

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

Contemporary Trends in Tourism and Hospitality, 2017

NEW SPACES IN CULTURAL **TOURISM**

Collection of Papers



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CONTEMPORARY TRENDS IN TOURISM AND HOSPITALITY, 2017

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Tradition and innovation in the festival tourism of South Transdanubia

Géza Szabó^{A*}, Klaudia Szeidl^B, Bence Závodi^B

Abstract

Festival tourism in the latter decade became one of the most significant forms of tourism in Hungary. Orienting to the international trends, the different cultural events play an outstanding role in the tourism supply of Hungary. In the accentuated competition in tourism there is an increasing need for such events and programs which concentrate on some special areas of cultural life. In the extremely varied supply of the South Transdanubian region the festivals related to spiritual-cultural life form an expanding group. Based on their supply these festivals can be classified to different categories out of which events related to wine and gastronomy are outstanding. Wine and gastronomy are the central elements for such festivals to which different complementary services and programs are fitted. Their role is very important in the attendance of the succession of values from generation to generation for instance in preserving ethnic culture. Festivals related to such traditions are the carriers of innovation as well, since they make the heritage value into marketable tourism product. Interactivity is a very important factor of today's tourism industry where one of the most popular scenes are the festivals, where the visitors are given a chance to taste or make local foods and further on they can be acquainted with the secrets of the different folk crafts and traditions.

The aim of our research is the comprehensive analysis of the festival tourism of the South Transdanubian region and the detailed introduction of the two dominant types of festivals, the wine and gastrofestivals, in the form of two case studies.

Keywords: South Transdanubia, heritage, festival, wine, gastronomy, tradition, innovation

Introduction

Besides entertaining, festivals have a great role in the attendance and preserving of different traditions and heritage values. Besides the fact that festivals draw the attention on one or more local values, they become tourism products as well generating a significant amount of demand. Their role is decisive in putting on the map the certain place and its local value. Festivals are

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also the active tools of tourism marketing and place marketing and as such their formation is a product and brand development innovation.

The varied gastronomy, based on ethnic background, of South Transdanubia and within that the Pannon Wine Region and the strongly related grape and wine culture are carriers of significant attractions. However, every attraction is only a potential in tourism until programmes are organised on the supply and so it becomes a product. In our case the product is related to a special attraction, an event or a festival, present only in a certain period of the year. But the highlighted attention oriented on this can expand the value and its attraction even for the whole year for the main target group, the tourist.

Aims

In our study we analyse the gastronomy festivals formed from the latent values of traditions connected to grape and wine culture and ethnic traditions, narrowing the perspective from the national overview to two concrete South Transdanubian examples.

It is an important aim to thematically arrange the more than 200 Hungarian festivals related to wine and gastronomy based on their content and spatial characteristics.

We elaborate our South Transdanubian examples as a highlighted topic, the Steam-Noodle Festival in Geresdlak and the Siller Festival in Paks. At our regional examples, analysing the content - thematic and organisational - and turnover information of the festivals, we search for the role of new solutions built on traditions in the supply of cultural tourism based on festivals.

Methods

Among the methods used during the research we applied primary and secondary source analyses as well. The first step of the secondary research was to overview the professional literature, where besides the theoretical bases of festival tourism (Getz, 1991; Getz 2008; Hunyadi et. al,. 2006; Zátori, 2016) numerous publications with the topics of wine tourism (Getz 2000; Hall et. al. 2000; Szabó, 2010; Magyar Turizmus Zrt., 2013; López-Guzmán et. al. 2014) and gastronomy (Fehér & Kóródi, 2008; Mason & Paggiaro 2010; Robinson & Getz 2014) have been elaborated. The collection of the domestic wine gastronomy festivals was carried out by different sources such as the homepages and web 2. o sites of the wine regions and wine routes and by the program guides. The map visualisation of the results was carried out with ArcGIS 10. 2. During the primary research the festivals of the case studies were in the spotlight. We made deep interviews with the organisers of the festivals by which we received a more punctual picture about the festivals and the background works. Besides the interviews the field trips also contributed to the success of our research. The authors of the paper played also a role in the organising and professional programmes of the festivals so the formulated opinions are based on local observations.

Results

Wine gastronomy festivals

One of the decisive types of festivals are the wine gastronomy festivals (Sulyok and Sziva, 2009) which are closely related not only to wines but to gastronomy as well. Wine is in the centre of these events which is complemented with different services determining the type of the certain festival. According to Szabó (2012) these festivals can be classified into 4 groups:

- Wine festival: Basically the local, regional and national exhibitions for the wines of the wine regions for the public with a significant wine professional content.
- Wine gastronomy: A gastronomy event, festival where the foods and drinks are both presented to the audience.
- Wine culture: The meeting of the wine and the arts, a cultural event, festival where the wines also play a highlighted role in the programme.
- · Harvest festivals: Harvest folk feasts, festivals, balls, where the audience meets the wine culture and the traditions of the wine region with particular concern.

The wine gastronomy festival supply of Hungary

In 2016 altogether 223 wine gastronomy festivals have been organised in Hungary, which, based on their themes, can be classified into the earlier mentioned 4 categories (Figure 1.)

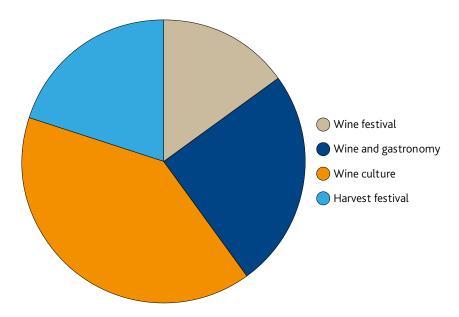


Figure 1. The types of wine gastronomy festivals in Hungary in 2016 Source: Based on internet sources own editing

Nearly half of the festivals (40%) can be classified to the wine culture category, since the supply of this festival type is diversified, possesses numerous target groups due to which it can motivate significant masses of people. In this category we can find festivals with a long history and fame which in numerous cases possess national even international scope of attraction.

The wine gastronomy category means a smaller group, since 24% of all the supply can be classified here. We can rate 44 festivals into the harvest festivals category expelling one fifth of the complete supply. Their number is smaller than the most popular category because these events are only organised during the harvest period (September - October). The wine festivals have a 16% share, since, due to their high wine professional contents, they are organised to a smaller target group.

The wine gastronomy festivals are primarily connected to the wine regions of Hungary (Figure 2.) but we can find numerus examples for just the opposite as well. Such settlements also possess festivals connected to wine which do not belong to any wine regions and further on they do not have wine making traditions. These towns and occasionally villages primarily organise these events because of the inherent opportunities of the festivals and/or with the aim of keeping the traditions.

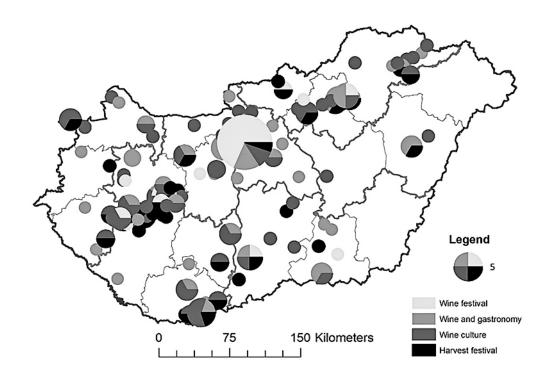


Figure 2. The wine gastronomy festivals in Hungary in 2016 Source: Based on internet sources edited by Morva, T. – Závodi, B. 2017.

The wine festivals are primarily connected to the famous wine regions of Hungary such as to the Villányi or Egri Wine Region. Thanks to the great consumer markets we can find numerous such festivals in Budapest and around Lake Balaton as well. The supply of the wine gastronomy festivals is varied and extensive so we can find them in numerous locations of Hungary out of which Budapest and Etyek should be highlighted. If we approach from the direction of the wine regions than the Tokaji and the Egri Wine Region and also the Balaton (Extensive) Wine Region (an extensive wine region comprising several smaller wine regions) mean a decisive focus. Even the noted medical and experience spas involved in their supply these thematic festivals since the number and the wine gastronomy interest of their guests mean a steady demand. Such is Bükfürdő and Hajdúszoboszló. The festivals with wine culture category are concentrated also in the wine regions but he highlighted wine towns have a focused role as well such as Sopron, Pécs, Villány and Eger. In the apropos of the harvest festivals the decisive areas are the Balaton Wine Region and the Villányi, the Egri and the Tokaji Wine Regions. It is a point of interest that several such settlements are organising harvest festivals which are not allocated in wine regions. We can find examples for this in Ópusztaszer and Szécsény where the explanation is because of the traditions and the popular characteristics of the harvest festivals.

The wine gastronomy festival supply of South Transdanubia

From the point of view of administration South Transdanubia consists of 3 counties, Somogy, Tolna and Baranya. The complete Pannon (Extensive) Wine Region is allocated in its territory which incorporates 4 wine regions, the Villányi, the Pécsi, the Szekszárdi and the Tolnai Wine Regions and further on one of the wine regions of the Balaton (Extenisve) Wine Region, the Balatonboglári. South Transdanubia covers around 17% of all the national supply of wine gastronomy which is a significant ratio.

We can see in Figure 3. that the counties organised wine gastronomy festivals in a differing number in 2016. The most of them, altogether 17, were organised in Baranya County. Somogy County drops behind with just a small difference with 15 events and lastly Tolna County was having 5 organised wine gastronomy festivals. In Baranya County we can find the Villányi and the Pécsi Wine Regions having great traditions in terms of different festivals organised around wine. In Somogy County 6 festivals are related to the Balatonboglári Wine Region, the remaining 9 is allocated around the shores of Lake Balaton – except for 1 – in such settlements which do not belong to any wine region. In Tolna County we can find 2 wine regions, the Szekszárdi and the Tolnai, however their festival supply lags behind significantly compared to the other 2 counties. Despite of the smaller supply we can find numerous such festivals here which possess national scope such as the Siller Festival in Paks.

In Figure 4. the spatial concentration of the wine gastronomy festival supply can be well detected in Baranya and Somogy Counties.

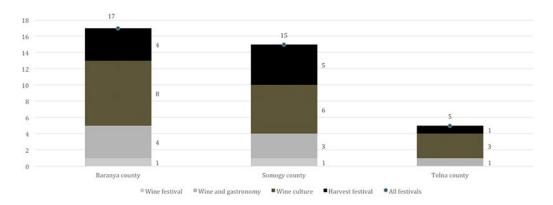


Figure 3. The distribution of wine gastronomy festivals among the counties of South Transdanubia Source: Based on internet sources, own editing

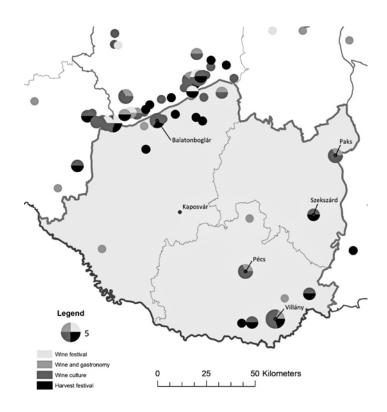


Figure 4. The wine gastronomy festivals in South Transdanubia Source: Based on internet sources edited by Morva, T. – Závodi, B. 2017.

The Steam-Noodle Festival in Geresdlak

The programme offer of the region had been enriched with numerous gastronomy events thanks to the diverse Kraut cuisine. An outstanding example for this is the Steam-Noodle Festival in Geresdlak, which is organised since 2006 in October every year by the initiation of the local mayor and by today it became one of the most popular Kraut gastronomy event of the country (Szököcs, 2013). The primary aim of the festival is to familiarize the "local Kraut miracle", – as the locals call it – and demonstrate its making, and as a result, kind of raising the attention on the cultural variegation of the settlement. The event starts during the morning hours with a traditional procession than after the salutations the cooking contest begins. 30 teams are working in average in the cooking tent to make one of the kinds of the steam-noodles. Competitors are coming from all over the country, so due to the different geographical units, countless forms of steam-noodle is presented on the table of the jury. Parallel with the competition the visitors can have a look at the repertoire of cultural ensembles. The organisers consider it important in the programme supply that besides the traditions such elements are presented which are oriented to the present trends of cultural life. During the years such bands and singers were performing in the concert tent, which attracted a great number of audiences by themselves, due to which the scope of visitors is growing year by year. After the stage concerts the programme of the festival is closed with the traditional Kraut ball.

In the event colourful complementary programmes are offered as well guaranteeing recreational opportunities for all age groups. Village sightseeing tours are organised for the guests

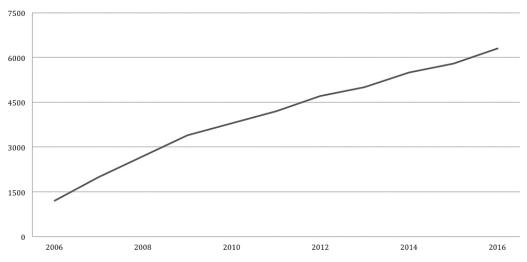


Figure 5. The number of visitors in the Steam-Noodle Festival in Geresdlak (2006-2016) Source: Based on Geresdlaki Local Government, own editing

where the exhibitions of the local German culture can be visited (Geresdlaki Német Önkormányzat, 2017). Out of the 8 thematic exhibitions of the settlement the Puppet Museum is the most popular, where one can see nearly 140 puppets dressed in traditional folk costumes. In the small street of the craftsmen besides the fair the participants can get to know such folk crafts which are almost completely forgotten by today. For children a separate tent is provided where animators are taking care of their entertainment. Besides the programme supply, the efficiency of the event is due to the marketing activity led by the mayor and the work of the volunteer teamof nearly 120 persons. Figure 5. also shows that the number of the visitors of the festival was growing apace in the last 10 years. The initial visitor number of 2000 persons exceeded even 6000 last year.

The success of the interlocking of traditions and innovation is also proved by the fact that the festival, celebrating its jubilee last year, was getting into the Value Repertory of Baranya County in 2011 (Baranya Megyei Értéktár Bizottság, 2017) and in 2012 it obtained the Traditions - Flavours - Regions trademark.

The Siller Festival in Paks

The town of Paks allocated in the Tolnai Wine Region, possessing a cellar village as well, would like to overstep the "atomic city" image and intend to show with its cultural events the traditional small town values along the Danube. This is served by the "National Siller Festival" organised for the 10th time in 2017. Based on the earlier mentioned categorisation this festival is classified into the wine gastronomy group where the wine professional content is organically complemented by gastronomy and culture. The wine professional content deserves special attention since the festival organised in the Pentecostal period lasts 2 days where the first day is specifically professional. The national and international contest of the Siller wines, collected from Austria to Serbia complemented by a wide range of domestic wines, are organised then. The 200-300 items of the Sillers are tested by a jury packed from 7 wine judges. The one hundred items awarded the best are tasted by the laic audience in the second day. The traditional location of the festival is the histprical cellar village of the town, the "Sárgödör (Mud

Hole) Square". The work of the professional jury is carried out in the monument-like winepress houses, than in the square together with the audience, parallel with the cultural and tradition keeping programmes. The Siller Conference is a highlighted professional content where the vine growers, oenologists and wine marketing professionals confer with each other about present and future of the state of this peculiar product brand, the Siller.

We would like to mention about the professional peculiarity of the Siller wine that from the technological point of view they should be placed between the fresh rose wines and the lighter red wines. The harvested blue grape spends only a couple of hours in the fermenting tank, but the fermentation is taking place in separate barrels. Accordingly the Siller wine is more stern than the slightly fizzy, light-pink rosé, but it is lighter than the red wine with a red tone and more gentle acids. Its role, besides keeping the traditions, is significant in gastronomy, since besides the paprika dishes it can be well coupled. The pronounced professional aim of the festival is the "resuscitation" of the once very popular Siller wine and its development to a market brand.

But it is also an aim to provide a base for the greater audience in order to get to know the Siller wines and the folk traditions around the wine culture. In favour of this on the second day, following the professional day, there is a cooking contest in the cellar village for such foods which are related to the Siller wines with the contribution of the families of Paks and their guests. In turn the accompanying programmes address the populous audience with a wide range of performances introducing folk culture or music, children or theatre programmes. The wine judges with their attendants reach 150-200 persons as well, while the participants of the second day exceeds even 3-4000 persons.

The festival significantly gave national and international countenance to the Siller wines. In turn as a subsidiary benefit Paks have been posted on the programme plans of the wine-fanciers of the country.

Summary

Festival tourism went through a great development in Hungary in the latter years, which is well demonstrated by the festivals connected to wine and gastronomy. The festivals appearing as tourism products play an important role in tourism and in preserving the heritage values. We can find numerous such events in South Transdanubia where traditions and innovation interlock with each other. The number of the participants for these events is increasing year by year. The two circumstantially elaborated festivals are excellent examples that for success it is indispensable to keep and present the traditions. Novelties and innovations have a highlighted role where their utilisation can contribute to the success of the events.

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Development of events in Ljubljana (Slovenia) over past quarter of century

Saša Zupan Korže^A

Abstract

Events are creators of destination's image, as well as catalysts for the infrastructure development and economic growth. They are key in creating the city's appeal (Getz & Wicks, 1993; in Skoultsos and Tsartsas 2009, p. 296). The purpose of the paper is to present the qualitative and quantitative development of events in the Slovenian capital over a period of 25 years. The research is focused on those events that take place in public areas of the city and are free-of-charge. Data were obtained from a) relevant secondary sources (scientific papers, available articles in magazines and newspapers, reports from competent authorities, websites) and b) from semi-structured interviews conducted in July 2017 with two relevant interviewees. We analysed the data using qualitative methods. The results of the research showed a number of crucial turning points in event management in the city and its particularities during different periods.

Keywords: tourism, event management, Ljubljana

Introduction

Ljubljana, the Slovenian capital, has become a very popular destination in the last few years. In 2002, overnight stays in Ljubljana amounted to 430.000; after ten years the number has doubled. The target of one million tourist nights was reached in 2014 (Tourism Ljubljana, 2015); in 2016, the number of overnight stays increased to 1,334.000. Most visitors come from Italy, Germany, Great Britain, USA and Austria (Svenšek and Drevenšek, 2017).

The city is frequented by 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 life in the capital is enriched by numerous entertainment events.

In this paper, we are looking for answers to the following questions: a) what was happening in Ljubljana in the field of events in the years prior to the independence of Slovenia, b) which were the key milestones in the event revival of the city centre and c) what is the situation now - 25 years after.

In the first part of the paper we present a theoretical framework on events and event managements. We continue with the presentation of the methodology and present the key points of research results. The paper is concluded with a brief summary and with the guidelines for the future research of the topic.

