the paper.

Key words: competences, cultural tourism, stakeholders, lifelong learning (LLL), Western Balkans

THE INFLUENCE OF SACRAL TOURISM ON THE ECONOMIC DEVELOPMENT OF VOJVODINA PROVINCE, SERBIA

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Sacral objects of Fruška gora occupy a special place in the touristic product of Vojvodina. It is about 16 monasteries of the Serbian Orthodox Church, created in the period of the XV-XVIII century. They are important for the religious and cultural identity of Serbs in this region, both in the past and in the present time. For this reason Fruška Gora has the epithet of the „Serbian Sveta gora”. In 1990, these cultural and historical units were proclaimed cultural goods of great importance for the Republic of Serbia. In recent years, sacral tourism has become a phenomenon of unprecedented proportions that can be an opportunity for economic growth and development of all parts of our country. The participation of sacral tourism in the overall tourism trends, as well as the awareness of individuals about the need for better information and greater accountability towards sacral diversity are more pronounced. For this reason, the number of tourists visiting these destinations is very high. The aim of the paper is to show the contribution of this type of tourism to overall economic development and participation of revenues from this branch in the total tourist turnover of the Vojvodina Province.

Key words: Sacral tourism, Fruška gora, economic development, Vojvodina Province

WATER QUALITY OF TISZA RIVER AND ITS INFLUENCE ON TOURISM DEVELOPMENT IN SERBIA

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The Tisza River is one of the main rivers of Central Europe and Pannonian Basin. It crosses several national borders and is the second longest of Danube's tributaries after Sava River. In Serbia, Tisza River has a length of 164 km. Tisza River characteristics represent the basis of sustainable use of tourism potential on the river and its banks. The water quality of Tisza River is one of the important factors that are taken into account in evaluation of tourism development sustainability of Autonomous Province of Vojvodina (Serbia) and it is affected by complex anthropogenic activities and natural factors. In this paper, Serbian Water Quality Index (SWQI) method has been used for analysis of water quality in ten-year period (2003-2012). Results pointed to the water quality problems caused by certain pollutants in a few sectors of the Tisza River flow through Serbia. Results of qualitative analysis of river water are in accordance with tourism potential of the Tisza River. In the ten-year period, results indicate good SWQI (SWQI = 72 – 83) on all three sample positions (Martonoš, Novi Bečej and Titel) in Vojvodina. The results show that there are reasonable conditions for economic use of the Tisza River for tourism purposes primarily for the development of sports recreation, ecotourism, nautical, fishing, cultural and event tourism.

Key words: Water quality, SWQI, Tisza River, Tourism, Serbia

WATER QUALITY OF DRINA RIVER IN SERBIA AND ITS EFFECT ON ANGLING TOURISM DEVELOPMENT

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Angling tourism has been steadily growing in popularity in the rivers communities of Western Balkan over the last several years. The Drina River is one of the main rivers of Western Balkan, it is border river between Serbia and Bosnia and Herzegovina and it is the longest tributary of Sava River in the Danube drainage basin. The huchen or Danube salmon (*Hucho hucho*) is a large specie of freshwater fish in the family of Salmonidae and it's severely fragmented within the Danube drainage, where most populations exclusively depend on stocking and natural reproduction is very limited due to habitat alterations and flow regime changes. Historically overfishing, pollution and dam construction caused the decline of the species. Danube salmon is 'iconic specie' in Drina River, representing 'flagship' specie for conservation purposes, yet with additional exploitable, cultural, economic and angling tourism values. The water quality of Drina River is one of the important factors that are taken into account in evaluation of angling tourism development sustainability. In this study, the water quality status and the spatial and temporal trends of Drina River in Serbia were assessed through the application of ten parameters of Water Quality Index (WQI); results were marked with Serbian Water Quality Index (SWQI) descriptive indicators. Ten year (2004 – 2013) public database of environmental data was used. Into considerations were taken differences between two periods (warm and cold seasons) individually and difference between sample positions. Obtained results for Drina River parameters values and its descriptive indicators are: pH 8.08 (very good), conductivity 289.8 μ S/cm (very good), Oxygen 102.29% (excellent), BOD₅ 1.21 mg O₂/l (excellent), suspended solids 9.05 mg/l (excellent), total nitrogen oxides 0.64 mg/l (excellent), orthophosphates 0.02 mg/l (good), ammonia 0.03 mg/l (excellent) and coliform bacteria count 2908.41 n/l (excellent). There is no warm/cold seasonal difference in descriptive indicator. Based on the chemical parameters of water quality, it can be seen that the Drina River in Serbia show high WQ value. Good water quality in Drina River represent the basis of sustainable use of angling tourism potential on the river and its banks.

Key words: Water quality, SWQI, Drina River, Angling tourism, Fisheries, Serbia

DEVIL'S TOWN – NATURAL RESOURCE AND CULTURAL MOTIVE

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Natural monument, Džavolja Varoš (eng. Devil's Town), is a very rare natural phenomenon in the world. It is located on Radan mountain, near Kuršumlija, in the village of Djake. There are 202 naturally formed stone formations, 2-15 meters high, located in two gullies, Devil's and Hellish gully, in the valley of the Yellow stream. Earth figures, or pyramids with stone caps, were formed by a process of denudation, or by washing the loose earthen material. In addition to earth pyramids, the site adorns two cold and very acidic water springs (pH 1.5) of high mineralization. The legend of the formation of these earth figures is related to the petrified wedding guests who followed the brother and sister at their wedding. This site is visited by a large number of tourists during the year. Tourist organization Kuršumlija and "AD Planinka" presents this natural phenomenon in the best way. In the further development of this area, emphasis should be placed on the application of the concept of sustainable development, as well as to pay attention to the carrying capacity of the site in order not to violate the authenticity of the site. Directed development of this site would help activation and development a wider area, it will also increase direct and indirect income from tourism, and prevent the outflow of the population from rural areas. During the research, the author used the method of analysis and synthesis, and the statistical method. The paper presents the current state of natural monument "Džavolja Varoš" (eng. Devil's Town) and provides suggestions for further development, in order to position this locality on both the national and the international market.