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Literature review: types of events and their importance for tourism

Events in tourism are planned and created for a specific purpose (non-planned events are considered demonstrations, protests, rebellions, etc.). Getz (2008) defines them as a spatio-temporal phenomenon. Due to the interaction of the environment, people, management system, the elements in the event's design and purpose, each event is unique. In order to experience the event, the users/participants must personally attend them (unlike the different kind of experience with "virtual events" that communicate through different media).

Events play an important role in the development of culture, the formation of a certain community, in the renewal of the city cores, in the formation of a national identity, etc. (Getz, 2008). They are also the motive for the development of tourism and are involved in the development and marketing of most destinations. Therefore, it is not surprising that interest in researching events in tourism has increased in the last few decades (Cibinskiene, 2012). Despite the increase in research of this area since 2000 and the expansion of research areas, most researches are still focused on a limited number of content (Kim et al., 2013).

According to the different criteria events can be classified into several groups. Getz and Page (2016) classify them in four key categories (Figure 1), which differ according to their purpose and program. Some, e.g. festivals, are intended for the public and usually include a large number of different events; other purposes could be competition, entertainment, business or socializing. From the perspective of the crucial topic of the event, the author classifies them into three general groups: business events, sports events and festivals. These types of events

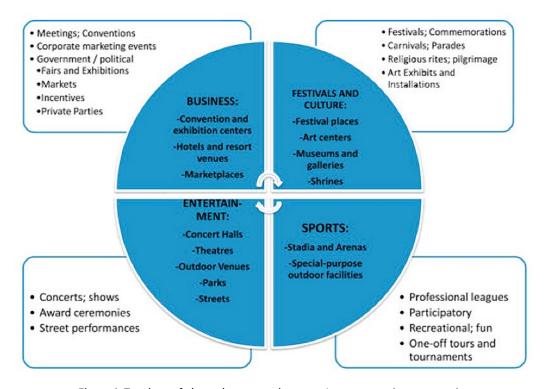


Figure 1. Typology of planned events and venues: An event-tourism perspective (Getz and Page 2016, p. 594)

have grown beyond the limits of individual incentives and have become the subject of planning and implementation of experts and entrepreneurs.

Getz and Page (2016) emphasize the need to study the events in tourism from the side of suppliers – destinations, and from the side of users – visitors and tourists. From the perspective of users, we are primarily interested in the following: who are the people who are travelling because of events, why they are interested in them and how much they spend. The answers to these questions affect the evaluation of events in promoting the positive image of the destination, marketing and co-branding with the destination. Destination, as the event provider and organizer, develop, help and promote events of different types to reach particular goals: to attract tourists – especially during a lower season, to stimulate the revitalization of the urban cores, to build the infrastructure and tourist facilities of the destination, to design a positive image of the destination and to market it, to create the environment for living, work and investment, and to revitalize special attractions or areas. These are non-economic benefits.

In the long run destinations need to decide what specific objectives they want to achieve with the events and how they intend to measure their value. By measuring value, we understand the economic benefits that the events bring to the destination (higher tourist consumption, employment of the local population, etc.).

Skoultsos and Tsartsas (2009) classified the advantages of events in tourism into five groups: economic, commercial-tourist, environmental, psychological, political-administrative. Authors, also analyse their negative impact.

In the field of event tourism, Getz (2013) sees five major challenges. Firstly, there is transformation of the focus from providers to users. Secondly, event planning is based on the "bottom-up" and no longer on the "top-down" principle. The third challenge is in management of the portfolio of the events rather than an individual event. Fourthly, events are created and marketed within an individual destination. The fifth challenge is to ensure the development of event tourism in an integrated and sustainable way.

Methodology

The research is focused on events in Ljubljana, which have been and are still a) taking place in public areas and b) are free-of-charge for visitors. In the existing literature we did not find the analyses that specifically distinguish between events that are free-of-charge for visitors and those that visitors are required to pay for. Therefore, we decided to explore this new dimension of classification, particularly in the light of the significance of the free-of-charge group of the events for the visibility of Ljubljana as a tourist destination.

The data were collected during semi-structured interviews in July 2017. We interviewed two long-standing tourist co-developers of tourism and events in Ljubljana (Grašič-Bole and Vajda 2017). We complement their data with information from the websites of event organizers, from the articles in daily press and from the reports of the public institute for tourism development in Ljubljana.

Results

In the last decade of Slovenia as a constituent unit of the former Yugoslavia, only few events were organized in Ljubljana: a fair activity, New Year's Eve celebrations at the fairground, a carnival, Festival Ljubljana with music events in the summer. From the cultural and artistic events of international recognition, Ljubljana traditionally held the "Kmečka ohcet": couples from over 40 countries represent their country with national costumes that get married in Ljubljana.

The events in the capital of Slovenia were, and still are, concentrated in the old part of the city. According to specific turning points and characteristics of event managements the results of the research suggested that the event management during the researched 25 years could be divided in four periods. These periods are:

- a) the early 90's of the 20th century;
- b) the last years of the 20th century;
- c) the period from 2001 to 2006;
- d) the period from 2007 to 2017.

Due to political events and the decline of tourism in Ljubljana in the first half of the 1990s, the organization of events in Ljubljana was not a priority of the city authorities. For a few years the city was considered to be "a sleepy Ljubljana". Interested individuals, heads of newly-formed private theatres, actors, painters and musicians (Ana Monro Theatre with street performances, Imago Slovenia with musical evenings in Old Ljubljana, etc.) started to awake it with free events in public spaces.

A systematic approach to managing events in public areas began with the establishment of a public institute for tourism development in Ljubljana in 2001. There was a person particularly in charge of promoting and planning of events and for the coordination of their operational implementation between the public and private sectors.

The first mass event on the public surfaces was the graduation parade: students of the final year of secondary school danced on the central Ljubljana street. The event got into the Guinness Book of Records as the most numerous dance parade. Over the years it has become a traditional event that has gradually expanded into other Slovenian cities and to the cities in other countries. That same year, there was a meeting of the then acting Russian and US presidents: Bush-Putin. This was the first year that the entire tourist offer of all the suppliers in Ljubljana was published in one edition. Due to the global importance of the presidential meeting, the event was accompanied by a large number of journalists. Media attention put Ljubljana on the map of recognizable tourist destinations.

In 2002, the Ljubljana Tourist Board first published a public tender for co-financing the implementation of social and cultural events on public spaces. The potential contractor had to present the program, which was to be performed on public areas in the centre of Ljubljana, and that it is free for visitors. This created a strong link between public institutions and private providers of tourist services.

In the following years, particularly during the summer months, the Ljubljana events were enriched by the promenade concerts in the Tivoli Park, the street performances of Ana Desetnica (Ana the Tenth), the performances of the puppet theatre, the musical evenings in the Old Ljubljana, etc. In November, a "wine route" was set up for the tasting of a new wine, in December the centre of the capital was decorated by the painter Drago Modic. Ana Desetnica summer street performances were paired by its' winter version called Ana Zima (Ana Winter).

At the end of 2006, the new city government set innovative guidelines to the public institutions in charge of events and tourism. Their main purpose was to achieve synergistic effects and sustainable development of Ljubljana. The new Mayor put them in his personal motto about "Ljubljana, the most beautiful city in the world". He has been spreading it among residents of Ljubljana with his personal commitment and involvement at all key levels of city development. All cultural public institutions had the task of organizing at least one free-of-charge event for visitors per year. One such event is, for example, Library under the trees: on green oases in the city, visitors can borrow and read books.

Incentives from the Town-hall have strongly increased the number of events on public spaces. The substantial increase of traffic-free areas and the implementation of other traffic barriers in the city centre, particularly the old city, has opened up additional opportunities for new venues for the events. Numerous initiatives could no longer be supported entirely by public funding, thus, organisers were forced to cover cost increasingly with support of different sponsors. More than 10.000 events occur annually in Ljubljana; 70 % of them are free-of-charge (Svenšek and Drevenšek, 2017).

Tourism Ljubljana and the Municipality support only events with the content that corresponds with the architecture of the space where they are taking place. The site must be interesting and acceptable to visitors and residents. When choosing music content, they pay attention to various genres as to minimise noise pollution. They support events that use the event area outside the city centre and those that take place in the less-visited months (Annual Report, 2017).

In 2016, Tourism Ljubljana co-financed 52 out of 103 events with 70.0000 €. It selected some traditional events and some of those that highlighted the special features of Ljubljana as a "green" city in line with its prestigious title − Green Capital of Europe. The following events have become traditional: June Festival in Ljubljana, Ana Desetnica, Night in Old Ljubljana, the Summer Cinema at the Congress Square, the Ljubljana Wine Trail, the Library under the trees, the Art Fair and the Antiquities Fair, Green Fashion in Tivoli, musicians in the Ljubljanica river boats, the music walks in the old city, the "green" running-in reverse competition, etc. (Annual Report, 2017).

City authorities regularly inform the residents of the city centre about events and appeals for their tolerance (events can be disturbing for residents due to noise and littering, fireworks can sometime present a fire hazard for houses around the castle, etc.). Public institutions help organizers obtain different administrative permits: for the use of public spaces, for the organization of events (legal regulations), for the installation of stages, for the use of electrical installations, etc. Municipality of Ljubljana does not charge for the use of public spaces. After major events, they take care of cleaning the venues.

During the last couple of years, the cultural and social events have been increasingly complemented by sports and entertainment events. In summer 2017, for example, the central public square – at Zvezda Park, turned into a women's beach volleyball championship.

Opportunities for carrying out innovative events have been rediscovered by the renovated part of the central city street. This street has become the promenade of pedestrians and cyclists which coexist with the public urban transport. In July 2017, on Slovenska street Ana Monro Theatre celebrated the 20th anniversary of street performances. The part of the Street was transformed into the festival scene. The couches, armchairs and tables were placed on the main street, transforming it into a living room. The Street has become a) a place for socializing, b) a place of discarded plants from plant shelters that represent the balcony or garden, c) a place where the barbers were designing beards, d) a creative workshop, and e) children playground (Dvajseta, 2017).

During the last couple of years, culinary events have been added to social, cultural and sports events. There is an open kitchen "Odprta kuhna" placed in front of the Ljubljana main market place. Chefs prepare tasty food for visitor every Friday from May to September. The event contributes to culinary revival of the city of Ljubljana.

Conclusion

The research shows a) how a systematic and strategic approach to event management can contribute to the recognition of the city as a destination and b) that free-of-charge events on public spaces in Ljubljana develop parallel with the tourism. We support this conclusion by the following findings: 1) after the independence of Slovenia in 1991 the tourism in Ljubljana and events have stagnated for several years; 2) the second half of the 90s of the 20th century brought about some optimism in tourism and events; it was the time of tourism revival and the time of a few entrepreneurial event initiatives that have expanded in the following years of the new millennium; 3) public institution in charge of city tourism and events development (Tourism Ljubljana) completely changed the existing approaches to events and tourism management; 4) major positive changes followed after 2006 with the new city government.

The results of the research on event tourism management in Ljubljana give answers to the research questions. Event management in Ljubljana present an example of good practice for other cities that plan to include events in promoting their cities as tourist destinations. Subsequently, the research opens a space for additional research, e. g. how to measure the correlation between the events and tourism; which measures are the most appropriate, etc.

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The effect of bicycle rental system "NS bike" on tourist offer of Novi Sad

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Abstract

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.

Keywords: City tourism, bycicle rental, "NS bike" system

Introduction

According to the space on which a tourist trip takes place, an important place is taken by urban tourism, which in addition to its cultural, also includes other and specific forms of tourism. Since that, without traffic there would be no tourism (except virtual one), there is an irreplaceable and indisputable connection between traffic and tourism. In accordance with the traffic management policy, in cities around the world, attempts are made to reduce the use of passenger vehicles, and the demand for transport is compensated by other means of transport. The

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effects of reducing the number of cars on the streets are enormous, in the form of more efficient transport, savings, reducing traffic congestion, and reducing environmental pollution. Of course, the most effective way to pull this off is the efficient use of public transport, but also the massive use of bicycles is extremely effective. Based on this, we come to the conclusion that the concept of the development of a transport infrastructure must be based on the view that, priority conditions for use should be provided for pedestrians, cyclists and public transport, and to discourage the car users (Radojević, 2016).

The dominant opinion is that the problem of parking is the problem of a residential population in daily migration, while is perceived only as a secondary tourist problem. Understanding that parking can finally be solved by administrative methods causes the problem that is overstated by extorted solutions. In addition to the parking of passenger cars, PUC "Parking service" Novi Sad is engaged in renting bicycles, removing vehicles, informative-propaganda activities, as well as other services of smaller volume. The assumption is that all these services have a greater or lesser impact on the tourist offer of the city Novi Sad and that, if they are performed well, the quality of the city tourist in general is improved.

Literature review

According to author Hsi-Chang (2003) cycling tourism can be defined as a positive activity that combines the experience of transportation and recreation with the overall tourist experience. The European countries and the United States significantly promote the development of cycling tourism, as well as the use of bicycles as a means of transport in everyday activities of their citizens (Hose, 2000). Since the end of the 20th century, tourism and recreation have become increasingly important in generating the newly created value of national economies, especially in the underdeveloped regions of the world. The relationship between tourism and traffic development is inseparable and has a significant impact on the local economy. Pedestrian and cycling tourism are extremely important in the context of sustainable tourism development.

Bike tourism is also defined as taking a trip using a bicycle or using a bicycle as a primary vehicle for traveling, which can offer bike riders a pleasant travel experience (Ritchie,1998). Many countries, around the globe, propose so-called bicycle-friendly towns. In the year of 1988, European Parliament passed the pedestrian and bicycle rights (Chang, 2004). According to Mapes (2009), the cities with successful bike promotion include Amsterdam (the Netherlands); Copenhagen (Denmark); Paris (France); Davis, Portland, New York and Chicago (U.S.A.) (Chen & Lee, 2017). Creating a bicycle-friendly environment and atmosphere can help boost the bicycle tourism industry. Bike sharing schemes have existed for almost fifty years but only in the last decade have they significantly grown in prevalence and popularity to include over 800 cities across the world and a global fleet exceeding 900,000 bicycles (Meddin, 2015). In their historical development they have progressed through so-called 'generations' (Beroud & Anaya, 2012; DeMaio, 2009). Modern 3rd generation of Bike sharing schemes, shares a few new key features (Anaya & Castro, 2012) relating to the application of modern information and communication technologies.

Bicycle Rental System

Renting a bicycle is a way that a person who, currently or permanently, does not have a bicycle to get a bike and satisfy his need for transportation. Bicycle rentals are popular, both in rural and in city tourist destinations. The basic type of renting a bicycle is the "Rent" system, that is, it can be said, "ordinary" bicycle rental. With this rental, a bicycle is rented in one location, usually on a day, and after returning it, it returns to the location where it was leased. This type of bicycle rental is much more popular in the rural tourist destinations (coastal, mountainous and other).

The second type is a rental system of "park and ride". In this type, the driver parks the car at a certain parking lot, then rents a bicycle, or changes the type of transportation. When finished using the bike, driver comes back to his starting location, returning the bike and takes the car. This type of bicycle rental is popular in both urban and rural tourism destinations. "Share" is the third type of bicycle rental. For this type of rent in the territory where bicycles are used, there are several stations. The bicycle can be rented on one, and returned to another station, depending on the needs of the user. This type of rent is more popular in city tourist destinations. It efficiently uses the existing number of bikes, as sharing bicycle times serves to a significantly larger number of users. For this type of rent, which is completely different from the first two types, we say that it is a bike rental system. It can be part of a tourist offer of city tourist destinations, but also a form of public transport.

The specific characteristics of all mentioned types are, rental charge, taking over and returning bicycles (can be manual or automated) and a pricing policy. With regard to ownership, all three types may be in private, public or mixed ownership.

"NS bike" system

Novi Sad has become the first city in the Balkans to have organized a public bicycle rental system "bike sher". In our country, except in Novi Sad, there are later formed bicycle system in Subotica and renting bicycles in Belgrade. Belgrade bicycle rental is a type of "park end ride" so it cannot be compared to Novi Sad. In Belgrade, to the citizens within three locations "Ada",



Figure 1. Getting Started "NS bike" rental system in Novi Sad in July 2011 Source: PUC Archive "Parking Service"

"Sava Center" and "25. May" is provided free of charge bicycles rental, if they park their car in a garage (or at a closed parking lot). On returning a bike, car drivers pay only a regular car parking price in the garage. Therefore, free allocation of bikes is only allowed for garage users within the three listed facilities. There are electric and regular bicycles in the Belgrade rental. Such rent has no significant impact on the tourist offer there.

In Subotica, bicycle system is a "bike share" type and is completely similar to the Novi Sad system, except that it is significantly smaller in scope. It covers the territory of Subotica and Palić, where there are five bicycle rental stations and around 60 bicycles in circulation within the system. Subotica and Palić improved the quality of their tourist offer by introducing a bike rental system called "SU bike".

The Novi Sad city government, recognizing traffic problems in the city and the negative consequences of environmental pollution, has set as high-priority tasks an alternative transport and devotion for a healthy environment. The campaign "Let's bring Novi Sad to bikers" was launched in the year of 2009, with the aim of promoting a bicycle as a mean of transport whose massive use would contribute to the reduction of traffic jams and pollution. As part of this action, the project "NS Bike" started in July 2011, on the base of models of developed European cities, Novi Sad has become the first city in the Balkans with an organized network for renting bicycles (Figure 1). Bicycle infrastructure in Novi Sad is quite good, and bicycles are therefore very popular in the local community. Novi Sad maintains and continuously improves the network of biking trails in the implementation of its city traffic policy. Through the city, along the river of Danube, the European cycling route — Euro Velo 6, Atlantic - Black Sea passes. Trails of "tourist" biking trails are mostly planned by existing embankments, ataric and forest roads, but also by existing biking trails in the territory of the City. In support of this infrastructure, in the past years, PUC "Parking Service" has built and arranged safe parking for bicycles, with over 500 parking spaces on several locations in the city.

In order to make Novi Sad more accessible for cycling, in the upcoming period, City will be intensively engaged in marking and arranging bicycle paths and removing cars from bicycle space. Part of the plan is to increase the number of bicycle rental stations, as well as parking and locking stations, opening new bicycle garages and increasing the number of available bicycles.

The principle of "NS bike" system functioning is the "bike share" type. This means that in a number of locations in the city there are regulated stations where bicycles are parked and locked. The user in the station borrows a bicycle, performs the desired trip, and returns the bike to the



Figure 2. Cards for using the "NS bike" system Source: PUC Archive "Parking Service"



Figure 3. Station "NS bike" system "Belgrade Quay" opened in fall 2015. Source: PUC Archive "Parking Service"

station that suits him most. For the service of a bicycle, the user is obliged to pay the appropriate fee in accordance with the pricelist created on the basis of a pricing policy. The rental price is of a stimulating character and is 20 dinars per hour, or 100 dinars for daily use of a bicycle.

User registration is a necessary procedure that is done only for the first time, in order to use the service of the "NS bike" system. The user carries out the registration with personal documents and gets a user card with which he can rent a bicycle in the future. Registration means the signing of the Agreement on renting and making a chip card, which represents a one-time expense of 500 dinars for the user and unlimited duration (Figure 2). The amount of money on the card can be refilled and spent unlimited times. Bicycles in the system are robust, unisex, with branded front and rear wheel protectors, basket and other equipment. There are currently around 130 bicycles in circulation, and it is estimated that the Novi Sad system, based on comparisons with other European cities of similar size in the optimal model, should have around 600 bikes and 60 cells.

The stations of the "NS bike" system are specially designed (Figure 3). Some are covered with green roofs, and some have a bicycle building wall. An individual station consists of a stand (a bicycle leaving part) and a control cabinet (housing for fitting equipment for semi-automatic controlling by unlocking and locking the bicycles). Depending on the conditions dictated by the location, the booth is constructed with the possibility of one-way or double-sided parking, as well as the possibility of changing capacities (modular type and can be upgraded - continue in length). The basic capacity is 14 units. The stand is divided into boxes that are equipped with a locking and unlocking device and a light signal that is activated when taking or returning a bicycle. The control cabinet is made in the form of a metal enclosure and serves to accommodate equipment for the functioning of the station. The working hours of the stations are 24 hours a day (during the season) and all are covered by video surveillance.

Table 1. Increase in the number of stations "NS bike" system for renting bikes from start up to date

Year	2011	2012	2013	2014	2015	2016
Number of stations	5	5	8	10	11	12

Source: PUC Archive "Parking Service"

The locations of the 12 stations of the "NS bike" system are: Štrand, Spens, Railway Station, Serbian National Theater, Campus of Novi Sad University, Belgrade Quay, Detelinara ABC Center, Detelinara corner of Kornelija Stankovic Street and Milenko Grcic, Liman 3 NIS, Liman 3 Health Center, Novo naselje Bulevard Jovana Ducica near Rodic and Petrovaradin Preradoviceva street, near the post office (Table 1).

Influence of the "NS bike" system on the city's tourist offer

According to data from PUC "Parking service", the number of users of bicycle rental system has exceeded 4 thousand, and the 2015 season was very successful with over 27 thousand leases. In the year of 2016 we notice a drop in the number of leased bikes with a total of 20,582 leases (Figure 4). This is primarily the result of a new way of statistical processing of data and therefore should be considered with reserve. We can conclude that the bicycle rental represents a significant additional, complementary offer to the city tourism of Novi Sad. Therefore, the utility and tourist offerers continuously improve the "NS bike" system and increase the number of stations (the stations of the "NS bike" system) and the number of bikes for rent.

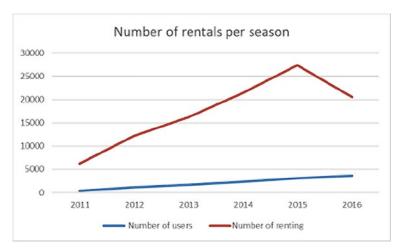


Figure 4. Number of bicycle rentals in "NS bike" system per season, for the period 2011 – 2016. Source: PUC Archive "Parking Service"

According to the place of residence, the absolute majority of users of the "NS Bike" system are from Novi Sad, but almost 30% are users from other parts of Serbia and abroad. Among the foreigners, the largest percentage was the Russians 1.03%. Foreign tourists from other countries have achieved, each individual percentage below 1% (Germany, Croatia, USA, Bulgaria, Poland, Bosnia and Herzegovina, France, Greece, Italy, etc.). This percentage of beneficiaries the tourist is very important, but it should be taken with reserve, because it can include also an unregistered residents of Novi Sad (Figure 5).

The bicycle rental system "NS bike" in Novi Sad has a significant impact on the city's tourist offer. It is the most important service of PUC "Parking service" directly in tourist terms. In addition, it is a tourist attraction by itself. As such, it is already included in the official tourist offer of the City. The system has a good website. Information leaflets about the "NS bike" system are shared in the Tourist Information Center of the City, where users could register. Also,

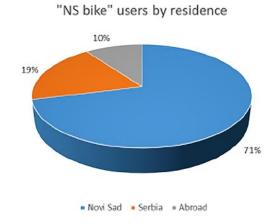


Figure 5. Percentage of "NS bike" system users according to place of residence Source: PUC Archive "Parking Service"

in the previous years, leaflets were distributed during the Exit Festival. Visitors to Novi Sad have already become accustomed to "NS bike". Many tourists, because of its existence, opt for a bicycle when visiting and exploring the city, parks, museums and galleries. In cooperation with the Tourist Organization of Novi Sad, the next season plans, are to organize thematic biking tours. In financial sense, "NS bike" system is not profitable, but as a part of the overall traffic policy of the city, ecological and tourist importance is favorable. The "NS bike" system is not without fault in a tourist sense. The system is primarily designed and developed as a system of alternative transport in the city, and not as a tourist attraction and part of the city's offer. It is more focused on daily migration, and less on tourism. Insurance for damage is taken from foreign tourists in the form of a cash deposit. There are few places to register or sell cards (for example, hotels, travel agencies and other legal entities). Due to security while registering a user, a Usage Agreement is signed. It could, with an electronic signature and an appropriate procedure via the Internet, ensure the purchase of the card and the registration on each store. And of course, for the city of Novi Sad needs, "NS bike" system could be larger by number of stations and by number of bikes. Even though it also has small flaws, the "NS bike" system is extremely important for the city of Novi Sad, both for tourism and for the positivity it brings to the PUC "Parking Service" which is also the most important service provided for tourists by this enterprise. It can be said that the "NS bike" system returned to the streets of Novi Sad the culture of riding a bicycle, a smile and a healthy lifestyle.

Conclusion

Services of PUC "Parking service" that have the greatest impact on the tourist offer of Novi Sad are parking of passenger vehicles, "NS bike" system, vehicle removal and information and propaganda activity, and among other services there are parking of buses and bicycles as well as the installation of mobile barriers and stairways to protect pedestrian zones. The overall parking regime in the territory of the urban area is relatively well functioning under the circumstances. Payment methods are simple and convenient, and vulnerable categories of users are favored. Parking lots on the territory of the city center of Novi Sad are well positioned, taking into account acceptable walking distance, to have an adequate parking regime, and to support the activities of tourists. Also, occasional car parks around day-to-day attractions have a good position and parking mode. On the Petrovaradin side of the city, the situation is bad and requires quick action.

The bicycle rental system "NS bike" in Novi Sad has a significant impact on the city's tourist offer. It is the most important service of PUC "Parking service" directly in tourist terms. In addition, it is a tourist attraction by itself. As such, it is already included in the official tourist offer of the City. Even though it also has disadvantages, the "NS bike" system is extremely important for the city of Novi Sad, and in the tourist sense and by the positivity it brings to the image of the city and PUC "Parking Service", it is also the most important service that this company provides. The construction of bicycle parks and the installation of bicycle holders play an important role in improving the functionality of Novi Sad in cyclo-tourism. They represent the basic infrastructure (along the cycling paths) of cyclo-tourism, which is especially important for Novi Sad because of the famous cycling culture, the city bike rental system and the position of the city on the European cycling route.

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Destination branding: insights and practices from Spain

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Abstract

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 in case of Spain that has been one of the main touristic countries on the world tourism market attracting many people. The study analyze several ways of branding and different marketing techniques as well as some advertising campaigns used in Spain throughout the years. In order to built 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.

Keywords: Destination, Branding, Marketing strategies, Spain

Introduction

Brand name represents a promise that sellers give to the buyers (Armstrong and Kotler, 2014; Day, 2011). Brands represent how consumers perceive and feel about a product and they connect everything that the product means to them. During the late 90's destination branding started to gain visibility (Oppermann, 2000). Blain et al. (2005, p. 337) proposed the following definition of destination branding:

"the set of marketing activities that (1) support the creation of a name, symbol, logo, word mark or other graphic that readily identifies and differentiates a destination: that (2) consistently convey the expectation of a memorable travel experience that is uniquely associated with the destination: that (3) serve to consolidate and reinforce the emotional connection between the visitor and the destination; and that (4) reduce consumer search costs and perceived risk. Collectively, these activities serve to create a destination image that positively influences consumer destination choice."

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Author Gartner (2014, p. 1) stated that "destinations are places of life and change", and because of that, we can not expect the brand stability like most brands have. Developing a destination brand is a complex process since creator of brand need to understand experiential element, the tourists' decisional process, characteristics of the macro-environment (economic, political and social issues of the destination) along with the stakeholders' perception of the destination brand (Khanna, 2011).

The aim of this paper is to demonstrate an innovative approach to destination branding in 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 built 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.

Travel promotion of Spain

The promotion of the tourist destination of Spain as a tourist destination abroad is made by Tourspain⁴. Spain tourist brand reflects the perception that all the agents in the environment have on Spain: actual and potential tourists, private sector, media, etc., good positioning is crucial for a success promotion of the destination. Therefore, this is one of the most important goals of the Tourism Institute of Spain: achieving the optimal alignment of the tourist trademark, thus collaborating with the rest of public enforcement agencies for the rest of the dimensions of the brand (ICEX, Instituto Cervantes, Cultural Action Abroad)

Study of markets and segments

Tourspain classifies its tourism market into six groups depending if it is potential market or actual market (Secretary of State for Tourism and Tourism Institute of Spain, 2017):

- 1. Potential markets
 - Group 1: Indifferent to target Spain distant prosperous markets.
 - Group 2: Distant prosperous markets sensitive to the destination.
 - Group 3: Emerging middle markets in Eastern Europe.
- 2. Actual markets.
 - Group 4: Distant prosperous markets interested in the destination.
 - Group 5: European emitting great stable.
 - Group 6: Medium European markets and Nordic countries.

Countries without any group classification mean that they are not focused on promotion areas or they are not representatives as other in the touristic statistics.

Tourspain is the Spanish body responsible of the tourism marketing in the world and creates value for its tourism sector, promoting the sustainable economic, social and environmental national destinations. In Spain, the regular form to call this body is TURESPAÑA

Strategic marketing plan

Strategic Marketing Plan of Tourspain is conceived as a tool to help the Tourism Institute of Spain take on the new challenges posed by the promotion of Destination Spain under the comprehensive National Plan for tourism. This Plan aims to boost the tourism revenue of Destination Spain, ensure its sustained growth by means of a diversification strategy and help to increase the power of the tourism brand.

Strategy by segments and products

Description of experimental segments with aim of getting tourists segmetations by motives (Tourism Institute of Spain, TurSpain, 2014-2015):

- 1. **Beach, gastronomy and shopping.** This segment has a very well defined experiential profile. They are interested in primarily and almost exclusively a product of Sun and beach, restaurants and shopping offer (which is not to be understood as haute cuisine, but as basic food consumption).
- 2. Rural nature. Segment characterized by the importance given to activities in rural areas, natural and camping spaces, but also to rest on the coast.
- 3. Calm. the segment is interested in almost all activities and products, with exception of activities which have more active component
- 4. **Sportive.** Active experiential profile and it is also a young segment.
- 5. Cosmopolitan. It is an experiential profile well defined, characterized by interest in urban tourism, gastronomy and shopping.
- 6. **Cultural.** This traveller profile is expresses interest in the art and cultural events, urban tourism, routes, and wildernesses.
- 7. Open to all. High interest in a varied range of products, they do not reject none and score well above the average in all their preferences.

Portfolio of products

Spain as a tourist destination has a wide offer of tourism products and experiences. The knowledge and experience of Tourspain has identified five key experiences: to relax, to discover, to have fun, to learn, and to meet, that correspond to holiday motivations (except business tourism) (Figure 1).



Figure 1. Extracted from Strategic Marketing Plan

Source: Tourspain.es

Spots marketing and publicity campaigns

In this section, it will be analyzed all the Tourspain advertising campaigns. Since 1985 the common feature of the promotion campaigns has-been Miró⁵ logotype, widely recognized in all the outbound markets to Spain. In the 1960s, the publicity was focused on cultural tourism, high social life style, and without a seasonality or geographic location. The famous slogan was "Spain is different". Until the end of the 70s, the advertising was focusing primarily on the Sun, beaches and festivals, looking for a more playful and popular tourism.

Spain. Everything under the sun (1984-1990) - In 1984 it was introduced the advertising campaign with the slogan "Everything under the Sun", possibly one of the most brilliant, long-lasting and recent Spanish advertising effective. The campaign gives a great importance to Sun and beach offer, and evolves with the "everything new under the Sun", heading towards a more diversified destination promotion and higher quality.

Passion for life (1991-1994) - In 1991, the new slogan "Passion for life" represented an active and alive, tourism in keeping with the passionate Spanish character. Spain is shown as the destination that responds to visitor experiences and emotions they were searching.

Spain By (1995-1997) - This is an image campaign in which some of the photographers of greater popularity in the international market interpreted them vision of Spain. Images of Herb Ritts, Elliot Herbitt or Annie Leibovitz showed a country style, different and impressive. An evolution of this campaign used the same slogan less personal images, but also very meticulous aesthetics, presented with greater clarity the diversity of the offer of the destination.

Bravo Spain (1998-2001) - In 1998, under the slogan "Bravo Spain", creates a new communication campaign with a bright slogan, easy to remember and to pronounce in all languages. It transmits an image of Spain as a modern country, with quality and diversity, and seeks to pursue get loyalty customers on alternative products to the Sun and the beach, picking up a tourism of higher spending power.

Spain marks (2002-2003) - This is an advertising campaign groundbreaking, which based its creative axis in considering Spain as a tourist destination with its own personality, a way of understanding life that does not leave indifferent to the visitor, which is marked by its footprint. It was consisted in an original campaign, with some component of irony, and aesthetic beauty, with images in black and white, contrasting with the slogan superimposed in red.

Smile! You are in Spain (2004-2009) - This campaign highlights the emotional and close component of the visit; highlighting the images with the trace of a smile. It places emphasis on the shape and life style in Spain, conveying the value of Spanish culture and customizing the diversity of its offerings. From the creative point of view, was a conservative campaign that casual moments of foreign tourists on them visit to Spain.

Spain. 25 years beyond the sun (2008) - In 2008 Tourspain celebrated 25 years of the logo of the tourism of Spain, created by Joan Miró, with a specific campaign that takes place three months parallel to the generic campaign. The aim of this advertising action is the strengthening of the brand image as a tourist destination of the first order. Creativity is "the journey through time" in which tourists from 25 years enjoying the Spain of today and its main attractions: Sun and beach, gastronomy, culture, contemporary architecture and shopping.

I need Spain - According to a positioning study made in 2009, the tourist brand 'Spain' was solidly positioned as main European tourist destination, though always associated with Sun and beach tourism in excess. At the same time, this study confirmed the weak position of Spain in emerging markets, especially in Asia.

⁵ Joan Miró was one of the most recognized Spanish painter. International claimed by Surrealism.

For mentioned two reasons a new strategy based on a double objective should be implemented: the repositione the Spain brand in European markets, to publicize the diversity of Spanish tourism; and the positioning of tourist brand in emerging markets, with the reinforcing its excellence in large potential markets where it was less well known. To this end it was implemented in the year 2010 I Need Spain campaign ("Necesito España"), which aims to renew the image of the tourist brand from one of its the main assets: the Spanish lifestyle.

For the development of the campaign, graphics, audiovisual media and online, Turspain was counted with the collaboration of prominent personalities as Erik Almas and Ale Burset photographers, filmmakers as Julio Medem and with the collaboration of Ferrá Adriá, Gisela Pulido as brand ambassadors and the players in Spanish soccer and basketball teams.

The campaign reflects the diversity of destinations and Spanish tourism products through a wide range of visual elements and spots. Moreover, this campaign was also the first that included creative materials exclusively designed for the Asian market: inspired by Miró Sun strokes of the claim "I need Spain" have been in a typeface with character of spontaneity, which allows a perfect harmony with the Sun of Miró.

Online Marketing

The 80% of tourists visiting Spain are Internet users, six out of every ten searches on the web site are related to travel and destinations and the 40% of e-commerce is related to sells of tourist products. With this perspective, Tourspain has been working for a long time to strengthen its presence in the digital world.

Other developments in the digital world include mobile apps for iPad and iPhone, presence in the YouTube channel and the line of audio-visual from Spain, all geared toward that destination Spain gradually reach a greater number of potential tourists (Table 1).

Table 1. Online tourism marketing tools in Spain

Spain.info	Instagram, social networks, Facebook and Twitter	Youtube channel	
Website: http://www.spain.info/es/	Name of social media and URL:	Name of social media and URL:	
Logo: Sol de Miró	Facebook, https://www.facebook.	YouTube, https://www.youtube.com/	
Slogan: Spain is what you want,	com/spain.info	spain	
Spain is what you need.	Number of followers: 1.730.931	Number of followers: 12.235	
Subslogan: What are you going to	Name of social media and URL:	Play list: Advertising of the publicity	
do this summer? Discover plans for	Twitter, https://twitter.com/spain	campaign 2015, Highlights, Time-	
enjoying it in Spain	Number of followers: 266.000	lapse, Sport and Adventure, Fresh Air	
#SummerInSpain	Short description: Most of the	and Relax, Recipes of tapas, Lifestyle,	
	photographs are tourist attractions	Spain in Detail 1 and 2 , Cultural	
The web has a search engine of	of Spain, its scenery and gastronomy.	Diversity, Airports, Amazing flavours,	
ACTIVITIES by Spanish provinces,	Name of social media and URL:	Spain to country to share, Spain is	
the activities are divided in: circuits	Instagram, https://www.instagram.	alive in Youtube in 4k, DMT ³ 15 June	
and visits, culture and traditions,	com/spain/	2017 #TapasDay and My Top Videos,	
gastronomy, health and beauty,	Number of followers: 223.000	Spain beats with you 2016.	
leisure parks, nature, Premium Spain,	Short description: Pictures of		
shopping, sport and adventure and	Spanish representative places, iconic		
water sports.	buildings, eventually other thematic,		
	in 4:4 format with Instagram filters		
	applied and using several hashtags.		

DMT is an acronyms of Tapas Day (Día Mundial de la Tapa in Spanish).

Swot analysis

Authors made the diagnosis of opportunities and threats that can affect Spain and other competing countries; and the strengths and weaknesses associated with the destination that competes with other countries (Table 2). The strength of the brand 'Spain', destination 'Spain', customer knowledge, alignment of the public-private sector, offer and destinations, talent and entrepreneurship and orientation customer.