Key words: Devil's Town, natural monument, Kuršumlija, natural resource, cultural motive

THEMATIC ROUTES IN FUNCTION OF URBAN TOURISM IN SKOPJE

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Urban tourism is a very important specific tourist form, especially in countries that do not have enough resources to develop traditional tourist forms (3S), as in the case of the Republic of Macedonia, where the city of Skopje is the most important center for urban tourism. The tourist importance of Skopje, which is, subject of research in the paper is quite large which indicate statistics through visits and overnight stays by tourists, which are presented in the paper, and is particularly important share of the number of foreign tourists. However, the aim of the authors in this paper is to see the tourist motives, which the authors consider are very important in the function of understanding the purpose of visiting Skopje, but also in the function of the thematic routes in the city of Skopje, which should contribute For the tourist offer of the city, but also to be independent or basic tourist motives for visiting the city.

Key words: tourist offer, heritage, city tourism

ROUTES OF TRADITIONAL FOOD PRODUCERS – CASE STUDY: BACKA REGION

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The plain of Backa in conditions of moderate continental climate, rich in underground and surface waters, and above all chernozem, has a good pedological cover in a relatively healthy environment with all the necessary prerequisites for the production of quality and healthy food. Located at the contact of Central European and Oriental gastronomic influences, for centuries it fosters the most rewarding recipes. That is why Backa region is known for its numerous gastronomic events. As manifestations are organized once a year, the placement of traditional food products, such as meat and dairy products, honey and processed sugar are not sufficiently exploited. Better use means brin-

ging tourists 'to the feet', which is possible if producers are involved in different gastronomic routes. 'In site' manufacturers can demonstrate the production process and organize tasting, after which interested parties could buy products. Two routes can be organized in the area between the Danube and the Tisa River. 'The Salt Route' would include settlements: Bački Petrovac, Svetozar Miletić, Stapar and Turija. Locations on 'The Sweet Route' could be Čurug, Kupusina, Senta. Traditional food producers can be found in every settlement in Backa. This gives great freedom in changing proposed, designing new routes and adapting them to the wishes of tourists, if they have special requirements for accommodation or visiting other complementary sites (cultural monuments, wineries, etc.). According to similar research in the world, one has been conducted with traditional food producers about their intention to more intensively engage in tourism. The importance of the paper is to indicate that gastronomic tourism emancipation can enrich the existing tourist offer, increase revenues and reduces unemployment. As a significant regional potential, with the support of the state and respecting all the prescribed quality standards, by increasing the volume of production, traditional food products could become a significant export item.

Key words: traditional food producers, Route, Backa region

CULTURAL RESOURCES OF BELGRADE IN OFFER TO CRUISE PARTICIPANTS

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Danube as one of the most navigable rivers in Europe brings a lot of tourists from all over the world, which field of interest is cultural heritage of cities and sites along the Danube, wherefore Belgrade as a tourist center becomes obligatory stopping point, where tourists visit cultural and other tourist sites.

During the summer season in Belgrade, can be noticed a large number of foreign passenger ships, which for one of their destinations, choose to spend a couple of hours or a day or two in our capital city. According to the estimates of the Ministry of Infrastructure (based on traffic counts) show that the average per year over the Danube takes about 600 to 700 passenger ships, which have an average of about 150 passengers, with the average retention time in 2008. about 18 hours).

Considering the significant impact of cultural tourism in the overall offer of the city, all stakeholders in the tourism industry should be encouraged, both on the supply and demand side, to provide facilities in order that cruises participants spend more than the usual one day in the capital, visit sites in the city, but also surroundings, which is distinguished by its cultural and historical heritage, contribute to the future economic development of the culture, and the promotional effects that will affect the future longer retention of tourists, which will be addressed in this paper.

This work will point out the cultural offer and the importance of Belgrade as the capital of Serbia and the city which is located on the route of Corridor 7, which in addition to its strategic geographical position, has a very favorable traffic situation on the rivers, which connect a number of European countries.

This work provides to observe aspects of the current stage of development of the cultural offer and provide guidelines for valorization and inclusion of additional content in the presentation of historical and cultural heritage monuments of the city, based on the current supply of cultural tourism in Belgrade.

Key words: Cultural tourism, cruises, sightseeing tours, Danube, Belgrade

SUSTAINABLE WASTE MANAGEMENT IN PROTECTED AREAS OF VOJVODINA

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Waste is part of human everyday life. Travel, as an important part of modern man's life, is also an important source of waste. The United Nations Environment Program (UNEP) estimates that 4.8 million tonnes (14%) of solid waste is exclusively produced by tourists. Often the most attractive destinations are the most vulnerable, and for this reason it is important to pay special attention to the problem of waste management in such areas.

In Vojvodina, protected natural areas are important tourist destinations, due to their natural, cultural and aesthetic values. A large number of tourists visiting such destinations inevitably leave waste in smaller or larger quantities, and the problem of its disposal remains

for the employees in destination management to deal with. The fact that these areas are under protection indicates that there are certain rules of conduct, but also the protection zones that determine the scope of visits and the types of activities that tourists can undertake, which further affects the structure and quantity of waste. In this paper, the practice of waste management from three protected natural areas of Vojvodina (SNR “Gornje Podunavlje”, SNR “Zasavica” and SNR “Deliblato sands”) will be presented and analysed. From interviews with employees in these special natural reserves, data on the waste collection practice, their engagement to encourage visitors to leave as little waste as possible, and the efforts to adopt good practices from developed countries of the world, have come to light. As a difficulty in studying this problem, there is a lack of statistical records on the quantities and composition of waste, which would enable a more precise projection of future trends and thus contribute to the creation of an adequate policy in the field of waste management in protected areas. In the final part of the paper, there are proposals for better waste management in protected natural areas of Vojvodina, which is a great challenge of sustainable development.