Table 2. SWOT analysis of Spain tourism

- Quantity and variety of use of tourism infrastructures.
- World leader in offering Sun and beach tourism.
- Diversity and variety of resources that enrich the offer of cultural and natural-based tourism.
- Spain is positioned in third place in the Country Brand Index ranking⁴ on tourism attribute.
- High degree of loyalty in traditional European markets.
- The image of Spain as a tourist destination improves after the first experience.
- High brand awareness based on data extracted from a questionnaire to countries like United Kingdom, Germany, France and the Netherlands, where respondents answered that prime tourist destination chosen is "Spain".

OPPORTUNITIES

- The strengthening of tourists economies stimulates tourism expenditure.
- Ageing of the population; major emitting countries demand products related to health and wellness.
- Demand is sensitive to the sustainability of the environment.
- Wide range of intermediaries willing to bring differentiated products

WEAKNESSES

- Low value as a destination for tourists who have not visited Spain.
- The tourist does not perceive in origin offer available in Spain as tourist destination.
- Reduction of the proportion of Spaniards travel to domestic destinations against the Spanish trips abroad.
- Promotion and communication is not sufficiently alienated with the characteristics of each target
- Loss of positions in the ranking of the brand country Spain prepared by Future Brand (10th in 2013, 14th in 2014 and 2015).
- Strong seasonality associated to Sun and Beach tourism.

THREATS

- The adequacy of the economic crisis in Europe.
- Threat of the destinations of the Mediterranean area.
- High seasonality common in holiday periods.
- Improving brand country of developing countries.

Conclusion

Tourism has always been backbone of Spanish economy. During the past years, Spain has realized the importance of developing brand equity and has been aggressively applying the branding theory into her destination development practices. Different Spain governments have made great efforts in order to attract tourists being aware of the fact that tourism is an important source of revenue. The Spanish government has been using the different branding tech-

Country Brand Index is a study made by Future Brand, where is evaluated the components that forms a destination brand of a country (living standards, value system, heritage and culture).

niques in order to distinguish Spain from other tourist destinations and to recover the image on the global tourism market.

In this paper, authors have analyzed different destination branding models which have been projected by the DMOs (or policy makers, development agency...) in order to present Spain as a good example to other destinations, but also to see what does Spain need to become more successful and more competitive on the world tourism market. If the branding of Spain is going to be based on beach resorts and sunshine, that brand is going to be condemned to failure. Future campaigns should put a focus on cultural, artistic, social and environmental issues. Especially, attention should be focused on brand awareness - brand recognition and brand recall (recite from memory the brand in a product category).

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Specialised knowledge management in global tourism

Jasmina Gržinić^A

Abstract

The research subject in this paper is the compatibility between the profession/knowledge in tourism and the needs of special interest tourism (sustainable tourism forms). 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. The 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 "gap" in skills and to difficulties in staff recruitment (absence of "professional" roles, soft" knowledge, as well as the perception of the industry). 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, staff retention and offer uniformity. 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), 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 demands of the "new" tourism. The opinions of stakeholders (as well as of visitors) based on specialized tourism knowledge will be of increased importance and the subject of future researches on the problem area of selective tourism forms and sustainability of destinations.

Keywords: Tourism, selective tourism, education, smart specialisations, strategies, stakeholders.

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Problem area theoretical knowledge

Given the 1.23 billion tourists in international tourism (in 2016), a necessity imposes to analyse personnel for the needs of tourism. The approach to international tourist product of numerous destinations in global tourism is oriented towards mass tourism, guided experience and passive observation, which leads the destination to being spoiled: seasonality, overcrowding with tourists above carrying capacity, overexploitation of resources (Cooper et al. 2008). With such an approach, visitors' emotions are controlled, so staff education, i.e. adaption to visitors with new skills/knowledge is not essential. However, researches confirm that the patterns of education are linked to the patterns of seasonality in the tourist demand (Obadić, Pehar; 2016) and that a considerable perspective of business expansion and position strengthening can be realised by means of product diversification and its integration into the local community (Đurašević: 2008, Gržinić, 2015, The European Commission 2010).

Due to the increase in interest in new European destinations (Croatia, Lithuania, Bulgaria, Romania) increased/new requirements for staff education are emerging, but also for replacement of the existing professions (support and administrative roles) (Centre for Strategy and Evaluation Services: 2016). There is also a problem of knowledge related to managerial skills and IT technologies, as well as a lack of cohesion between the cultural industries and tourism (OECD: 2012, 2013, Wood, 2017). The profession, and increasingly frequently also the practice, deem that the education system is not aligned with market needs, resisting getting involved with educational "work", as it is not flexible (Fry et al; 2003, Exley&Dennick; 2004). When visiting a destination, the disharmony between staff education and visitors' expectations will considerably affect the development of negative feelings in guests (being played/being bored/ being embarrassed) or positive impressions (experiences/new experiences/self-actualisation/ dilemma solving) (Mckercher, Du Cros; 2001, ICOM; 2012). The level of staff professional ethics (UNWTO: The Global Ethics Codex) also contributes to this. Destination stakeholders (knowledge mediators) must take into account ethics, i.e. ethical responsibility, especially when transferring information about the destination/locality/exhibit, which, together with knowledge, represents also a moral obligation.

The difficulty is also in strategy application. Through documentation which tries to determine the typology of branches and fields, the European education system observes tourism separately in the field of services (ISCED-F: 2013). This data points to the position of tourism, i.e. the need for a separate observation of a complex phenomenon. It is therefore necessary to ensure an educational process which, with its learning results, is suited to new tourism phenomena, in which, by means of the results, a response is obtained to externalities caused by a tourism phenomenon (Šergo, Gržinić, Poropat: 2009, Chan, 2012). For example, looking from the aspect of cultural tourism visitors observe the destination as a destination attraction mix. The "new" tourism requires knowledge which will no longer be fixed; the market will re orientate from a "know-how" domination from the tourism aspect to a "know-why" concept of thinking (Jafari: 2002, Krbec: 2013), which is often hindered due to the "gaps" in skills and to difficulties in staff recruitment (absence of "professional" roles, "soft" knowledge, as well as the perception of the industry) (WTTC; World Travel and Tourism Council, 2014). On the other hand, the difficulty in strategy application occurs due to underestimation of professions in tourism (lower pay/undefined working hours/ethics in dealing with employees/impossibility of prequalification, low levels of knowledge for the needs of the hospitality business due to high share of small and medium-sized companies in relation to the large ones), due to which countries specialising in tourism import their workforce for the needs of tourism. Students are ori-

enting themselves towards different perspectives, behaviours and competences (Tribe, 2002), while, at the same time, researches prove the connection between the increase in the effects of specialisation in tourism on economic growth, as well as the positive external effect factors (Lanza, Pigliaru; 1995). Modern educational programmes in tourism powerfully affect their selection by students who, out of a plethora of offers, have to decide on just a single, specific one. Here, too, we are talking about "competition" of universities, i.e. about the market differentiation by means of specialisation.

Both approaches require public attention. The complicated and complex nature of the sector requires precise activities and a sustainable job, which is implementable in the tourism industry (Horobin, Long; 1996, Cater, Cater; 2007), impossible without "sustainable" educational policies. Furthermore, selective forms of tourism are being related to small entrepreneurship in line with the European Union tourism policy for selective tourism (Geić: 2011). Experience economy is based on visitors' emotions (Hosany, Gilbert: 2010), developing premium offers (exclusive offers for clients with higher financial solvency, higher expectations/ demands, need for individualisation/intimisation). From the perspective of externalities, sustainable tourism studies (Biagi & Pulina; 2012) point to the difficulty of quantification of positive and negative externalities, non-market value and opportunity costs (Concu Atzeni, 2012), especially in selective tourism forms. In chapter 2 and 3, adaption of stakeholders knowledge to the demands of the new environment is analysed.

Specialised knowledge management

Macro level - activity adaptation

Environmental awareness and cultural emancipation have a paradoxically high impact in the time of mass tourism, which is characterised by an increase in tourist arrivals to places of natural and cultural interest (Honey 1999, Buckley 2004). With this in mind, it is possible to map the effects of destination stakeholders' education in relation to the development of tourism into different dimensions: economic; socio-cultural benefits (through influencing the destinations and the effect of extrusion of mass tourism); environmental (through the development of sustainable forms of special interest tourism), which can be either positive or negative (Brida, Zapata, 2010; Andriotis & Agiomirgianakis, 2010).

At the macroeconomic level, the impact of tourism on the overall economy in the form of a multiplicative effect is considered to be a positive externality, as it provides incentives to the economy and, on the other hand, a negative externality in the event of a drastic fall in demand, as an external shock, which can be explained using standard terms, such as the Keynesian multiplier or the International Trade Theory (Sahli, Nowak, 2007). Observed from the aspect of cultural tourism, destination promoters play a large role (cultural tourism resources, attractions, new technologies, media, mediators (tourist guides, animators, custodians, info points, accommodation units, local population and, often, a combination of them) in cultural tourism, often on a volunteer basis (Jelinčić: 2010).

Tourist events can considerably affect visitors' perception of the destination (Getz: 2005). Although belonging to the sphere of education for attraction management in tourism and the impact of human resources on raising attractiveness or transforming potential into real attractions, as well as the destination global recognisability, they prove the inseparability of micro and macro approach/analyses in tourism.

By encouraging the development of tourism diversification and by influencing the characteristics of tourism managers and business subjects, risks and uncertainties in cultural tourism will be reduced. Moreover, interdisciplinary researches on tourism form a base for future understanding of tourism (Dann, 2016). Numerous subspecialisations are being developed, with the aim of repositioning of destinations and departure from seasonality (for example, a blend of industrial heritage, art and gastronomy, values of the seabed and diving tourism, etc.), often according to the principle: science, tourism, promotion.

Table 1. Specialised knowledge management (global level)

Goals of educational policies	Realisation	Global impacts (externality)
Formation of opinion about importance of specialised knowledge in tourism ("hard"/"soft" law)	International organisations/associations/confere-nces	Inclusion of places, type and methods
Scientific research/impact prediction	Market values/comparative advantages	Quantification of positive/ negative influences
Knowledge economies	Smart specialisations/Sharing economy/ Digital growth	Increase in destination Tourism development
Interdisciplinary approach	Knowledge dissemination and mediation	Seasonality decrease Development of creative industries
Human resources management	Competitiveness/innovativeness	Creativity, innovativeness, mobility
Knowledge as a part of value chain in tourism	Development of selective forms of tourism and subspecialisations	Destination repositioning, Departure from seasonality
Partnership of creative tourism and destination tourist sector	Creative and cultural industries	Destination management (DMO, DMC) Inclusion of local stakeholders/ Sustainable tourism paradigm
Crises/Proactive management Raising awareness about the need for risk identification and monitoring	Quality standards, crisis situation procedures, maintenance of sustainability level Risk reduction (size, attitude)	Reduction of risk and uncertainty Business result Management/impact prediction

Numerous researches are oriented towards the problem areas of risk management (Jang, Park, 2011). The cultural heritage sensitivity represents a risk for the destination, but, by managing it, a "mobility" of culture and visits can be conditioned, for the purposes of reorientation from the original illustrations to replicas or other methods of their presentation. This does not necessarily have to represent a less intense experience provided that the local stakeholders point to the sensitive nature of the exhibits. This is often neglected by the absence of the research on "experience perception by visitors" and taking into account the results obtained in event management (Handbook to Tourism Project, Hungary-Croatia IPA 2017-2013). Thus, the macro perspective of tourism development is consideration of the strategy which answers the question how to maintain natural, physical and human resources in the state of symbiosis, or, at least, in balance.

A decade ago, education from the field of Management was oriented towards the area of organisation and economics. Today, students are educated in a multidisciplinary way and according to the principal "organisation participation" (studies are developed such as "Cultural Management", "Culture and Tourism", "Japanese Language and Tourism", "Information Technology and Tourism" and similar). The relationship between theoretical knowledge and practice helps create new tourist products, a creation of added value for the client, a better use of available resources, effective urban planning and institutional hypotheses for the development of the tourism sector as an assembly of relationships and phenomena (multidisciplinary, interdisciplinary, relatively "academically" new as a discipline).

Numerous international organisations are of considerable influence (UNWTO, WTTC, ICOM, ICOMOS and other). Numerous international associations encourage the development of potentials in tourism, such as: AIESEC, The international student organisation, generations of young leaders who activate their potential by professional and volunteering experiences; IATE, The International Association for Tourism Economics, ISTTE, The International Society of Travel and Tourism Educators. Numerous international conferences contribute to the exchange of opinions about the SIT (Special interest tourism) forms in tourism (in 2017 alone, the associations like: ICOHT, CEI, GTHC, ATLAS and others).

Micro level - activity adaptation

Destination management organisations (DMOs) and destination management companies (DMCs) forms a significant segment of action in micro locations (participation in creation of the experience), where instructions for procedures, i.e. planning steps in international tourism should be clearly defined and adapted at lower action levels. Smart specialisations and share economy are encouraged (EU regulation No. 2015/2014).

Regular consultations are necessary between the creators of tourism and the educational policy at the national level. Tourism needs internationalisation, but also learning through the environment, as well as academic and industrial cooperativity. It is necessary to form international university centres of excellence and business centres and to strive towards linking of the local community, economy and education, by which the multiplicative effects of tourism on the local community will be achieved.

The educational reform should be functional in the direction of encouraging thinking and inclusion. Cooperation among system stakeholders is inevitable. The solution lies in the cooperativeness between the government, tourism stakeholders and educators. Instead of "knowledge control", it is necessary to turn towards the concept of "knowledge formation" (good examples of international practice are CTHR: The Canadian Tourism Human Resource Council and Eures; EaSI: The European Network for Job Mobility and PROGRESS: The European Programme for Employment and Social Innovation). Social dialogue can produce positive results in the direction of education planning and training in the sector.

Table 2. Specialised knowledge management (destination)

Goals	Realisation	Local effects (externality)
Formation of a knowledge "base"	Stakeholder cooperation (pedagogical, educational and professional approach)	International practice and experiences implemented in the destination Lifelong education (strategic promotion framework)
Social dialogue	Planning, education and training	Exchange of opinions and attitudes
Adaptation to new skills	Tourist specialisation, informatisation	Incorporation of tourism dimensions into educational offers
Professional/internal training/SME innovations	Cooperation of specific value chains (MICE, Tour operators and tourist agencies, destination management)	Development of specific skills, differentiated offer
Encouraging adult education	Adaptation to new skills	

Goals	Realisation	Local effects (externality)
(e.g. local producers, animators, entertainers, etc.)	web marketing, yield/revenue management, sustainable management, on-line communications, e-ticketing, customer service skills; risk manager, F & B specialist, wellness manager, experimental archaeologist, art ecologist, eco guide, designer of spiritual renewal packages, aromatic herbs, local food, etc.	
Tourist projects (analysis, processes, vision)	Interaction between science and practice (priorities, strategic mix)	Unification; conceptual (international) approach, monitoring
Institutional/non-institutional standards Analysis, processes, vision	Work on quality of service and increase of added value (client satisfaction), priorities, strategic mix	Increase of competitive advantage, monitoring
Inclusion in regional cultural routes	Mobility through/in cultural space	Culture is linked with/fits into natural environment

The solution can also be found in particular (separate) bodies, such as for example public agencies, civil organisations or privately owned companies, which can assist in planning and designing of courses in line with market demands. In tourism, the quality of visits will be also determining the quality of the offer, as well as of the staff who provide it, and vice versa. It sounds familiar, i.e. the tourism of today/tomorrow functions based on the economy of experience, experiences and self-actualisation of demand instead of control of experiences, tour operator's itineraries that offer alienation from the local and destination identities. Absence of specialisation requires adaptations "as one goes along", which causes additional costs and, finally, distrust in the education system.

The European Union action programmes Obzor 2020, COSME and Marie Sklodowska-Curie contribute to research, development and competitiveness in tourism and represent a valid basis for minimisation of negative externalities of tourism. Namely, the list of tourism-related externalities is long and has a positive effect on the local community of hosts to tourism (...) damage to cultural goods, loss of useful land, reinstated urbanisation and rise in crime rate (Schubert, 2009). It should be taken into account that numerous projects within the tourism profession, as well as the bodies within the European Union, namely: Creative Europe (a framework programme for support to the culture), European Capital of Culture (ECC), European Destinations of Excellence (EDEN), Tourism for All (CALYPSO), the EU Directorate-General (DG), etc. are responsible for the issues related to the internal markets, industries, entrepreneurships and small and medium-size companies; CSES initiatives (Centre for Strategy and Evaluation Services); NECSTouR (Network of European Regions for a Sustainable and Competitive tourism) and many other initiatives are proof of the modern nature of tourism initiatives, behind which knowledge should not lag.

Potentials of knowledge valorisation in cultural tourism

The model of valorisation of knowledge in SIT (special interest tourism) forms illustrates cultural tourism through developmental modalities (creative and cultural industries), as it can create new values in the destination tourism production chain, increasing added value for visitors and contributing to the repositioning of destinations in global tourism (Figure 1.). The system should also be considered to be both "bottom up" and "up bottom" (holistic approach/ action), especially due to the fact that the first one is not recognised.

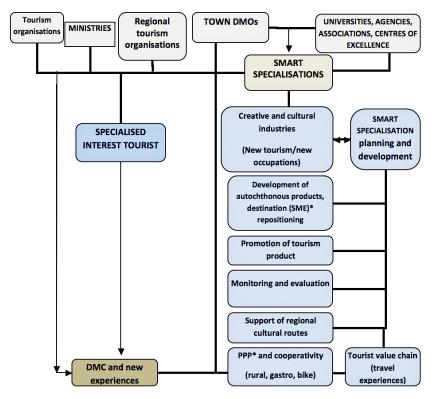


Figure 1. Potentials of knowledge valorisation in cultural tourism Legend: SME; small and medium entreprises, PPP; Public private partnership

The dialogue in the destination will be achieved by channelling of the activities as follows:

local residents:

- observation tourism through a prism of sustainability, good practice examples; authenticity and identity.
- Determination of residents' opinions and attitudes regarding current and future tourism growth and effects of knowledge/skills on local communities;
- Innovation of adult education programmes and continuity of training for the needs of the sector.

tourists:

- Examination of tourists' behaviour in relation to adoption of sustainable innovations in cultural tourism and monitoring of global trends;
- Models of prediction of increased spending as a support to tourism offer specialised knowledge;
- Determination of tourism perception about diversification of products, thus also of destination knowledge;
- Procurement of specialised knowledge instead of channelling tourism mediators towards other attractions of mass visits;
- Adaptation to sensitive groups.

other stakeholders (DMO, DMC):

- New trends in the hospitality and tourism, tourism organisational structure, company economics, rural economy and selective forms of tourism;
- Minimisation of prejudices about professions (poor work conditions and wages, poor chances of promotion, temporary jobs, low levels of knowledge for the needs of the hospitality business due to a high share of small and medium-sized companies as opposed to the large ones);
- Stakeholder collaboration;
- Pointing to the importance of educating knowledge mediators about destinations, (custodians, cultural professionals, guides, tourism representatives);
- Examination/ensurance of quality, adaptability and diversification in the approach;
- Diversification of the offer based on the development of smart specialisations by means of interactive knowledge and interdisciplinary professions (benefits for the community, tourism professionals, companies).

The tripartite stakeholders model formed the future tourism education on the principles of cost efficiency, affirmation, client enrichment and creation of pleasures and experiences.

Concluding considerations

Further explorations of this topic area should be focused on research of the relationship between educational systems and market needs by means of examination of satisfaction of visitors, representatives of the profession and stakeholders in the sector of tourism and hospitality businesses. A manager who is educated and possesses sublimated knowledge will be able to assume a risk of the tourist company him/herself but development of specialisations is especially important in order to remove the future tourism weaknesses/barriers. The intricacy of the described relationships points to adaptation (and the need for a perpetual adaptation) of curriculums to contemporary trends in tourism. Science can be of helpful in raising self-confidence in the realisation of business practices which do not differ considerably from the goals set. The rest is human factor, which will react differently in conditions of economic uncertainty or uncertainty generally.

In that context, global tourism should predict whether the effect of the intertemporal dynamics in tourist arrivals and rates of economic growth are related to the level of education and development of specialisations. The opinions of stakeholders (as well as of visitors) regarding the issues/challenges of negative and positive externalities in the context of sustainable tourism development (based on specialized tourism knowledge) will be of increased importance and the subject of future researches on the problem area of selective tourism forms and destination sustainability.

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Comparative analyisis of dental tourism development in Croatia and Hungary

Iurišić Eva^A

Abstract

Dental tourism, as a part of the contemporary tourist offer is not only a treatment arrangement of flight and leisure; its development is viewed as an economic process and an opportunity for tourism. The purpose of this paper is to present the developmental potential of dental tourism in Croatia which can reinforce Croatia's tourist offer on the global tourist market. The objective is to analyze the current state of dental tourism offered in Croatia and compare it to Hungary which is one of the leading world destinations for dental tourism. To facilitate dental tourism's integration into the Croatian tourist's package, it is mandatory to follow global tourism trends and apply the practices and standards of advanced tourism in countries that 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 extending the tourist season, increasing the percentage of capacity utilization, raising the overall employment, growth of the tourist turnover and achieving competitive advantages on the tourist market.

Keywords: Dental tourism, Competitiveness, Croatia, Hungary

Introduction

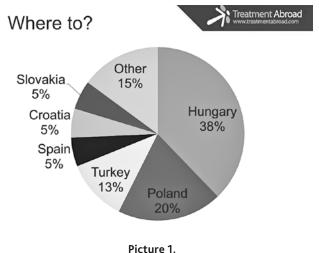
Acknowledging a growing demand in the sector of medical tourism, especially that of dentistry which is among the most popular of this type of medical services offered (Lunt, 2011; Kelley, 2013; Action plan, 2014), this paper discusses the possibilities of successful and sustainable use of dental tourism and its potential. Dental care differs from other healthcare services by its nature and organization (Jaapar et al. p. 539). It is not invasive and the recovery time is fast; therefore, it is considered to be not emergency dominated (Osterle et al. 2009); hence, dental patients have the possibility to plan their trip abroad and enjoy destination attractions and tourist facilities while receiving dental treatments (Loubeau, 2013, p. 194). Furthermore, it can also present a possible approach toward reducing seasonality (Krce Miocic, 2014) as problems with oral health can occur at any time of the year. Revenues earned from dental tourism can be reinvested into the destination economies (Gan and Frederick, 2011, p. 170); therefore, besides dentistry, there are positive benefits for transporters, hoteliers, restaurateurs, retailers and, ultimately, the State.

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Global trends in dental tourism

Dental tourism as a sub segment of medical tourism is a rather new phenomenon and is considered as an example of globalization (Condrea et al, 2014, p. 588-590), according to Dhama et al. (2016, p. 1) it can be defined as "travelling abroad for economical dental treatment as the cost of treatment is high in one's own country". It can be developed as a response to national policy changes, the expanding national alliances, and the opening of new low-cost routes (Carrera and Lunt, 2010; Olipra, 2012).

Several sources cite the receptive countries of dental tourists in the overall dental tourism market, but the data is very similar. Mexico is the leading country in the market of dental tourism thanks to the proximity of the United States (Gan and Frederick, 2011, p. 172). In second and third place are India and Hungary, followed by Thailand, Poland and Turkey (Kamath et al., 2015, p. 2). India's dental tourism industry has been growing approximately 30% annually mostly due to all-inclusive package tours (Saravana and Krishna, 2015). Eastern European countries such as Poland and Hungary have specialized in dental care (Caballero and Mugomba, 2007, p. 4).



Source: Treatment Abroad (2012)

Data presented in the picture 1 confirms the fact that Hungary is the leading dental tourism destination in Europe with 38 % of share in dental tourism market, followed by Poland with 20% and Turkey with 13 %. Croatia, Spain, and Slovakia rank much lower with 5% each. The main exporting countries of dental tourists (consumers of dental services) in Europe are United Kingdom, Ireland, France, Scandinavian countries, Austria and Italy (Balázs and Oesterle, 2008; Kovacz et al. 2013).

Most cited reason for travelling to obtain dentalcare is cost-savings as many countries have excluded large parts of dental care services from the National Health Service's coverage (Osterle et al., 2009). Cross-border healthcare directive on patients' rights (2011/24/EU) provides an opportunity to equalize health systems and reduce the price differences of EU health services (Den Bossche, Ploscar, 2012), through which all EU citizens have the right to use medical treatments in all the EU member states, and insurance companies settle these medical services in the country of origin according to the established limits (Condrea, 2014 p. 596), as approximately 1 percent of the total cost of health care in Europe takes place in cross-border healthcare (Carrera and Lunt, 2010, p. 475). The Global Dental Market 2015 report shows a growing popularity of dental tourism and forecasts the global growth of this market at an annual rate of 6.1% (CAGR) for 2016. Dental tourism is becoming a global trend that has intrigued both transitional and developed countries. It is one of the newest selective types of tourism, however today it is already well known in Croatia and all around the world.

Key factors of successful development of dental tourism offer

Globalization and trends of product differentiation force countries all around the world to make their services as both attractive and unique; therefore, professional and cheap services alone are not enough to convince foreigners to seek dental services abroad (Viladrich and Baron-Faust, 2014, p. 118). According to the Action Plan for Health Tourism Development, (2014) there are several factors which facilitate the development of medical tourism and its segments presented in table 1.

Table 1. Key factors which facilitate the development of dental tourism

Destination	 Accessibility, easy entry to the country Character and growth strategy of the destination (facilities, infrastructure, amenities) Availability of quality non medical accommodation at acceptable prices Availability of diverse touristic content accompanying the treatment (culture, sports and recreation, hospitality industry, entertainment)
Service/ Institution	 Prices level Quality of doctors, professional staff Ability to communicate with the staff in foreign languages Available consultations regarding the procedure before arrival Accreditation and certification Reputation Quality and a continuous investing and modernizing of the equipment
Sales and promotion system	 Specialized facilitators and incoming travel agents Possibility of organisation of both medical and touristic part of the stay Up to date information about the destination Efficient national promotion

Source: Author's elaboration according to the Action Plan for Health Tourism Development, (2014)

Taking into account the above mentioned factors which enable the successful development of dental tourism author will present the current state of dental tourism development in Croatia and Hungary. Hungary as a dental tourism destination has been chosen due to its accomplishments and high specialization in this market.

Dental tourism in Croatia

Destination

The history of dental tourism in Croatia does not go far into the past. It all started when border-crossing Italians during their vacations in Croatia began visiting Croatian dentists, because the prices were much lower than in Italy and quality of work was at least equal. Eventually, more and more dental clinics started to attract dental tourists with package arrangements of travel and accommodation with their marketing initiatives designed to offer significant savings for quality treatments. Croatia as a country highly oriented on tourism offers numerous opportunities for different activities during the year which can be interesting for the international patient who wants to combine dental treatments with a holiday.

Croatia's advantage as a tourist destination is the ability to get there easily with direct connections from almost all European countries. Croatia has airports in Zagreb, Split, Dubrovnik, Zadar, Pula, Rijeka and Osijek, offering a growing number of low cost carrier's flights from all major European airports. An opportunity for a wider touristic market opened up for Croatia when it entered the European Union in 2013.

Table 2. Motivation for international tourism travel to Croatia

Relaxation, passive vacation	75%
Entertainment	43%
New experiences	30%
Gastronomy	26%
Natural resources	20%
Sports and recreation	7%
Cultural events	7%
VFR	6%
Health tourism	5%

Source: TOMAS Summer Attitudes and Consumption in Croatia (2014, p. 5)

Table 2 shows that the health tourism in Croatia which includes wellness, medical and dental services ranks relatively low when it comes to motivation for international travel with 5%, probably due to the insufficiently diversified, relatively unorganized, poorly recognized health tourism offer and the lack of systematic national promotion as well as the absence of a strong sales network of agencies and specialized facilitators (Action Plan for Health Tourism Development, 2014, p. 16).

Service

Among the numerous motivational factors extracted from the previously conducted studies, "cost savings" was the most important for seeking dentalcare abroad. As already mentioned, the costs of dental services in Croatia, are significantly lower compared to developed EU countries, which are also the main source markets. The main reason why Croatia is able to offer dental services so inexpensively relates to the level of national economic development. The lower cost of dental care is appropriate for the economic environment in which the care is delivered (Horowitz and Rosensweig, 2007). Average costs between selected countries and the United Kingdom are presented in Table 3. Table 3 shows that Croatia has very competitive prices comparing to other EU countries. Comparing to Hungary, Croatia offers 1% less on procedure price savings and 2 % less on package savings then Hungary. Beside cost savings, the desire to avoid long National Health Service waiting times for certain procedures is among major motives of UK citizens seeking dental care abroad (Lunt et al. 2013, p. 5). The table also shows the availability of non-medical accommodation at acceptable prices for both Croatia and Hungary. Croatia's competitive prices were also confirmed by the CroMedicor (portal for medical tourism) in their comprehensive analysis of the cost of dental services in the EU.

Table 3. Comparison of treatment costs between selected countries and the United Kingdom, including travel and accommodation costs

Country	Procedure price	Procedure saving	Travel cost	Hotel nights	Hotel per night	Hotel cost	Total price	Package saving
Bulgaria	£ 700,00	65%	£ 160,00	£ 7,00	£ 45,00	£ 315,00	£ 1.175,00	41%
Croatia	£ 672,00	66%	£ 60,00	£ 7,00	£ 50,00	£ 350,00	£ 1.082,00	46%
Hungary	£ 665,00	67%	£ 100,00	£ 7,00	£ 40,00	£ 280,00	£ 1.045,00	48%
Poland	£ 750,00	63%	£ 170,00	£ 7,00	£ 40,00	£ 280,00	£ 1.200,00	40%
Turkey	£ 588,00	71%	£ 155,00	£ 7,00	£ 35,00	£ 245,00	£ 988,00	51%
UK	£ 2.000,00						£ 2.000,00	

Source: Authors elaboration according to Kovacs et al. (2013). Why is Hungary the main destination country in dental tourism?

In Croatia, inbound dental tourism is mainly provided by private dental establishments (Buneta, 2016), mostly based in Zagreb, Kvarner and Istria (Sečan, 2015, p. 29) due to the proximity of Italy which is one of the source countries for dental tourism. The medical staff in Croatia has a great reputation and is of the most respected in Europe due to a century-long history of medical scientific research and education as well their outstanding scientific achievements and internationally accredited study programs (Kesar and Rimac, 2011, p. 120). Most dentists in Istria and Dalmatia speak fluent English and/or Italian which is a clear advantage for dental tourism countries (Bookman, 2007). Dental tourism websites in Croatia provide adequate information about the dental treatments preformed in a certain dental clinic and many of them also offer the organization of accommodation and transport (Jurišić and Radović, 2017). A smaller number of health institutions in Croatia have basic international certificates, among which the most common are ISO standards. Accreditation of health care institutions should have become a regular procedure when Croatia joined the EU with the aim of ensuring efficient, effective, equally high quality of health care services. Health institutions in Croatia must contact foreign accreditation bodies, as there is no legal regulation under which the Croatian Agency for Quality and Accreditation in Health Care could release such accreditations (http://direktno.hr/razvoj/zdravstveni-turizam-u-borbi-izmedu-privatnog-i-javnog-zdravstva-88875/). It should also be emphasized that the system of health accreditation institutions in Croatia is voluntary and not obligatory.

Sales and promotion system

The Croatian Tourist Board (HTZ) presents health tourism under 'Wellness and Health' section. The offered text is descriptive and it does not offer any specific information to the user. Printed promotional materials are mainly focused on the offer of wellness in the HTZ theme brochure "Wellness Croatia". Medical tourism is completely ignored. Action plan for health tourism development (2014) lists dental sevices among most popular medical services and highlights the fact that the existing market position of Croatian medical tourism is based on the individual efforts of private-owned medical institutions such as dental clinics while promotion from the national level is relatively limited. This kind of private clinics can generate substantial profits, and offer the possibility to invest in infrastructure, which is not the case for dentists in public sector, whose budgets depend on frequent revisions and cuts. With \$ 80 million in annual income, dental policlinic Rident is an example of cost-effectiveness of dental tourism. In the past year they had a gross profit of HRK 34 million, or 27 million net. Thus, HRK 7 million of taxes has gone into the state budget. Many Italians, who are frequent visitors to Croatia, use the opportunity to get a high grade dental treatment while on vacation. Italy is the European country with the highest percentage of people who forgo oral treatment for economic reasons (Spina, 2015, p. 577). Along with the Italian, Croatian dental clinics such as Rident are active in the markets of Austria, Germany, Slovenia and even England. "Certainly, we could do much more by subsidized marketing, as did Hungary. We are still small on the global market" - said co-founder of Rident Natasa Rubeša (http://www.jutarnji.hr/biznis).

Professional associations in the sector of health tourism in Croatia

The "Health Tourism Association" at the Croatian Chamber of Economy was established in October 1995. The community members are: special hospitals for medical rehabilitation, health centers and other institutions active in the sector of health tourism. The objectives of the community are to coordinate the development and improvement of health tourism products and its promotion on the domestic and foreign markets (http://www.hgk.hr).

The Association for the Development of Medical Tourism links existing and potential providers of medical tourism, agents, hoteliers and airline carriers with the goal of promoting the overall medical tourism in Croatia (Action Plan for Health Tourism Development, 2014: 10). The Cluster of Medical Tourism was founded in 2010 with the aim of building and developing a medical tourism sector in Croatia. The cluster brings together leading experts in the field of medicine and tourism with the aim of improving the quality of medical and tourist services and generally improving the quality of life of local people and guests. (Action Plan for Health Tourism Development, 2014: 10). Another fast-growing sector in the industry and in Croatia are facilitators or "agents" who connect a potential patient with a foreign healthcare provider for the purpose of arranging a dental treatment (Gan and Frederick, 2011, p. 170; Jurišić and Radović, 2017).

Dental tourism in Hungary

Destination

Dental tourism in Hungary begun in the 1980's, when Austrian, followed by German and Swiss patients, started to cross the border to visit cheaper but highly qualified Hungarian dentists. This became possible with the presence of the low cost air travel and entry into the European Union in 2004 (Zoltan and Maggi 2010, p. 4). Health tourism has an important role in the inbound tourism in Hungary as they offer a wide range of services from recreation, wellness rehabilitation to high quality medical and dental care.

Hungary is a landlocked country in Central Europe closely linked to its nearest source countries. Main markets for dental, as well as other forms of medical tourism in Hungary are Germany, Switzerland, France, Italy, Netherlands and the United Kingdom (Croatian Tourist Board, 2013). Hungary has airports in the cities of Miskolc, Sarmellek, Debrecen, Per, Pecs, Budapest and Szeged with direct flights to many of the Europen capitals.

Picture 2 shows that the health tourism in Hungary which includes wellness, medical treatments, dental tourism, plastic and other surgery ranks relatively high when it comes to motivation for international travel with 15,3 % (4 or more nights). According to a report of the Hungarian central tax bureau NAV, about 500 of the 2,600 domestic dental clinics provide a high ratio of dental services to foreign patients. Annually, some 60,000-70,000 patients arrive in Hungary for dental treatments.



Health tourism: wellness, medical treatment in spas, dental tourism, plastic and other surgery. Business trip also includes exhibition, fair, conference and congress.

Picture 2. Motivation for international tourism travel to Hungary Source: HSCO 2015

Service

The country's competitiveness is based on "money for value", modern technology, central location and a wide range of procedures that are being actively marketed to tourists (Bünten, 2006; Österle et al. 2009; Zoltan and Maggie 2010; Kovacs et al. 2013).

Patients usually travel to obtain more expensive treatments such as the implants, bridges, and crowns as they allow bigger savings on the treatments. On average 3- 4.000 € are spent on

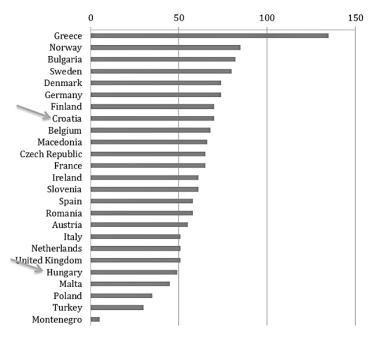


Table 4. Number of doctors of dental medicine per 100,000 inhabitants Source: Buneta (2016, p. 61), according to Matrix Insight (2012)

treatments (Zoltan and Maggi 2010, p. 4). ISO quality management system is mandatory and these clinics must have European and/or international quality certificates (Kovacs et al. 2013, p. 26). Medical staff is usually fluent English (especially in private clinics), which significantly facilitates the communication with foreign patients (Croatian Tourist Board, 2013; Kovacs and Szocska, 2013). All of the four prestigious medical universities in Hungary provide high quality dental training programs and they monitor the satisfaction of the students annually. The number of dentists per capita in Hungary increased due to the remuneration possibilities in the private sector (Kovacs et al. 2013, p. 11-12).

Table 4 shows that Croatia ranks very high with the number of doctors of dental medicine per 100,000 inhabitants comparing to Hungary and many other European countries.