Key words: Waste management, protected areas, Vojvodina, tourism

IRRESISTIBLE CULTURAL HERITAGE OF THE BIGORSKI MONASTERY ST. JOHN THE BAPTIST AND HIS METOCHION MONASTERY RAJČICA IN THE TOURIST OFFER OF MACEDONIA

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The Bigorski Monastery St. John the Baptist according to the stone dome was built in 1020 on the road between Gostivar and Debar. His strength stems from the limestone stone and the sacred icon of St. John, which floated above the cave and embody the miracles that the local population spread throughout the Christian world. Its significance and the numerous monarchy order led to the need for expansion of the influence, which was marked in the beginning of the 14th century by the allocation of metochion Monastery Rajčica. The Bigorski's tourist motif is above all, the ancient walnut iconostasis, then the Holy Icon of John the Baptist and the great coffin that houses re-

lics of nine saints. In the Rajčica Monastery, the most holy object is the relics of St. Petka, but this female monastery is known for making mitras, worn by the highest spiritual representatives of the Orthodox churches during the biggest holidays. Not only the proximity of the two monastery complexes, but above all, their historical entanglement, make them a tourist destination in Macedonia that needs to be realized.

Key words: monastery, icon, tourist destination, relics, mitras, Macedonia

SACRED AND PROFANE MONUMENTS IN NOVI PAZAR AS POTENTIALS FOR THE DEVELOPMENT OF CULTURAL TOURISM

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In this paper, the authors deal with sacred and profane monuments in Novi Pazar. The purpose of the work is to find the best way to present these monuments to domestic and foreign tourist clients. This region has rich historical and cultural heritage, which must be scientifically processed, evaluated and presented to the scientific and tourist public. A detailed study was carried out of both monuments and infrastructure conditions that need to be provided for the reception of visitors who are growing more and more each year. Based on an interview with a certain number of visitors, it was determined what are the good sides which attract visitors, and what are the bad sides that causes visitors to avoid visit of Novi Pazar, as well as the monuments in the city.

The research has shown that Novi Pazar has a very diverse cultural heritage from different historical periods that has not valorised in an adequate way. On the other hand, Novi Pazar still has an insufficiently developed material base and infrastructure that could accommodate more visitors, especially considering the trend of an increase in the number of tourists from some 15% annually.

Key words: Novi Pazar, sacral monuments, profane monuments, cultural heritage, material base, infrastructure

RECOVERY AND ADAPTATION OF CULTURAL PROPERTY HERCEGNOVSKI LAZARET IN MELJINE INTO A HOTEL TOURIST COMPLEX

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The complex of cultural property “HercegNovski Lazaret in Meljine” is located in the coastal settlement Meljine in the Municipality of Herceg Novi, whose location has exceptional qualities. Lazarets are medical healthcare facilities, built as permanent quarantine stations for checking for contagious diseases and retaining infected travelers and cargo, for purpose of undergoing quarantine isolation and medical treatment.

Lazaret in Meljine was built by Venetians in the period between 1729 and 1732. Lazaret complex includes six buildings with the St. Rocco’s Chapel and with four patios, as well as a smaller building the so-called “Turkish House” from the Turkish period. After Venetians had gone Lazaret in Meljine was taken over by Austro-Hungarians at the beginning of the 19th century, and they used it as a medical and military facility, then the Kingdom of Yugoslavia used it as a military facility, as well as the Socialist Yugoslavia until 1993, when the facility was assigned to the company PKB from Belgrade, as a resort, and finally at the beginning of the 21st century it became private property of Russian businessmen, who are investing in its hotel tourist conversion.

The Conservation and Main Design foresees a number of conservatory measures for protection and preservation of Lazaret. Recovery and adaptation works are very complex considering that the facility is cultural property from the 18th century and as such it should be adjusted to the needs of new demanding hotel tourist function of the 21st century. This conversion will include revitalization of the old Lazaret which has been inactive for the last two decades, whose hotel tourist dedication will significantly affect improvement of tourist development of this area. In addition, Lazaret will have educational influence on the tourists so they can learn about history and tradition of Lazaret and this area and with the purpose of developing cultural tourism and sustainable development of tourism.

Key words: Lazaret, Meljine, restoration, adaptation, hotel, cultural tourism.

NEW FORMS OF TOURISM INFRASTRUCTURE IN APUSENI MOUNTAINS (ROMANIA)

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In the last 25 years, four types of tourism infrastructure have developed in Apuseni Mountains, as follows: monasteries and religious facilities, motels (supporting road transit needs, mainly accommodation), holiday villages and ski resorts. Thus, after the communism fall people materially expressed their religious practices and faith by establishing about 18 orthodox monasteries, which are mostly located along the median axis of the mountains, along Arieş River and the European road E75. Motels represent the second category of tourism infrastructure. They developed as a result of intensification of road traffic of people and goods towards west. Most of them are located along the European road E60 between Cluj-Napoca and Oradea cities. They provide services of accommodation, catering, parking, including fuel stations, sports facilities and traditional food and products selling facilities. Holiday villages represent the most recent type of facility supporting mountain tourism throughout the year. The newest and most modern is the village of Boga in Bihor Mountains, frequently visited by the Hungarian tourists. Due to lower altitude and low demand on the market, Apuseni Mountains have not had major investments in sky facilities. Lately however, we can note the modernisation of mountain resorts such as: Băișoara and Stâna de Vale in Bihor County, along with the development of a new modern resort in Bihor Mountains on the border between the counties of Cluj and Bihor. All four categories of tourism facilities support tourism development in Apuseni Mountains, whose natural potential is represented by numerous caves, gorges and rocky slopes shaped in the limestone relief dominating this area.