Sales and promotion system

Hungary acknowledged a high development potential of this form of tourism offer and is already taking advantage of this form of touristic trend and other resources in order to achieve numerous socio-economic benefits, as well as a higher level of recognition in the global health tourism market. For example, the Hungarian government offers subventions as part of the development of dental tourism through state funding and many Hungarian dentists use various EU supports. Hungarian Prime Minister Viktor Orban emphasized the growing importance of this sector at the Dental Tourism Conference in May 2011, mentioning that it generates revenues of 227 million euros annually (Croatian Tourist Board - Medical tourism -International Trends and Prospects, 2013, p. 25-26). Medical tourism agencies in Hungary provide useful information on the wide range of procedures that are being actively marketed to tourists, often in collaboration with travel agencies (Kovacs and Szocska, 2013, p. 417). Their comprehensive packages often combine treatments with leisure activities.

Professional associations in the sector of health tourism in Hungary

The Association of Leading Hungarian Dental Clinics consists of the 7 biggest dental clinics treating foreign patients in Hungary. It has been operating since 2009 and was established with the aim of providing high professional standards and quality care. The Association has strict quality guidelines (ISO quality management system is mandatory) and European and/or International quality assurance certificates (Kovacs et al. 2013, p. 26).

Hungarian Dental Tourism Company, established in 2010, elaborated the Hungarian Dental Tourism Development Program supported by the Hungarian government. This economic program was created in collaboration with dentists and tourism experts with the objective to improve dental practices and provide financial support for the whole dental sector aimed at preserving Hungary's market-leading role in Europe. It supports smaller dental offices and aims to ensure jobs for dentists in Hungary. Dental clinics that have participated in the government's Dental Tourism Development Program achieved an increase of their revenues of 19% in 2012 (https://bbj.hu/business/hungary-aims-at-bigger-bite-of-dental-tourism).

Similarities and differences of dental tourism development in Hungary and Croatia

In order to create a contemporary dental tourism offer in Croatia, it is necessary to take an overview of all the strengths and weaknesses that Croatia as a dental tourism destination has in relation to the competitive destinations. The following is presented in the table 5.

Table 5. Key factors for dental tourism development in Hungary and Croatia

Key factors w	hich facilitate the development of dental tourism	Hungary	Croatia
	Accessibility, easy entry to the country	√	√
Destination	Character and growth strategy of the destination	√	√
Destination	Availability of quality non medical accommodation at acceptableprices	√	√
	Availability of diverse touristic content accompanying the treatment	√	√
	Prices level	√	√
	Quality of doctors, professional staff		√
	Ability to communicate with the staff in foreign languages	√	√
Service/ Institution	Available consultations regarding the procedure before arrival	√	√
mstrution	Accreditation and certification	√	-
	Reputation	√	√
	Quality and a continuous investing and modernizing of the equipment	√	√
	Specialized facilitators and incoming travel agents	√	√
Sales and	Possibility of organisation of both medical and touristic part of the stay	√	√
promotion system	Up to date information about the destination	√	√
_	Efficient national promotion	√	-

Source: Author's elaboration

Both Croatia and Hungary with their natural resources, long tradition in health tourism, professional and educated medical staff, competitive prices and proximity to the large source markets have the key factors to be unique destinations for world-class dental care services. Despite of the numerous advantages for dental tourism development, Croatia only holds 5% of the Europan dental tourist market, probably due to the lack of an important key factors such as efficient national promotion and mandatory accreditations and certifications, as showed in Table 5.

Conclusion

The intensive development and aggressive promotion of dental tourism as well as engagement of Hungarian government through state funding positioned Hungary as the 'European center of dentistry'. The lack of appropriate development concept, the absence of systematic national promotion and a strong sales network, as well as non-mandatory international quality certificates is making any further development of Croatia's dental tourism difficult. In order to facilitate the integration of dental tourism product in the Croatia's touristic offer we need to create a tourism policy which supports the development of new types of services and define an adequate normative legislation on health services in tourism that would allow health and tourism to collaborate under the same umbrella term which is part of the hospitality industry (National tourism development strategy, 2012-2020, p. 55). Little is known about the industry beyond reviews of information materials and websites. Further research is needed to better understand how the sector operates.

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Presentation of the state of tourist offer of the City of Zadar and possible developmental perspectives

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Abstract

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.

Keywords: Tourist offer, the city of Zadar, the analysis of the tourist offer

Introduction

Today the main dominant motive for undertaking a journey is the necessity to experience an unrepeatable and unique experience, which resulted in a significant expansion of a greater and greater number of tourist products based on the economics of experience. By tracking socio-economic trends, a significant change in the demand structure for products and services has been noticed, respectively, there is a transformation from the economics of services to economics of experiences, meaning, shopping for things is being replaced with shopping for experiences (Author's adaptation according to Vitasović, 2014, p. 117). City breaks have become a contemporary trend and a phenomenon in the world tourism, for which a significantly growing number of tourists are showing interest; they wish to spend their short trip, holidays or weekend in them. Short visits to the cities, full of facilities, enable the possibility of discover-

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ing of their diverse richness such as ambience, architecture, culture, art, the people (Jovanović, 2015, p. 97). Smolčić Jurdana and Sušilović (2006, p. 136-137) state that cities, usually, attract different market segments. Cultural heritage of the city attract more educated population of tourists. A more elderly population is also likely to appreciate cultural heritage and prefer it to active outdoor holidays. Young people, on the other hand, are attracted to the excitement found in the city, the entertainment, and nightlife and sport events. The large city is destination for the business traveller, too, permanent education and different logistics services that are available in the city. The city attracts visitors because of the wide choice of attractions, which enables the tourist to make their own selection. Developing tourism provides cities with the opportunity to open their doors to the world, present their culture, customs, industrial and other achievements, and to build their distinct identity.

The city represents a socio-political material, respectively, a sophisticated cultural product for civilized coexistence. The city is part of our culture, our history; it's the epicenter for many of our traditions. Despite the fact that people live and work in cities, they frequently visit other cities. As contemporary society is constantly experiencing changes, so are the cities, trying to adapt and meet the needs of residents and visitors as well as making it an attractive destination for future visitors. This represents a unique economic and social opportunity considering that brings dynamism and vitality, growth and development, and becomes an important element in people's lives. The growth of the city and the ultimate goal of urban planning should be the logical response to the needs of its residents in order to increase their quality of life: well-being, environmental quality and cultural identity (Author's adaptation according to UNWTO, Global Report on City tourism AM Reports Six, p. 6-47). Successful development of a high quality and diverse city tourism offer can bring numerous advantages, among which are marketing of a destination, branding tourist offer as well as formation of a recognizable image (Rizzi and Dioli, 2010; Hanzaee and Saeedi, 2011). All the previously mentioned is confirmed by the growing tourist turnover achieved through city tourism offer. According to the ITB World Travel Trends Report 2015/2016 (2015, p. 24), city trips represent the fastest-growing part of the international leisure travel market, considering the fact that tourists from Europe, Asia and Americas tend to travel to the attractive destinations in the nearby countries, but also overseas. In the period 2007-2014 there was a significant growth of city trips, respectively, they reached a 22% share of all holidays. The key motivations for city trips are mainly sightseeing, enjoying the city atmosphere, shopping, eating out, and visiting cultural attractions. According to the ITB World Travel Trends Report 2016/2017 (2016, p. 5), in the period from January till August 2016, there was an increase of city trips by 15% by the Europeans.

Previously presented findings as well as the growing statistical indicators show that city tourism, as a part of a selective tourist offer, is indeed highly positioned in the world tourism flows, respectively, it has been recognized that investments in its successful development brings significant socio-economic advantages not only for tourists, but also for the residents in the host destination. It is important to point out that it also significantly increases the recognizability of a country as a destination, and its competitiveness on the tourist market.

In Croatia city tourism has also been registering growth, and attracting growing number of tourists. Among those cities, it is necessary to point out Zadar. In the following chapter the author will present the current state of tourist offer of the city of Zadar, as well as its significance and contribution to the development of tourist offer of its county (author's adaptation according to Cerović et al., 2013, p. 125).

Presentation of the state of tourism offer of the City of Zadar

The city of Zadar is situated in the heart of Adriatic. It is an urban centre of northern Dalmatia as administrative, economic, cultural and political centre of the region with 75,000 inhabitants. Its coast is particularly indented, the islands and the untouched nature attracts many boaters to this regions. The archipelago counts 24 bigger and about 300 smaller islets and rocks, 3 nature parks - Telašćica, Velebit and Vransko jezero and 5 national parks - Paklenica, Plitvice lakes, Kornati Islands, Krka and Sjeverni Velebit classifying Zadar and its surroundings at the very top of the Croatian tourist offer. It is easily accessible by land, sea and air, and it possesses a good traffic infrastructure, through which is directly connected to other bigger cities of the Republic of Croatia such as Zagreb, Rijeka, Split and Dubrovnik, etc. Zadar is a city, which possesses exceptional cultural-historical heritage, as well as a tourism tradition. It is a city monument, surrounded by historical ramparts, a treasury of the archaeological and monumental riches of ancient and medieval times, Renaissance and many contemporary architectural achievements such as the first sea organs in the world. (authors' adaptation according to the Tourist Board of Zadar). Zadar has recognized the potential and is developing selective forms of tourism within its tourist offer (table 1.).

Table 1. Selective Tourism forms as a part of the tourist offer of the city of Zadar

Selective Tourism Forms	Characteristics
Cultural Tourism	Numerous museums, galleries, cultural-historical monuments, archaeological excavations, buildings which represent important historical and other facts about the city, and are particular for that city (The City Walls and Gates of Zadar, Rector's Palace, Palace of Justice, The Gold and Silver of Zadar, Archaeological Museum of Zadar, Museum of Ancient Glass of Zadar, National Museum of Zadar, Zadar City Museum, Ethnological Department of The National Museum Zadar, Gallery Of Fine Arts, Town's Loggia, The Captain'S Tower Gallery, Caffe Gallery Gina, etc.)
Religious Tourism	Tourists visit the destination due to the visit to numerous religious buildings such as churches, as well as shrines with a goal of spiritual renewal (St. Donatus Church, Saint Anastasia's Cathedral, St. Mary's Church and Convent, St. Dominic's Church, etc.).
Event Tourism	Tourists visit the destination exclusively to attend a certain event, or they can attend and experience it "by the way", respectively, if they accidently happened to be in the destination while the event was taking place. Events can be cultural-historical, gastronomic, enological, sports, etc. They reflect the specificity of a tradition of a destination, and provide a possibility of creating a recognizable image and branding (Musical Evenings in St. Donat, Kalelargart Street Art Festival, International Choir Competition Zadar, Avvantura Film Festival Zadar, Zadar Jazz & Blues, Zadar Classic Open Air, etc.).
Gastronomy and wine tourism	It is a well-known fact that gastronomy and wine offer differs from a country to a country, from a region to a region. Contemporary tourists are more and more frequently bearing in mind this element of tourist offer when visiting the destination; they wish to enjoy various local specialties and good quality wines and spirits. Dalmatia is well-known for its gastronomic specialties such as Dalmatinska pašticada, Rožata, fish and sea food, etc., as well as good quality wines.

Source: Author's adaptation according to Ivanović, S., Alkier, R., Milojica, V. (2015).

Developmental Perspectives of City Tourism Offer of Rijeka. In Singidunum International Tourism Conference SITCON 2015, 25th September (58-64). Belgrade: Singidunum University

Previously presented table presents the selective forms of tourism within Zadar's tourism offer, based on the resources that enable for Zadar to satisfy the most demanding tourists who are in search of a unique cultural-historical experiences and knowledge. Zadar is also very famous for its attractions among which it is necessary to point out Sea Organ, The Greeting to the Sun, The Forum, People's Square, Five Wells Square, Kalelarga, Riva, City Market, etc. Tourists who are interested in a bit more active holiday can undertake excursions organized during the whole summer (sightseeing of the city by mainland or by boat, visiting national parks such as Krka Waterfalls, Kornati Islands, Plitvice Lake, etc). However, when discussing the accommodation capacities in the city of Zadar, the state is far from satisfactory, if compared to the competitive cities-destinations. The following data will present the state of the accommodation capacities in Zadar.

Table 2. Hotels and similar objects in the city of Zadar according to the category

Category	Number of hotels	Percentage
5*	0	0%
4*	6	50%
3*	6	50%
2*	0	0%

Source: Tourist Board of Zadar (Data acquired via e-mail)

Table 3. Beds in hotel and similar objects of the city of Zadar according to the category

Category	Number of beds	Percentage
5*	0	0%
4*	1,179	56%
3*	936	44%
2*	0	0%

Source: Tourist Board of Zadar (Data acquired via e-mail)

It is visible that in Zadar's accommodation offer prevail three and four star hotels, while there is no five star hotels. In terms of beds offered in hotels, 56% of them in Zadar are in fourstar hotels while 44% of beds are in three star hotels. Structure of beds in other accommodation capacities is following (author's adaptation according to the data of Tourist Board of Zadar):

- a) Tourist apartments of three-star category (70%), two-star category (19%), and four-star category (11%);
- b) Studio apartments: three star category (89%), two star category (11%);
- c) Rooms for resting: four-star category (50%), three-star category (46%), and two-star cat-
- d) Vacation houses and camps are the least present in Zadar, respectively, only one fourstar category house was registered with five beds, and only one camp categorized with one-star offering 48 beds.

Europe has recognized the importance of providing high quality services, as well as the importance of investments in the development of accommodation capacities, which finally resulted in the increase of tourist turnover (Ivanović et al, 2015, p. 298). This needs to serve as a good example to Zadar. It is necessary to enable additional investments in order to improve the accommodation offer according to the European Union trends, with a particular accent on introducing five star hotels, which offer top quality services, and enable for tourists with high purchase power achieving value for money.

Table 4. Tourist arrivals and overnights in the city of Zadar 2010–2016

	Arrivals				Overnights	
	Total	Domestic	Foreign	Total	Domestic	Foreign
2010	267.387	50.221	217.166	1.012.153	149.809	862.344
2011	280.677	50.115	230.562	1.044.350	146.970	897.380
2012	283.097	52.211	230.886	1.042.513	160.350	882.163
2013	320.220	47.922	272.298	1.203.966	135.370	1.068.596
2014	364.224	50.614	313.610	1.310.233	142.334	1.167.899
2015	391.144	53.267	337.877	1.433.701	158.058	1.275.643
2016	421.130	55.433	365.697	1.550.495	168.661	1.381.834
2016/2010	+29.92%	+10.38%	+68.39%	+53.19%	+12.58%	+60.24%

Source: Author's adaptation according to Central Bureau for Statistics of the Republic of Croatia www.dzs.hr

Previous table presents the tourist arrivals and overnights in the city of Zadar in the period from 2010 until 2016. In this period total tourist arrivals registered a 29.92% growth of which the majority (high 68.39%) is achieved by foreign tourists. In terms of tourist overnights, a positive growth was also registered, respectively, in the same period total overnights achieved a 53.19% growth, of which 60.24% was achieved by foreign tourists. This indicates that Zadar is indeed recognized by foreign tourists as a destination with a significant potential, which has stimulated tourists to visit the city and explore its natural, cultural and numerous other beauties. However, in order to achieve its full potential in terms of development of its tourist offer, significant activities need to be undertaken. Following the author will present the SWOT matrix of Zadar's tourist offer as well as the guidelines of future development based on the matrix.

SWOT analysis presented in the table 5 presents the state of tourism in Zadar, as well as perspective of its future development. According to the same, the author proposes the following guidelines of future development:

- Necessity of basing tourist offer on preserved natural, cultural-historical and other resources and tradition, with a particular accent on further development of selective forms of tourism:
- Achieving better cooperation and coordination among public and private sector;
- Achieving business during the whole year, respectively, reduction of seasonality;
- Investments in development of accommodation capacities (with a particular accent on introducing five star hotels);
- Higher level of coordination in creating new elements of tourist offer with inevitable preservation of tradition and originality of tourist destination with a goal of achieving higher tourist turnover;
- Formation of more successful developmental strategies, and undertaking stronger marketing activities with a goal of achieving competitive advantages and economic benefit.

Table 5. SWOT analysis of tourist offer of the city of Zadar

STRENGTHS	WEAKNESSES
 Recognisability of Zadar as a tourist destination; Long-term tourist tradition; Existing organized tourist capacities and tourist infrastructure; Good traffic connectivity and position; Good air transportation and existence of low-tariff lines; Good climate, preserved beaches, richness in natural and cultural-historical heritage; Development of tourist offer based on selective forms of tourism; Offer of autochthonous products as an element of additional value (gastronomic, enologic, ecological, etc.); Rich tourist offer during the season. 	 Lack of good quality tourist personnel; Lack of good quality (luxury) accommodation capacities (hotels) with a particular accent on five star hotels; Seasonality of tourist offer; Reputation of Zadar as a summer destination only; Lack of good quality tourist facilities in pre-season and off-season; Lack of adequate space for development of a whole year event tourism (concerts, congresses); Too high level of centralization of Zadar region in the city of Zadar (in the tourism sense); Lack of long-term tourism planning of development of the city core-The Peninsula (vision); Insufficient exploitation of the existing capacities due to the poor coordination of tourist stakeholders in public and private sector; Weak association during the formation of tourist offer; Weak exploitation of the existing local brands and attractions (Maraskino, Salutation to the Sun) which are being insufficiently financially valorised; Inadequate structure of accommodation capacities (hotels, apartments); Lack of idea, strategy and concept of managing the existing tourist resources and attractions; Lack of marketing activities and strategy formation (especially when discussing numerous manifestations in particular parts, but their development is not coordinated well); Lack of development of Excursion tourism; Insufficient stimulation of tourist agencies in formation of tourist programs which would suit to the targeted city policy; Unfitness of green surfaces to the tourist offer.
OPPORTUNITIES	THREATS
 Valorisation of natural, cultural-historical and other resources; Possibility of better connection with other sectors; Possibility of achieving whole year tourist offer; Improvement of school programs in the area of restaurant business with a goal of education of high quality personnel; Specialization of tourist offer in a form of selective forms of tourism (cultural, nautical, gastronomic, wine, etc.); The city of Zadar UNESCO city. 	 Possibility for Zadar to become a city museum, respectively the "Stone city" due to the lack of good quality managing; Reduction of tourist turnover due to the financial situation or satisfaction with the quality of tourist offer; Global trends that bring to the identity loss of smaller cities.

Source: author's adaptation according to the Strategy of development of city of Zadar 2013 - 2020, p. 115

Conclusion

The city of Zadar belongs among Croatian tourist destinations with a rich tourist and cultural-historical tradition, which makes it especially attractive and competitive on the tourist market. Over the years it has registered a significant growth in tourist arrivals and overnights, which indicates high level of recognisability on the tourist market. However, it hasn't reached its true potential. In order to achieve higher level of competitiveness and attract more tourists of higher purchasing power, it is necessary to improve the quality of structure of accommodation capacities (introduction of five-star hotels, increasing the level of offer and quality of private accommodation, etc.), to track the contemporary trends within the tourist offer of competitive cities-destinations, implement the best practices while preserving its uniqueness, and promote it on the tourist market.