Key words: tourism infrastructure, tourism development, Apuseni Mountains, Romania

CARNIVALS AND STREET FESTIVALS AS POTENTIAL NEW DESTINATION FOR CULTURAL TOURISM IN SERBIA

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From the second half of 20th century, around the world, carnivals have been growing in importance as a tourist destination. In Serbia, carnivals have been included in tourist arrangements since the first decade of 21st century. In contrast to most of the carnivals around the world, that are held during the season of Lent, carnivals in Serbia are held from May to September. There are 14 carnivals in city and spa tourist centres (Šabac, Pančevo, Belgrade, Novi Sad, Leskovac, Bela Crkva, Banja Koviljača, Vršac, Kragujevac, Titel, Bačka Topola). Also, a number of manifestation with ritual-religious character stands out. Parades of masked and unmasked participants called fašanke, mačkare, priveg, dužijanica and „water Monday”. These manifestations are held in rural areas (Prigrevica, Golubinci, Grebenac, Lozovik, Štrpce, Laznica, Tavankut, Bajmok, Stapar). As a part of tourist arrangements there are also street festivals in Novi Sad (the street musician festival), in Čoka (international drummers festival) and in Čajetina (comedy festival “Erski kabare”). In this paper, the tourism-related valorisation of these manifestations was carried out, with a goal to conclude if they are independent touristic product, that is, if these manifestation, on their own are a tourist destination, or they are just a part of tourist offer in city, spa or rural tourism.

Key words: Carnivals, street festivals, cultural tourism, destination, Serbia

CONSTRUCTING CULTURAL INDICATOR SYSTEM OF NOVI SAD, SERBIA

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Through cultural indicators, the researcher expects to explain Novi Sad cultural industries, unique cultural activities, citizens' attitudes towards culture, and cultural environment. The investigation of cultural indicators requires the cooperation from different sectors, governmental departments, cultural and art organizations and citizens. The constructing cultural indicator system of Novi Sad city is meaningful when the Novi Sad attempts to transform from an industrial city to a service-leading city in the tourism and cultural sector. This research is aiming to become the foundation of cultural policy for Novi Sad city and to increase the life quality of Novi Sad citizens. It will become the useful guidelines for the preparation of the "2021 European City of Culture" in Novi Sad.

Key words: Novi Sad, culture, art, cultural indicator system

CAPABILITIES OF RESTAURANTS TO MEET THE DEMANDS OF CONSUMERS ALLERGIC TO FOOD

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In order to achieve profit, caterers make a great effort to meet the wishes and needs of their clients. There are different special requests concerning food composition which are often hard to understand, but also very dangerous for the guest and food facility if not met. Allergies to different food ingredients are a growing problem for the kitchen and service staff. Some of the fourteen most frequent ingredients that cause allergies are: wheat, eggs, milk, soy, sea fish, sea shells and mollusc, nuts, legumes, sulphites and shell. But the list of allergies also expands to a river fish, meat from cattle slaughter, cocoa and even coffee. Once on the plate, these food ingredients are permanently there, without the possibility of eliminating or decreasing them (which is possible with some microorganisms), and the allowed amount equals zero. This paper deals with food allergens and activities undertaken in order to identify them, and when necessary, eliminate them. The aim is to explore the challenges faced by restaurants in the city of Novi Sad, as an important tourist centre in Vojvodina. The study was conducted through interview with restaurant managers and chefs in twelve restaurant facilities. The goal was to collect the data about the capabilities of food facilities to meet the demands of consumers allergic to some food ingredients, as well as whether kitchen and service staff was sufficiently informed and trained about it.

Key words: food, diet, gastronomy, allergens, catering, restaurants, hospitality

THE IMPORTANCE OF THE RELATIONS BETWEEN AGRICULTURAL FACILITIES AND HOSPITALITY FACILITIES FOR THE DEVELOPMENT OF THE REGION TOURISM

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The rapid growth and diversification of tourism created the need for the complete understanding of this global phenomenon and for measuring its impact on the national economy. The previous research in the region has mainly focused on socio-economic impact, while the research based on business entities in tourism has been neglected. Throughout the world, they have been successful works on the studies and the strategy of sustainable tourism development with the emphasis on consuming local food and authentic traditional dishes.

There is a complex and natural relationship between tourism and agriculture. For the successful development of this relations cooperation between agricultural holdings and catering facilities is required. Catering has a direct impact on the promotion of local products and food because the hospitality employees are important in the process of food presentation and the marketing of local products and dishes. Through tourism, consumers and producers have direct social contact and thus affect the sustainability of agriculture. Authentic food in tourism is considered a complex phenomenon, regardless of socio-demographic characteristics and visitors' motives. Tourists are similar in terms of food attitudes, as they all strive to consume local food and products. During the trip, tourists are the least willing to reduce the budget for food. In this way, tourist consumption of food makes a significant contribution to local catering facilities, agricultural and food industry and the economy of the destination.

The subject matter is the importance of the relationship between agricultural households and catering facilities for the development of tourism in Vojvodina. The task of this paper is to examine the relationship between these two subjects and the importance of that relationship. The aim of this paper is to provide information on clear guidelines for improvement through the examples from the successful tourism throughout the world.

Key words: Catering, Agricultural holdings, Tourism development, Authentic food

DIFFUSE HOTELS AS A FACTOR FOR IMPROVEMENT OF TOURISM IMAGE

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Diffuse hotel is an innovative concept in hospitality industry. It appeared in Italy, in the 80s of the 20th century as one of the ways to revitalize historic villages and small town centers outside the usual tourist practice. The term derives from the Italian term *Albergo Diffuso* (in the literal translation - "scattered hotel") and signifies a hotel that does not represent a single building unit, or a unique building block, but a set of accommodation units and social spaces that are located across some (most often) historical settlement. Thus, the key parts of such a property are arranged in different buildings located in the same village or town. The term "diffuse" means a structure that is horizontal and not vertical like the one that relates to traditional hotels, which often resemble high residential blocks of buildings. Diffuse hotels meet the needs of tourists for staying in small attractive settlements and contact with the hosts and the local population, rather than need for known hotel comfort and contact only with other tourists. Traditional breakfast can be served at the local bar, taverns, in one of the houses or in accommodation unit. This form of hospitality facilities proved to be very successful for touristic valorization of villages and small towns that are architectural and artistic interesting. It is possible to valorize old and abandoned buildings and at the same time solving the problem of accommodation and catering shortage. Some of the general guidelines for this type of hotels would be: Independent management (unified or united); Accommodation units arranged in existing (adapted) buildings; Hotel services offer includes reception, breakfast, cleaning of accommodation units, assistance for guest... Existence of social spaces for guests at a reasonable distance; Presence of the host; Integration into the local community; Environment with traditional values. As well as tourist serviced apartments, diffused hotels allow guests to fit in the local life, but the bonus is that they have basic food services. Except in Italy, interest in this type of accommodation is also shown in Croatia, Switzerland and in Corsica.

Key words: Tourism, Hospitality Industry, Hotel Management, Social responsibility, Diffuse hotels

INTERNATIONAL HOTEL CHAINS IN MONTENEGRO - FOCUS ON RAMADA HOTEL PODGORICA

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International hotel chains have been present on the Montenegrin market for the past 13 years, but their influence on hotel industry, as a branch, has been stronger in the last five years. Iberostar Bellevue is the first hotel that belongs to a hotel chain opened in Bečići in 2004. Hotels Montenegro Best Western Premier Podgorica and Aman Sveti Stefan are two other branded hotels established in Montenegro by 2010. In the last seven years, the number of branded hotels on the Montenegrin market has doubled. Today, there are eight hotels operating on the Montenegrin market that belong to eight different brands. Hotel Ramada Podgorica is the first franchise hotel of the middle capacity, whose appearance on the market of Podgorica has strengthened and facilitated the opening of new branded hotels such as Hilton Podgorica and Centerville Podgorica.

The presence of international hotel chains on the Montenegrin market made significant changes in the level of quality of services, application of standards, creating of hotel products, sales and other essential issues for the operation of the hotel.

In addition to the classical research methods used by the authors, such as: historical method, methods of comparison, analysis, synthesis, induction and deduction, interviews, the authors were also part of the Hotel Ramada team five months. This direct involvement into hotel team is of the crucial importance for getting acquainted with the issue. The results of the research are aimed to better understanding of the operation of international hotel chains and identification of new trends in hotel industry in Montenegro. They can also be useful to the managers in large hotel chains, as well as to the managers in national chains and independent hotels.

Key words: International hotel chains, hotel standards, Ramada, Montenegro

THE IMPORTANCE OF ORGANIC FOOD FOR CUSTOMERS IN HOSPITALITY INDUSTRY – CASE OF SLOVENIA

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Organic food is defined as the food is grown and produced more naturally, without any chemicals, pesticides or additives, which does contain more natural nutrients, vitamins and minerals. Never before have people been so conscious about nutritional values of food that they eat and how it is produced and sourced. Nowadays, organic food is playing a vital role in the cuisine choice of customers. Deep understanding of consumer profiles and their key motivations within this context is vital in order to sustain the growth of organic food production.

In terms of organic production on farms, Slovenia follows the EU average, but lagging behind the most developed European counties such as Austria, Italy and Germany, whose residents represent 40 % of visitors that are coming to Slovenia. The field of certification of organic food in gastronomy in Slovenia is regulated since 2010, currently is applicable Regulation on organic production and processing of agricultural products and foodstuffs (Official gazette 8/2014). In accordance with the rules, there are more ways of integrating organic products to the certified food (meal, dish, ingredient / s).

In this research paper it focuses on the impact of organic food on the hospitality industry and the reaction of the hospitality industry to the organic food according to the global trends based on the perspective of the consumers in Slovenia.

The purpose of this research is to examine the importance of organic food offer for guests in Slovenian hospitality facilities. This study also shows the awareness of people in Slovenia about the importance and usefulness of organic food in general.

Key words: Organic, Food, Hospitality industry, Customers, Slovenia

THE IMPORTANCE OF THE FALKENSTEINER INTERNATIONAL HOTEL CHAIN ON THE STARA PLANINA AFFIRMATION

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Within the general tourism development in Serbia, a special place is given to mountain tourism. Experts analyzed the natural and anthropogenic potential of the mountains in Serbia and concluded that the mountain region of eastern Serbia has significant natural and anthropogenic tourist potentials. Further analysis of these potentials led to the conclusion that Stara Planina is especially important for tourism, as the most promising mountain for the development of different types of tourism.

The global growth and development of international hotel chains is realized through various forms of business linking and cooperation. Due to the ever more intense growth and development of tourism, and consequently of the hotel industry as a business activity, there is a need for creating specific forms of business cooperation between hotel companies in order to win a larger market share. One such company is Falkensteiner.

The paper presents the potentials of Stara Planina for the formation of a tourist center and the significance of hotels for the development of the hospitality sector of Stara Planina and the economic development of southeastern Serbia.

The aim of the paper is to identify the effects of the international hotel chain Falkensteiner for affirmation, and better visit of Stara Planina. Also, the paper presents the data regarding the number of arrivals and the number of overnight stays of foreign tourists, as well as their distribution according to the countries from which they come.

A critical review of the current development of tourism of Stara Planina is given and the possibilities for its further development are discussed.

Key words: Falkensteiner, Tourism Destination, Hospitality, Affirmation, Stara Planina

HOTELS - CHANGING COMMUNITY SPACES IN “OLD AND NEW TIMES”

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Before the first World War the Austro-Hungarian Monarchy was regarded as the largest political entity in Europe. Budapest, the Hungarian capital, was flourishing at this time, and provided homeplace to a number of hotels, that still combine fascinating architecture with great history. The foreign tourists and the middle-class citizens who visited the grand hotels were wealthy aristocrats, filling the famous boulevards and remarkable buildings with vivid social life. By the end of WWI, the national borders have been redrawn, the cityscapes were destroyed and finally, the Austro-Hungarian Empire ceased to exist. After the second World War most of the hotels were destroyed in the area of Hungary, therefore the prospering and vivid hotel-life ceased in the XXth century. New hotels have only been built after the 1950s, focusing on mainly the area of the capital city. Despite the fact, that great number of these hotels were partly or totally destroyed, in some of these establishments the original style of the buildings has been preserved and also exhibitions offer a real time-travel historic experience.