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Characteristics of sports tourism offer in the Istrian County

Alessandro Manzin^{A*}, Ivan Čapeta^A

Abstract

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.

Keywords: Sports Tourism, Istrian County tourism, Croatia, competitiveness, tourist market

Introduction

Today's tourist market is dynamic and extremely competitive, so survival on tourist market is conditioned by the necessity of tracking contemporary trends through which it will be possible to identify new market opportunities, areas of possible investments as well as infrastructural needs. Along with the main motives of undertaking a journey (bathing, rest, etc.), a new package of motives is emerging, among which are activities in nature, need for new and different experiences, emotions, recreation and health. It is also necessary to point out changes in the behaviour and tendencies of tourists as travel participants. The model of a passive tourist who will rest peacefully in a hotel is outdated. Contemporary tourists are extremely dynamic, active and an aware individual, who arise from the model of classic market groups. They tend towards individualism and personality, and want to prove themselves through a unique value system and lifestyle. However, they are having a bit of a problem relaxing, because they transfer tension from everyday life on holiday, and when finally they manage to relax, they seek complete relaxation of the spirit and body by actively dealing with sports or a hobby (Alkier Radnić, 2011, p. 162-163). Throughout the years, Sports Tourism has gained significantly on importance, and its elements

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of offer became an inevitable part of a contemporary tourist offer. Čavlek (2007, p. 16) states that Sports and Tourism has developed in a two interdependent social and economics phenomenon of the contemporary society. Both of them have become social-economic forces, which demand continuous renewing and adjusting to the needs of the contemporary tourists. Tourism has promoted some Sports activities, as various sports activities promoted tourist travels and tourist activities during free time. Gračan et al (2008) point out in their paper that because of the lack of physical activity of the modern working people, active vacation programmes have become an even more important factors of everyday tourist offer. Sports-recreational programs have an important role in reducing stress, as well as improving psycho-physical balance, which finally reflects on people's better performance in every-day activities and in the improvement of the life quality in general. However, formation of these programs is not an easy task; it is very imaginative and needs to be conducted by a team of professionals from various fields.

It is the sports contents in tourism that present more and more a powerful factor of tourism offer and demand. Active rest has over the past decades become a biological necessity, a compensation for insufficient activity and an accelerated tempo of living of modern people and tourists. Programmes of physical recreation activities provide an opportunity for tourists to have a meaningful stay and to realise their fundamental needs for a quality rest (in tourism), as planned. Some of these programmes contain activities that cause a change or enhancement of abilities and functions of the organism. Those are called transformational programmes. Tourism is a perfect way for carrying out such programmes in natural and attractive surroundings (all cyclic activities: walking, jogging, hiking, cycling, rowing, swimming, etc.). By doing so, many favourable effects on the organism are achieved, especially on cardiovascular system (Bartoluci and Andrijašević, 2006, p. 671).In Croatia, Istrian County belongs among the most developed counties, when discussing tourist offer development. Istrian County is monitoring contemporary trends on the tourist market on daily basis, and has indeed recognized the importance of Sports tourism as an element of a contemporary tourist offer, which can contribute to the achieving competitiveness of Istria on the tourist market, which is witnessed by until now undertakendevelopmental activities throughout the years. But, is the offer of Sports tourism in Istrian County sufficiently developed in order to achieve justified competitive position on the tourist market? The purpose of this paper is to present the importance of how Sports Tourism development contributes to the development of a competitive tourist offer in a destination. The goal of the paper is to analyse the state of Sports Tourism offer in the Istrian County, and based on the findings to mark possible developmental directions, which would contribute in achieving higher success.

The state of sports tourism offer in the Istrian County

Istria is the westernmost county of the Republic of Croatia as well as the nearest Mediterranean destination to the Eastern European countries. Its territory spreads on 2,20 square kilometres, and borders with Slovenia on the north, and maritime border with Italy in the west. Throughout the years Istria has invested significantly in repositioning and restructuring of its tourist offer on the tourist market, in order to impose itself on the tourist market as a competitive and high quality tourist destination, which will be able to provide for its guests unique and unforgettable experience and positive and warm emotions (Žužić, 2011; Žužić, 2012). However, its tourist offer is still mostly characterized by seasonality, which means that Istria needs to undertake further activities in order to develop a whole year tourist offer.

Selective forms of tourism represent an important element of a contemporary tourist offer, especially when taken into consideration the fact that their specificity enables achieving satisfaction of tourists of various profiles, and through that enables them to achieve value and experience for money (Alkier et al, 2015). One of the selective forms of tourism, which has significantly developed over the years, and for which tourists are showing a growing interest is Sports tourism. According to the Master Plan of Tourism of Istrian County 2015–2025 (2015), Sports and activities are a part of a tourist product which is achieving 3% of the total physical turnover, and which has improved its own chain of value in the last five years. Despite that, it is not sufficiently attractive nor competitive in order to challenge the key competitors on the Mediterranean. It has been estimated that by year 2025 it will be possible to achieve approximately 500,00-700,000 overnights (5% in the total tourist product of Istria) from tourists who visit Istria for Sports and activities.

In order to achieve further growth and development of Sports Tourism offer, it is important to track quantitative and qualitative indicators of tourism in a destination. Following the authors will present the achieved tourist arrivals and overnights in Istrian County in the period 2010-2016, as well aswhich are the tourist's attitudestowards Sport's tourism offer in Istrian County.

Table 1. Tourist arrivals and overnights in Istrian County 2010-2016

	Arrivals		Overnights			
	Total	Domestic	Foreign	Total	Domestic	Foreign
2010	2,627,918	160,632	2,467,286	17,731,881	656,313	17,075,568
2011	2,895,686	175,300	2,720,386	19,095,401	717,532	18,377,869
2012	2,985,042	166,161	2,818,881	19,877,368	656,538	19,220,830
2013	2,980,663	169,846	2,810,817	19,445,130	614,668	18,830,462
2014	3,059,226	174,289	2,884,937	19,545,303	616,781	18,928,522
2015	3,369,905	189,711	3,180,194	20,966,561	661,409	20,305,152
2016	3,763,174	222,421	3,540,753	23,128,233	741,019	22,387,214
2016/2010	43.20	38.47	43.51	30.43	12.91	31.11

Source: Central Bureau for Statistics of the Republic of Croatia www.dzs.hr

Considering the achieved tourist arrivals in the Istrian County in the period 2010-2016 (table 1), there has been registered a 43.20% growth in total arrivals of which the majority is made by foreign tourists. In terms of achieved overnights), there was a 30.43% of growth of total overnights, of which also the majority is made by foreign tourists.

In order to present the state of the Sport's tourism offer in Istrian County, the authors will present selected parts of research TOMAS Summer Attitudes and Consumption of Tourists in Croatia for the years 2010 and 2014. When monitoring age groups of Istrian tourists, it has been registered, that 27.7% of tourists in Istria in 2014 belonged to the age group 56+ (+7.4% in relation to 2010). Following was the age group 26-35 which in 2014 participated with 21.8% (-2.4% in relation to 2010), age group 36-45 with 19.5% in 2014 (significant -9.8% in relation to 2010), while the age group up to 25 participated with 16.2% in 2014 (+7.5% in relation to 2010). The majority of tourists in Istria is well educated. In 2014, 39.4% of tourists had finished secondary school (-1.9% in relation to 2010), followed by 35% of tourists with finished faculties or more (+12.9% in relation to 2010). They possess a high purchasing power; 25.4% of tourists in Istria had incomes 2.501-3.000 euro in 2014 (+8.2% in relation to the year 2010), followed by 20.4% tourists with income 3.001-3.500 euro (+10.2% in comparison to the year 2010). Tourists

with income over 3.501 euro amounted 8.4% (+3.4% in relation to 2010). In terms of sources of information used when making a decision about spending a holiday in Istria, 37.6% of tourists relied on positive experiences during their previous stay in 2014 (+20.4% in relation to 2010), 33.2% tourists used Internet (+4.3% in relation to 2010), while 20.7% relied on recommendation by friends or relatives, respectively a positive "Word of mouth" (-4.1% in relation to 2010) (Marušić et al., 2011, p. 156-172; Marušić et al., 2011, p. 100-113).

Table 2. Motives of visit

	%		
	2010	2014	2014/2010
Sports and recreation	9.0	5.9	-3.1
Scuba diving	2.1	2.0	-0.1

Source: Marušić et al., 2011, p. 159; Marušić et al., 2015, p. 103

The analysis of motives of tourists for visiting Istrian County for a holiday indicates that in 2014 sports and recreation were the motive for 5.9% of tourists (-3.1% in relation to 2010). Scuba diving didn't experience any significant changes, it was a motive for low 2% of visitors.

Table 3. Activities during stay in a destination

	%		
	2010	2014	2014/2010
Swimming and Bathing	98.5	99.0	+0.5
Walks in nature	62.1	82.5	+20.4
Scuba diving	23.8	20.6	-3.2
Water Sports (sailing, surfing, water skiing)	42.5	23.2	-19.3
Cycling	33.4	45.3	+11.9
Fishing	17.4	13.0	-4.4
Tennis	34.4	24.4	-10.0
Adventure Sports	17.0	10.9	-6.1
Hiking	8.1	10.4	+2.3
Golf	26.8	9.8	-17.0
Horseback riding	16.0	6.6	-9.4

Source: Marušić et al., 2011, p. 169; Marušić et al., 2015, p. 111

In terms of the activities during their stay in a destination, in 2014 the majority, 99% of tourists chose swimming and bathing (+0.5% in relation to 2010) which is not surprising, considering that in Istria Bathing tourist offer still makes the majority of its total offer. Following, 82.5% of tourists stated that they prefer walks in nature in 2014 (+20.4% in relation to 2010),45.3% of them pointed out cycling (+11.9% in relation to 2010). A significant decrease of interest was registered for water sports (-19.3%) and golf (17%), which is disappointing considering its potential.

The importance of Golf, as an element of tourist offer has been growing for a number of years now. According to KPMG Golf Participation Report for Europe 2016 (2016, p. 8), total number of registered golfers in Europe in 2015 amounted 4.142,661 (66% male, 25% female, and 9% junior golfers) and nearly 7.000 standard length golf courses. The top ten markets host 85%

of all registered golfers and 82% of all golf courses. England has the highest number of golfers and golf courses in Europe, accounting for 16% and 28% of European golf demand and supply respectively. Then follows Germany, which is home to 15% of all registered golfers, and 10% of all courses across Europe, Sweden (11%), France (10%), Netherlands (9%), Spain (7%), Scotland and Ireland (5%), Denmark (4%) and Finland (3%). Ivanović et al. (2011, p. 638) also present in their paper good practice on the example of Portugal, where 26 of the 78 Portuguese courts are located on 100 km long coast through 3 national parks, can be seen the benefits of golf tourism. Golf in Algarve region rendered the improving utilization of accommodation out of season (September-May) and extend the season or the abolition of the concepts season, preseason and postseason. In Algarve, as well as in other Mediterranean golf regions, golf is played mostly during the spring (March-May) and autumn (September-November), while in summer the number of rounds played decreased significantly. Climatic conditions of Istria allow similar use of golf courses throughout the year. With the integration of golf into the tourist offer, Istriawould improve the out seasonal capacity utilization.

Table 4. The level of satisfaction of tourists with the richness of Sports facilities in Istrian County

	2010	2014	2014/2010
Richness of Sports facilities	High	Medium	Decrease

Source: Marušić et al., 2011, p. 171; Marušić et al., 2015, p. 113

Overall, when asking to evaluate the richness of facilities within a Sports tourism offer of Istrian County, the respondents graded it as medium in 2014, which is a decrease in relation to the year 2010, when the tourists have shown high level of satisfaction. Previously presented results indicate the necessity of further development of Istrian sports tourist offer. In order to do so, it is necessary to determine which are the strengths and opportunities that need to be used in order to achieve success, and which weaknesses and threats need to be reduced to a minimum or removed completely. Following, the authors will present the SWOT matrix of Sports tourism offer of Istrian County.

Istrian County is aware of the numerous possibilities which successful development of Sports Tourism offer can bring. In order to achieve future success it has set a goal to increase the part of Sports Tourism offer within the whole Istrian tourist product from current 3% which was in 2014 to 5% until the year 2025. In order to do so, and according to the Master Plan of Tourism of Istrian County 2015.-2025(2015, p. 131-133), it is necessary to conduct the following measures:

- building accommodation capacities which would be fully adapted to the sports groups of various profiles, for which the leading enterprises would be in charge;
- building small family hotels which would be adapted to the specific recreational sports, which is of great importance considering that recreationals demand accommodation capacities that possess certain facilities strictly adapted to them. It is possible to use already built buildings, which have predispositions for sports-recreational activities. For this in charge would be entrepreneurs along with the counselling of Istrian tourist board;
- building professional sports centres for team and individual sports which would possess all the necessary equipment. This is of up most importance in order to be able to become and stay competitive with other centres on the Mediterranean. It is advisable to undertake trips into the competitive sports centres, to form an offer as well as set up a communication platform. The adaptation and equipping would be

Table 5. SWOT matrix of Sports tourism offer of Istrian County

STRENGTHS	WEAKNESSES
Geo-traffic position Existence of domestic and foreign demand for sports tourism offer Suitable climate Tourist tradition Recognizability of Istrian County on the tourist market Positive attitude of local population towards (Sport's) tourism development Preserved environment Strategic Documentation and Plans High quality education of futuredevelopers of Sport's tourism offer Professional and scientific support (research, development and innovation) High level of security Gastronomic offer as an additional part of tourist offer Strong potential for development of selective forms of tourism	 Prevailing of traditional product "Sun and Sea" Uneven level of development of the present Sport's tourism offer Partially outdated Sport's tourist offer Expressive seasonality Insufficiently diversified offer Insufficiently developed infrastructure Problems with traffic Absence of recognizable brands Insufficient targeted marketing activities Insufficient availability of statisticalindicators which indicate the development state of sports tourism
OPPORTUNITIES	THREATS
 Introduction of new elements of Sports tourism offer Diversification of an area and of a sports tourist product Improvement of integral quality Reduction or absence of seasonality Better positioning on the tourist market Sustainability Promotion of identity of Istrian County as a sports destination Public-Private Partnership Expected growth of tourist turnover achieved by foreign tourists who prefer sports during vacation Revitalization of space European Union Financial Funds 	 Increasing number of "new" destinations on the world tourist market Potential pollution Changes in tourist preferences Inability to match the new elements of offer offered by the competing destinations Lack of capital used for development and a lack of promptness in investment projects Decline in purchasing power of tourists Security issues

Source: Ivanović et al., 2016; Vitasović, 2014; Stipanović& Alkier Radnić, 2007.

according to the Public Private Partnership (PPP) system, and private sector, local tourist board as well as Istrian County tourist board would be in charge of it;

- Formation of recreational amateur centres with the possibility of renting the sports equipment. It is necessary to create an ideal project Istria Recreation Centre in order to stimulate the investments. It is also necessary to arrange the details about the location and the facilities according to the PPP system, for which local tourist boards, cities and municipalities, as well as the Istrian Tourist Board would be in charge;
- Building running trails, fitness as well as cycling with a GPS Maps system and marking, which is of great importance for tourists who tend to train by themselves. It is necessary to undertake additional upgrading of the existing trails, for which the local tourist boards would be in charge;
- It is important to connect the Pula Airport with the key tourist markets, which is possible to achieve through cooperation with Tourist Board of Istrian County;
- In terms of promotion and sales, it is necessary to form a specialized online offer (where all the facilities would be in one place, clearly and precisely structured). It is important to have a correct database and publish information on the internet accurately and timely. Tourist Board of Istrian County would be in charge of this.
- Within the accommodation capacities it is important to employ professional nutritionists in order to satisfy adequate dietary needs of tourists;

It is important to employ specialized personnel in sports who would be able to organize and conduct trainings, preparations, prevent any possible injuries, etc. It is advisable to organize workshops as a part of lifelong learning for sport employees. Tourist Board of Istrian County would be in charge of this.

Conclusion

In the paper the authors have conducted the analysis of the state of Sports tourism offer of the Istrian County. Data presented in the paper indicate that Sports, as a motive of arrival in Istria is a significant factor, but it has registered a small decrease in the period 2010-2014. If the demand for Sports Tourism is monitored according to the segments, activities in this form of tourism include majorly swimming and bathing as well as walks in nature. Previously mentioned indicates the need for creating new tourist products which will contain new and innovative activities connected with the sea and coastline. They also need to contain the elements of stay outdoor and in nature, because according to the research, tourists want to spend their time actively in nature. It is mandatory to pay special attention to the promotion activities through social networks and other contemporary communication channels. The lacks that were registered point out that the role and importance of Sports Tourism has been insufficiently recognized the competitiveness of a tourist product by the destination management, and as an important lack it is necessary to point out the insufficiency of statistical and financial data, which makes the conducting of a good quality research more difficult, as well as creation of developmental strategies of tourism, sports and destination in general. Based on the presented data, the authors have presented the proposals and conclusions for improvement of Sports tourist offer of Istrian County; their conducting will enable the improvement of the existing tourist offer and its higher level of recognisability on the tourist market.

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Human resources management and job satisfaction – a case study from the Greek hospitality sector

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Abstract

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 factors 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 studywas 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.

Keywords: human resources, job performance, burn out, job satisfaction, loyalty

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Introduction

Globalization is the new reality that the hospitality sector has to adapt to given the fact that tourists are easier to travel, easier to access and share information and more service oriented. This highly competitive environmenthas lead enterprises and, in particular enterprises in the tourism sector, to the realization that it is crucial that they have to enhance the service quality and increase customer satisfaction. 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 factors 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. (Zeithaml, Berry & Parasuraman, 1988; Schneider, 1980; Boshoff& Allen, 2000; Kotler, Bowen και Makens, 1999; Rust et al., 1996in Karatepe et al.)

The hospitality sector is one of the most important components of the Greek tourism product, which - in the summer months, in particular - relies heavily on the full utilization of the potential of the available workforce in the sector. Due to the constant rising of tourism demand, the strains that the employees in the Greek hospitality sector face are subsequently increasing. However, not much research has been done so far, is not very extensive. 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 Western Greece.