The following pilot-study demonstrates the alteration in service provision and changing socio-cultural role of the hotel in the community life of the citizens and the visitors of the capital city of Hungary, Budapest.

The basic and most significant function of the hotels is to provide accommodation and services for the hotel-guests, on the other hand, they also offer complementary-services and community spaces for the city-residents. The hotel lobby was functioning as a central meeting point, public arena where a particular kind of urban sociality flourished in the XIXth century. At that time the number of restaurants, event halls and social places were not as high as today. On one hand, the luxurious hotels functioned as second home for the aristocrats, on the other hand, they provided space for high-class events and gatherings providing great spaces and luxurious service. Grand Hotels were iconic landmarks of the cities, where also the invited residents were pleased to join on some special occasions.

With the increasing number of international hotel chains and due to the changing consumer behaviour and revaluation of luxury, new hotel types started to emerge with innovative offers for the mil-

lennial generation. Another trend is, implementing historical value consciously as a competitive advantage on the hotel market with the aim of re-inviting and re-hosting the local citizens, re-creating the lost flourishing social life of the hotel among the citizens, therefore, regaining its local reputation. The authors examine the luxury hotel market of Budapest through their community spaces, and aim to find the ways in which the international hotel chains engage the local community.

Key words: luxury hotels, community spaces, consumer behaviour, tourist experience, tourists-residents, local embeddedness

ENVIRONMENTAL, SOCIAL RESPONSIBILITY AND GREEN PRACTICES IN TOURISM

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Environmental and social responsibility is a less researched area of tourism operators in Hungary. The tourism sector is one of the least regulated economic sector in the world economy, but it can be seriously affected by ecological and social systems. The supply of tourists requires a large amount of resources, together with this generate significant amount of garbage. By recognizing the effects of tourism, is crucial for every society and economy to move to a more sustainable road. At the social level, it can generate core processes, contribute to the population retention in the area, but it can also causes social conflicts. Environmental and social sustainability requires a comprehensive approach and intervention to the sector as a whole. A wide range of stakeholders should be involved at all levels to create sustainability. The research aims to explore the issue of environmental sustainability among tour operators by using Hungarian case studies.

Key words: environment, social responsibility, green practices, tourism

THE INFLUENCE OF EDUCATION ON WORKING MOTIVATION AMONG THE EMPLOYEES IN HOTEL MANAGEMENT

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A motivated and satisfied employee is the aim of every organization, including those in hotel management. Motivation is influenced by numerous factors, among which are also employees' socio-demographic characteristics. The main aim of this paper is to give an insight into theories of motivation which are included into the research on work motivation in hotel management as well as to examine the influence of education on work motivation among employees. Survey was conducted on the sample consisting of the employees in "Falkensteiner" hotel in Stara planina. Obtained results indicate that education influences work motivation, especially in terms of employees' awards and recognition. The results indicate that employees with higher education give lower marks to the factor "awards" compared to the respondents of secondary education. Also, education in tourism and hotel management proved to have significant influence regarding perception of "working conditions" of the employees in the hotel. Those who have not received education in tourism and hotel management gave significantly higher marks to the questions regarding the factor "working conditions".

Key words: working motivation, education, hotel management

THE INFLUENCE OF THE ETHNIC STRUCTURE OF THE POPULATION OF VOJVODINA ON THE GASTRONOMIC OFFER IN TOURISM

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The ethnic structure of Vojvodina significantly influenced the formation of diverse gastronomy. A large number of Hungarian population and historical events (the Austro-Hungarian and Ottoman Empires) have influenced on the formation of habits in the preparation of various dishes and desserts. When forming an authentic gastronomic offer, a large number of employees in the catering industry are struggling with the interpretation of the origin of certain specialties. In the offer of restaurant facilities of Vojvodina with Hungarian, Serbian and Turkish specialties there should be dishes of Slovakian, Ruthenian, Romani, Croatian, Ukrainian, Macedonian and other ethnic groups. The problem are often minimal differences in the manner of food preparation, where the differences are only in the name. The subject of the research is the structure of gastronomic offer in restaurant facilities. The task of the paper is to research the structure of the offer of sampled restaurants on the territory of Novi Sad, as a significant tourist destination. The aim of the research is to obtain the data on the amount of the offer of the dishes of certain ethnic groups, or how much it is proportional with the ethnic structure of the population. The previous research has proven the dominance of Hungarian dishes. Unfortunately, a great share of Italian cuisine is a reflection of modern eating habits. This offer is not transparent for the development of tourism because it does not offer a unique gastronomic experience. The dishes of ethnic groups that inhabit Vojvodina must find their place in the offer of restaurant facilities in order to develop tourism.

Key words: ethnic structure, food, gastronomy, tourism, restaurants, hospitality

WHAT CAN AFFECT FOOD CONSUMPTION AT THE DESTINATION?

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Tourist food consumption, the most important form of tourist expenditure, has largely been neglected in the hospitality and tourism literature, which leaves room for further research. Based on research conducted so far, authors will present those studies that have examined the factors which influence food consumption at the destination. This paper presents those studies which indicate that food-related personality traits and past experience (the exposure effect) can be determinants which influence food consumption. Besides, the purpose of this paper is to investigate variety seeking behavior in food consumption amongst foreign tourists who visited Novi Sad (Serbia), in order to determine if there are differences between countries. The paper's contribution is the review of previous research and systematisation of the results which indicate that factors such as food-related personality traits and exposure and past experience of tourists can be determinants which can be used for analysing food consumption at a destination. The obtained results indicate that respondents from Western European countries are more willing to taste familiar foods rather than novel foods.

Key words: Food consumption, Food-related personality traits, Past experience, Varseek scale, Novi Sad.

FOOD AS AN IMPORTANT SEGMENT OF TOURIST EVENTS

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Food is physiological need of people and it is an integral part of every tourist's movement. However, food can also be the basis for attracting tourism. Movements of tourists motivated by food are realised through visits to catering establishments and all establishments and destinations that deal with food, as well as tourist manifestations. Vojvodina represents a significant agricultural region, with a diverse structure of agricultural, grocery and gastronomic products that attract numerous tourists. Through the event industry, in world tourist destinations, gastronomic products are fully utilised to increase the number of food-motivated tourists. The subject of the research are gastronomic products that are promoted through touristic events in different ways. The task of the research are the examinations of agricultural, food and gastronomic products that represent the topic of tourist manifestations organised in the territory of Vojvodina. Another task of the research is to examine the way they are distributed to visitors (competitions or exhibitions). The aim of the research is to obtain data on products that in this way have an impact on economic development by increasing the number of visits and selling domestic and local products.

Key words: Manifestations, food, gastronomy, event tourism, hospitality

POTENTIAL DEVELOPMENT OF WINE TOURISM IN MONTENEGRO

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A modern tourist has more and more advanced requirements and he chooses the programs that will meet his most delicate tourist needs. Tourism markets in Europe and the world are characterized by offerings related to viticulture and wine production, which prove to be very successful. Wine production is an area that should be promoted,

since viticulture is a key segment of the gastronomic offer of a country, and gastronomy is very important for the tourism industry. Wine has become a motive for discovering new destinations, visiting well-known and reputable wine cellars, searching for new producers, exploring other cuisines, customs, habits and events. Wine route or wine tourism is a specific type of holiday, which combines the wine tasting of a particular wine-growing region with natural beauties, customs and cultural and historical monuments of the area. The aim of the research work is to improve and develop wine tourism in Montenegro, in the way that it will be an integral part of the overall tourism development of Montenegro. In the research, Pastel I SWOT analysis of wine tourism in Montenegro has been used. Tourism is a great development opportunity for Montenegro, with great potential to launch a whole chain of cross-sectorial development of the economy (agriculture, trade, traffic, etc.). For the successful development of wine tourism in Montenegro, it is necessary to integrate the relevant representatives of the tourism industry in the region and to encourage modern market strategies for the placement of a tourist product.

Key words: Wine tourism, Potentials, Gastronomy

THE IMPORTANCE OF UNDERSTANDING WORLD CHEFS SOCIETY CULINARY RULES FOR YOUNG CHEFS CULINARY COMPETITIONS

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Through period of training and participation in culinary competitions, professional attitude is practically improved as well as proper way of treatment of food, sanitation, work hygiene, everything that is learned theoretically in lectures. The importance of knowing the rules of WACS (World Chefs Societies) affects to the quality of chefs, which is very important for young chefs. Training teachers and educational institutions that educate young chefs are aware of the significance of the competition and the experiences that young chefs get. The formal education is not enough, they must work on themselves and acquire new knowledge to succeed in their professional careers.

Culinary competitions play very important role in raising quality of professional skills, especially for young chefs. The aim of this paper is to present the basic rules of food handling during the preparation and serving of food at competitions organized by World Chefs Societies and to find out are training teachers familiar with these rules and are they competent to teach young chefs.

The survey sample was teachers and professors, from high schools, college and faculty, in Serbia. The research methods used in this paper are: cabinet research of literature, survey research and statistical method of descriptive analysis.

Key words: Culinary, competitions, World chefs societies, young chefs.

MICROWAVES HEAT TREATMENT OF FOOD IN HOSPITALITY

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Microwave is a form of energy that manifests as a result of one or more energy transfer mechanisms. They are initiated by a magnetron device, which converts low-frequency electricity into an electromagnetic field, with centers of positive and negative energy, which changes the direction of millions of times every second. Penetration of microwaves and heating of food with microwaves is currently. By contrast, conventional heating methods transfer heat energy from the surface to the center 10-20 times slower.

The commercial frequency used in microwave ovens is 2450 MHz. In some cases, the use of 915 MHz waves in the United States is permitted, and in Europe, the frequency of the frequency is 896 MHz. Microwave technology is used in the food industry and in hospitality - in various food processing cases: sterilization and pasteurisation, cooking, baking, maintenance, drying, lyophilization, blanching, and more.

Proper heat treatment of foods with microwaves can have significant positive effects on the organization and rationalization of food production in the hospitality.

Key words: Microwaves, heat treatment of food, food safety, hospitality

CIC POINTS AS A TOURIST POTENTIAL FOR THE “KARADJORDJEVO“ HUNTING GROUND – VU MOROVIĆ

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Practice has shown that certain receptive bases, such as accessibility and attractiveness, affect the awareness of tourists-hunters. The analysis shows that the hunting ground „Karadjordjevo” - VU Morović meet the given criteria and that many tourists come precisely to this hunting ground. Considering the fact that this hunting ground is known as being advertised not by the media, but rather by its own natural potential, namely, the shot trophies which have, according to the given CIC points obtained certain medals. The main species of bred game in the hunting ground „Karadjordjevo” - VU Morović are red deer, fallow deer and wild boars. Trophies of these game attracts many tourists from the country and from abroad. The aim of this study is to determine whether in the last five years (from 2012/13 to 2016/17 hunting season) there has been a hunting of main bred species of wild animals the trophies of which achieve certain medals based on the CIC points?! Since the criteria of attractiveness, in case of the hunting ground „Karadjordjevo” – VU Morović is met precisely because of the available game in the hunting ground used for shooting, which according to the evaluation of trophies achieve medals. This fact is what really advertises and influences the awareness of tourists-hunters, since every hunter is aiming to catch the best quality and most prized trophy game. Based on assessment sheets in its records, the results of recently conducted research has shown that the hunting ground „Karadjordjevo” - VU Morović has recorded trophies which earned a medal.

Key words: CIC points, hunting ground, Karadjordjevo, tourist potential

APPLICATION OF GIS FOR FOOD AND WATER EVALUATION IN HUNTING GROUND OF KANJIŽA

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Game habitat quality depends on numerous natural and human-induced conditions. Recent researches have determined that available food, land cover, human disturbance, topography and climatic factors are essential factors. Its analysis is necessary for sustainable management of natural areas, including hunting grounds as game habitat. Hunting is an activity that is closely associated with forestry, water management, agriculture, tourism, etc. GIS is widely applied in the above-mentioned activities and therefore in the field of hunting. Past practice has shown that the classical methods for evaluating habitat factors involve a lot of subjectivity and often leads to unrealistic determination of hunting ground capacity. The aim of this paper is to assess natural food and water as one of the essential factors for determination the capacity of hunting ground. Instead of the classical analyses, project proposes assessment of this factor using Geographic Information System (GIS) which have never been used for this purpose in hunting ground before. Researched area was hunting ground "Kapetanski rit" – Kanjiža, Serbia. Comparing classical methods for evaluating habitat factors and use of GIS for this purposes, obtained results indicate to advantages of new improved GIS methodology

Key words: GIS, hunting ground, Kanjiža, habitat evaluation

COMPARATIVE SALE OF TROPHY ROEBUCKS IN HUNTING TOURISM

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Because of its attractiveness, the roe deer has always presented a challenge for hunting, especially the trophy roebucks for both domestic hunters and hunting tourism. The origins of the organized hunting of trophy roebucks in hunting tourism in the hunting grounds of Vojvodina date back to 1978, when 58 head were shot. Already in the next year (1979), 136 trophy head were shot in Vojvodina; in 1985 - 328; 1990 - 736; 1995 - 303; 2000 - 558; 2005 - 671, whereas the maximum of 976 shot head was recorded in 2006. Since then until nowadays, the annual shooting ranged from 800 to 1,000 trophy roebucks. Due to the proper documentation of the Hunting association, we analysed, for this period, 564 trophy certificates of the shot roebucks and established the annual average. We made a parallel between the reached data and the prices, i.e. price lists of the countries dealing in hunting tourism (Hungary, Croatia, Bulgaria and Slovenia), in order to compare our prices with the prices in those countries. According to the average prices for the observed period (2006-2016), the value of the average trophy roebuck of 331.01 g or 90.43 CIC points ranges from Eur 486 in Hungary, through 189 Eur in Croatia, 310 Eur in Slovenia, 374 Eur in Bulgaria to 324 Eur in Serbia. Compared to the analysed countries, we are approximately in a middle. Because of the abovementioned facts, we think that our prices are real up to the trophy and that we are competitive on the demanding European market. However, it is evident that our prices for top trophy roebucks are lower by more than 60% - therefore, we propose that price list amounts be increased by at least 40-50% in this category.

Key words: price list, trophy, roebuck, hunting tourism

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CYNOLOGIC EVENTS AS A SEGMENT OF HUNTING TOURISM OFFER

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A well-planned and organized dog competition is a serious event with a large number of visitors. It has great cynologic, but also economic and tourist importance for the city and the country in which it is maintained. Seriously organized dog competitions with a large number of registered dogs and competitors, regardless of whether they are of national or international significance, bring together a large number of people, among them not only competitors, but also members of the organizing team, judges, trainees, volunteers, exhibitors, veterinarians, observers and others. Among the visitors, there are a large number of people traveling far from the place of residence to participate in these competitions. Cynological manifestations (competitions in the work and beauty of dogs) are characterized as specific, thematic, interactive and public events with sports-recreational, business and entertainment character. During these events dogs are classified in beauty or a certain type of work. As such, dog events can significantly contribute to the improvement of the hunting tourism product of a certain area, as well as the entire touristic product of Serbia.

Key words: Dog events, Hunting cynology, Hunting tourism

INTERNET MARKETING IN HUNTING TOURISM

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Dynamic and rapid development of Internet technology and marketing opportunities provided by modern digital technology, enable the radical change in old marketing activities and open the space for development for new kind of marketing – Internet marketing. This kind of marketing has become a new trend in tourism industry, and its benefits are recognized by many stakeholders in tourism industry. Internet is becoming an increasingly important for success factor in hun-

tings ground and hunting- tourism (travel) agency. Internet marketing in the tourism industry can help to connect with clients, show them the visual appeal of your destination, and possibly get more exposure than you would with traditional print advertising. This paper is focused on the internet marketing in hunting tourism service provided both for the domestic and foreign hunters.

Key words: Marketing, Internet marketing, Hunting tourism, Social media

CLIMATE IMPACT ON GAME MANAGEMENT AND HUNTING TOURISM OFFER

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Game management is a complex process which includes monitoring, protection, providing food supply, habitat, controlling density of predators, or prevalence of disease for the wildlife. In order of the sustainable use of natural resources such as game animals changes in population abundance need to be monitored. The main factors for controlling the population abundance are the annual spring count and annual culling data. There are number of factors for population abundance besides the amount of harvested game. These include the presence of predators, habitat conditions, climate effects, human factors such as poaching, agriculture and other. In this paper, we evaluate the role of weather variables on the population abundance and consequently on game management in the Vojvodina province (Serbia). Main species of game in this areas open hunting grounds are roe deer (*Capreolus capreolus* L.), brown hare (*Lepus europaeus* Pall.), pheasant (*Phasianus colchicus* L.) and gray partridge (*Perdix perdix* L.). By using available data on population abundance and annual harvest of brown hare, as well as temperature and precipitation data, level of correlation between these factors are calculated for these two species. By determining the losses to the total number of game harvest quotas can be defined more precisely, which is crucial for hunting tourism, and thus enabling higher level of sustainability.

Key words: game management, climate, brown hare, hunting tourism