Travel and tourism contribution to GDP in 2015 and 2016 in Greece

In order for one to realize the importance of the tourism and travel industry to the Greek economy, especially since 2010 and on when the Greek dept crisis emerged, it is essential to take a quick look in two significant indexes: contribution to the GDP and to the employment. In 2015, the direct contribution of Travel & Tourism to Greece's GDP was 13,3 billion euros (that corresponds to 7.6% of GDP). This amount, refers to the economic activity that is generated by the various travel and tourism industries and include not only the entire hospitality sector, buttravel agents, but also include restaurant and recreation, leisureindustries directly supported, the airline industry and other passenger transportation services (commuterservices not included) (WTTC, 2016). The total contribution of the Travel and Tourism sector to the Greece's GDP added up to 32,5 billion euros in 2015, which corresponds to 18,5% of the GDP. Investment, supply chain and induced income tax are included to this amount. (WTTC, 2016)

Whereas in 2016, the direct contribution of Travel & Tourism to the Greek GDP was 13.2 billion euros (amount that represents 7.5% of GDP), being slightly lower than the 2015 total of 13.3 billion euros (7,6% of GDP). This leads to forecasting rise by 7.5% to 14.2 billion euros in 2017. The direct contribution is expected to grow by 4.5% to 22.1billion euros (9.6% of GDP) by 2027. (WTTC, 2017)

Travel and tourism contribution to employment in 2015 and 2016 in Greece

A total of 401,000 jobs Travel & Tourism were generated directly in 2015 (11.3% of total employment) and this was forecasted to increase by 0.6% in 2016 to 403,500 (11.5% of total employment). However, 423,000 jobsare expected to be directlygenerated, in 2016 (11.5% of total employment) and this is anticipated to further grow by 5.9% in 2017 to 448,000 respectively (12.1% of total employment). By 2027, Travel & Tourism is expected to account for 597,000 jobs directly, marking an increase of 2.9% per year over the next ten years. (WTTC, 2016; WTTC, 2017). Travel & Tourism's estimated total contribution to employment was 822,000 jobs in 2015 (23.1% of total employment) and is forecast to reach 860,500 jobs in 2016 (23.4% of total employment). This is forecast to rise by 6.3% in 2017 to 914,500 jobs (24.6% of total employment). A mere 1,273,000 jobs (29.9% of total employment) are forecast to support Travel & Tourism by 2017, marking an increase of 3.4% per year over the period of ten years.

However, a recent WTTC study (INSETE, 2015) suggests that one of the biggest challenges to be faced by the tourism industry both in Greece and globally is the lack of skilled personnel as well as specialists that are going to be able to facilitate the needs of tourism. The recruitment of suitable staff is anticipated to be more difficult within the next five years, because of the expected increase in the demand for tourism services and the inability of the sector's human resources to respond to these positive growth prospects, due to a lack of appropriate tourism-related skills and qualifications. Over time, and in relation to other sectors, employment in tourism is increasing at a higher pace or decreasing with a smaller one demonstrating the sector's dynamics as a significant stakeholder in the employment field.

Employment in tourism has rebounded after 2014 at very high rates (2014/2013: + 14.6%, 2015/2014: + 9.6% and 2016/2015: + 4.8%), following the high development rates of incoming tourism: (2014: + 23% arrivals and + 10.2% revenue, in 2015: + 7.6% arrivals and + 5.5% revenue and 2016: + 5.1% arrivals and -6.8% revenue). It is remarkable that the increase in employment in tourism exceeds revenue growth and is close to that of the arrivals. In Western Greece, the annual rate of employment ranged from 2,6% to 1,1% whereas tourism is the source of employment to 8,2% of the population (Ikkos&Koutsos, 2017).

Motivation, employee performance and job satisfaction in Greek tourism sector

"Motivation refers to the conscious effort made by the employer so as to create and cultivate an inner mood for individuals, employees in this case, to be able to effectively perform what the job requires. It is the will and the desire to achieve the goals of an organization through the satisfaction of some individuals' needs. It is the process that leads to job satisfaction." (Kefis, 2005).

Job satisfaction is defined as "the pleasant emotional state that results from the evaluation of the work of the individual, as well as the achievement or facilitation of achieving the individual's work goals" (Locke, 1969 in Karapete, 2004). Job satisfaction has been extensively studied in connection with other issues such as empowerment, role conflict, role ambiguity, rewards, organizational commitment, and the rate of staff renewal (Brown and Peterson, 1993;Liden, Wayne and Sparrow, 2000; Hartline and Ferrell, 1996in Karapete, 2004).

A number of studies demonstrate a connection between job satisfaction and service quality. For example, Hartline and Ferell (1996 in Karapete, 2004) found a significant positive correlation between work satisfaction of frontline workers and customer perceptions of hotel quality services.

Even though attitudes, values and characteristics vary greatly between generations, there are still many similarities as people representing three generations (Baby Boomers, Generation X, and Generation Y) have stressed out how important it is to receive positive feedback as an incentive (Dols et al., 2010 in Young et al., 2013). In a different study which conducted by Gladwell et al. (in Young et al. 2013), it is evident that all three generations give great value to career opportunities. Hewlett et al. 2009 (in Young et al, 2013)also demonstrated l similarities between Baby Boomers and Y generation – such as the sense of commitment to a positive contribution to the social fabric and the environment, or the view that money is not the most important factor in staying at work.

Self-esteem, which is deriving from a person's work, has been defined as the process of evaluating the work of an individual as it results from self-assessment and the feelings about work by the worker himself. It can be influenced by feedback and/or messages the employeesarereceiving by their family or their friendly environment and by the significant others (e.g. partner), work systems, or feelings of effectiveness from work experiences (Washington et al., 2003 in Kim, 2014). There are strong indications that employment is the key determinant of jobsatisfaction (Jung & Lee, 2010 in Kim, 2014).

The Maslachjob burnout theory

The concept of burnout (or the burnout syndrome) has been growing more and more so in the recent years, and has been studied by psychologists, sociologists and management specialists in particular as they have acknowledged its significant impact on the individual, the organization and more generally in the economy and production. "Burn out" stands for "progressively extending from the interior to the point of charring" (Maslach& Jackson, 1984 in Theophilou, 2009). The term "job burnout" was initially used in 1974 by Freudenberger to describe the symptoms of both physical and mental burnout in mental health professionals and, more generally, in places where close links are established between professionals and people in need. (Freudenberger, 1974; Maslach, 1982 in Hu et al., 2009).

Leaders in studying the syndrome arepsychiatrist Herbert Freudenberger (1974) and Social psychologist Christina Maslach (1976). Taking it one step further, Maslach & Jackson (1986 in Theofilou, 2009) developed a "tool" that provided scientists with the possibility to assess the extent (if any) of occupational burnout by using the Maslach Burnout Inventory (MBI). The MBI is a widely used scale and evaluates the following three key data:

- a) The degree of emotional exhaustion, as it is referring to feelings of being depleted of one's emotional resources -in other words feeling empty. This is, in fact, the basic individual stress component of the syndrome.
- b) Levels of depersonalization meaning any negative, cynical, or largely detached responses to coworkers, demonstrating the interpersonal component of the burnout syndrome.
- c) A sense of reduced personal achievement, which refers to feelings of a person's competence and productivity decreasing and to a distinctly low sense of efficacy, this being the self-evaluation component of burnout syndrome.

This brief self-report questionnairewas developed in order for the burnout to be assessed amongst those who are involved with "people work of some kind". (Theofilou, 2009)

The case study: Place, duration purpose and methodology of the survey

Even though much has been written about the employment rates or the skills required not much research has been conducted regarding the job satisfaction rates, burnout syndrome or loyalty in the Greek hospitality sector. For this reason a survey was conducted in January 2016, in a 4 * resort hotel in the area of Western Greece, which holds a capacity of 225 rooms, that operates all year round and employs 50 employees in all departments, on a permanent basis. During the summer months, the number of staff is increasing significantly (up to 90 people during high season), occupyingboth seasonal workers for a few months a year and wage-earners (extras, as they are usually called), which are employed in certain occasions when there is exceptionally high occupancy or during conferences or other events. The purpose of the survey is to investigate the levels of job satisfaction that the permanent employees get from their work. The reason that permanent personnel was selected, is that they work all year round so they are exposed to the factors mentioned earlier, both in a way of volume (of guests) and duration (all year round). In order for the research objectives to be met, a primary quantitative survey was designed and implemented, using a questionnaire, which consists mainly of closed questions (a total of 25 questions, 4 open questions and 21 closed questions), which were processed with-Microsoft Excel software.

Results of the survey

The survey involved a total of 25 employees accounting for 50% of all employees. Out of the 25, 13 are women (52%) and 12 are men (48%) so there is an almost equal representation of both genders. The table below presents the mainoutcomes of the questionnaire. Certain sets of variable were correlated, using excel software, in the process of defining the variables that affect the feelings of satisfaction, exhaustion/stress and the intention to seek new job (as a result of dissatisfaction, depersonalization or exhaustion). The most significant findings are presented in the table below. Neither gender nor age, show strong correlation to the wages or the stress level of the personnel. When the key variable is satisfaction, strong positive correlation applies with the sense of taking pride in one's job (0,70101306) and liking the employer (0,63860057).

The stress levels are strongly positively correlated with expectations(0,85485448) that the supervisor poses on the person and the way the person's opinion is valued by their colleagues (0,746832023). Stress is positively correlated with the intention of seeking a new job – the bigger the amount of stress the bigger the possibility they seek a new job. Wages are also positively with stress levels (0,72915701) and the expectations of the person's supervision/manager(0,62618306). Finding one's job meaningful –and fulfilling- is strongly correlated the wages (0,73513515) and being intrigued by their job (0,91145833, which is the highest level od correlation registered in the results) but shows zero (o) correlation to the intention of seeking a new job.

Table 1. Survey results

Gender	Pax	%	Age	Pax	%	Education level	Pax	%
Men:	12	48	18-24 years old	0	0	High School diploma	8	32
Women	13	52	25-34 years old	4	16	Bachelor's degree	9	36
Type of contract	Pax	%	35-44 years old	9	36	Master's Degree	1	4
Permanent	24	96	45-54 years old	9	36	PhD	0	0
Day-to-Day	1	4	55 or more	3	12	Other*	7	28
	П			25	100		25	100
Age group	Pax	%	Time employeed/ company	Pax	%	Intriguing job	Pax	%
18-24	0	0	0-12 months	1	4	Extremely intriguing	12	48
25-34	4	16	1-5years	2	8	Very intriguing	6	24
35-44	9	36	6-10 years	4	16	Moderately intriguing	3	12
45-54	9	36	11-20 years	8	32	Barely intriguing	2	8
55 or more	3	12	21 years or more	10	40	Not at all intriguing	2	8
	25	100		25	100		25	100
Job with a meaning	Pax	%	Remuneration/payment	Pax	%	Level of stress	Pax	%
Exceptionally meaningful	12	48	Exceptionally well	2	8	Extremely often	3	12
Very meaningful	8	32	Very well	7	28	Very often	9	36
Adequately meaningful	3	12	Moderately paid	12	48	Quite often	10	40
Barely meaningful	1	4	A little underpaid	3	12	Barely often	2	8
Not meaningful	1	4	Underpaid	1	4	Hardly ever	1	4
	25	100		25	100		25	100
Intrigued by job	Pax	%	Opinion valued by colleagu	Pax	%	Expectations by manager	Pax	%
Exceptionally intrigued	12	48	Exceptionally important	5	20	Exceptionally realistic	3	12
Very intrigued	6	24	Very important	7	28	Very realistic	8	32
Adequately intrigued	3	12	Adequately important	10	40	Adequately realistic	10	40
Barely intrigued	2	8	Barely important	2	8	Barely realistic	3	12
Not intrigued	2	8	Not important	1	4	Not realistic	1	4
	25	100		25	100		25	100
Job Satisfaction	Pax	%	Promotion prospects	Pax	%	Supervision by manager	Pax	%
Extremely satisfied	1	4	Abundant	2	- 8	Extremely supervised	3	12
Very Satisfied	15	60	Many	2	8	Very supervised	1	4
Neurtral	5	20	Neither many, nor few	7	28	As much as required	17	68
A little frustrated	3	12	Minimal	7	28	Not enough	1	4
Exremely frustrated	1	4	None	7	28	Barely/no supervision	3	12
	25			25	100		25	100
Proud to work here	Pax	%	Your employer is	Pax	%	*(Junior high, post secondary		
Extremely proud	7	28	Extremely likeable	4	16	education LLL)		
Very proud	6	24	Very likeable	9	36			
Proud enough	9	36	Neutral	10	40			
A little proud	3	12	A little unlikeable	0	0			
Not proud	0	0	Unlikable	2	8			
	25	100		25	100			

Table 2. Correlation results

Satisfaction		Stress		Wages		
Age	0,15121078	Expectations of supervisor	0,85485448	Seek new job	0,19948643	
Gender	-0,1111874	Opinion of colleagues	0,74683023	Stress	0,72915701	
Wages	0,38794365	Supervision of mgr.	0,06100174	Supervision of mgr.	-0,031146	
Stress	0,23518099	Seek new job	0,50815361	Expectations of supervisor	0,62618306	
Opinion of colleagues	0,36749655	Age	-0,1840888	Promotion	-0,3822703	
Expectations of supervisor	0,24058344	Gender	-0,0657082	Experience	-0,1163707	
Intrigued by job	-0,35200452	Promotion		Meaning in the job		
Meaning in the job	0,3857837	Supervision of mgr.	0,07432941	Seek new job	0	
Promotion	0,12858612	Seek new job	0,16800837	Wages	0,73513515	
Supervision of mgr.	0,38995544	Intrigued by job -0,328125		Intrigued by job	0,91145833	
Experience	-0,0049646	Age		Gender		
Pride in work	0,70101306	Experience	0,40558567	Age	0,02496436	
Like employer	0,63860057	Promotion	0,43058756	Promotion	-0,013344	
Seek new job	-0,3024074	Wages	-0,0314357	Wages	-0,1871682	
Education	0,1849333	Stress	-0,1840888	Stress	-0,0657082	

Conclusion

According to the results of this survey, even though 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 (in general) interested in seeking employment with another employer. Age and gender issues do not emerge; neither among the personnel nor in behalf of the management e.g. both genders receive the same wages for the same job. Accordingly, there are no racial or gender distinctions, creating a sense of safety for them that lead to increased levels of satisfaction. No particular link has emerged between education level and satisfaction level. The levels of satisfaction are directly linked to taking pride in the work and to liking the employer.

Most of the staff appears to be quite pleased with the wagesbutnot very satisfied with the benefits/bonuses provided, the degree of work supervision, and find it unlikely that they would seek a new job. The employer is quite likeable, the requirements of the managers/supervisors are quite realistic and the staff is quite proud to be working for this firm. They find a lot of sense in their work and feel stressed quite often, however a large percentage (40%) are satisfied with their work. The personnel take pride in being a part of the firm, which suggests a healthy work environment. The overwhelming part of the staff works for at least 5 years in the company, and a significant percentage (40%) works for 21+ years in the company, however there are no particular opportunities for development. Correspondingly, they also follow the total years of professional experience of the staff. What also stands out is that there is no person in the 18-24

age group. This is a consequence of the management's choice to invest in its permanent staff. This practically means: well trained staff, faithful to the business, satisfied with their work, with knowledge of both the strengths and weaknesses of the company, and higher wages due to age, greater compensation in case of dismissal or retirement.70% of the staff is at least high school graduates, and only 2 are junior high school graduates. The one person holding a postgraduate degree, albeit in a rather high administrative position, appears unhappy with both the wages and the prospects for their development in the company. There is no evidence to support job burnout syndrome and the personnel overall do not show the intention of seeking a new job. Further investigation of the job satisfaction and the way that it is perceived by the level of services provided to guests should be made in a larger scale, in order for the hospitality sector to keep improving the level of services provided.

Suggestions

- Particular emphasis on the recruitment of people with communication and interpersonal skills, service oriented and team spirit should be given. Empathy should be one of the main characteristics of the personnel.
- Develop all of the above in the existing staff through on the job training or other forms of education. Empower and thus enable employees to make day to day decisions on job-related activities.
- Develop and implement a customer service oriented system that provides employees with guidelines, solutions and scope of the initiative that they can develop to meet customers' needs.

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The practice of brand and image development of TDM organizations in Hungary

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Abstract

The big challenge of the 21st century during tourism planning is the development of a lasting image and a matching aspect. In 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.

Keywords: Tourism destination management, Image, Brand, Pécs, Sopron

Introduction

As the parent organizations of destinations, it is the responsibility of the so-called Tourism Destination Management organizations (TDM) to bring destinations to the competitive market (Pálfi, 2017, Cox et al., 2014, Sziva, 2012, Tőzsér, 2010). Based on findings in both domestic and international literature, it is well known that the tasks TDM organizations undertake are extremely complex (Lengyel, 2008, Bieger, 2005, Pechlaner - Weiermair, 1999). The emphasis on task descriptions contained in tender bids of TDM organizations in Hungary varied greatly. In the first round, the emphasis was primarily organizational development, while in the next round other tasks, such as product development, played a stronger role (Aubert et al., 2016).

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In our study, we analysed the relation of the Hungarian TDM organization to brand and image development, the practice of these development activities through the online questioning of the organizations. Besides these we introduced the image development activities through the case studies of Pécs and Sopron. With the help of questionnaires we also investigated the provisional image of tourists regarding the two cities as well as the image they finally had after the visit.

The creation of a positive, consistent, clear image that identifies a city is a particularly challenging task in the case of larger cities, such as Pécs and Sopron, because the process of city marketing affects not only tourists, but also locals and potential investors (Aubert, 2000).

In all cases, image building and branding are complex, long-term processes (Pechlaner et al., 2007), which, in our opinion, provide a good basis for the successful implementation of the TDM organizational system. Well-functioning TDM organizations possess excellent knowledge of the following: the given destination, the arriving tourists, the attractions the destination provides, the possibilities the destinations offer and trends affecting the destination. They can also play a significant role in product development and even in the monitoring process. Our study tries to highlight that image management is a big part of their operations, including the consistent aligning of the image with target segments or aiming the image at new target segments. Thus, it is little wonder that branding and image building, which are in fact closely connected to each other, are not only important tools in management, but also one of the greatest challenges facing tourism management today.

A brand is nothing more than a name, phrase, sign, symbol, design, or a combination of all these, and its chief objective is to make a particular product or service, set of services, even a destination, clearly identifiable and distinct from its competitors (Kotler, 1998). When responding to the questionnaire concerning what they believed the chief purpose of a brand to be, 87% of TDM organizations believed it to be clear identification, 68% thought it conveyes a message, while a further 65% opined that a brand's main role is to distinguish. Approximately 59% of respondents say brands ensure consistency, while 51% equated brands with reliable quality. Consistency is crucial in communication, while quality is an important factor in tourism product development. Only 40% of respondents believed that brands created brand loyalty in tourism, which is understandable given the nature of tourism products when compared to other kinds of products. Only 35% of the respondents thought a brand signalled consistency, which refers to the dynamism experienced in tourism, a dynamism that pervades nearly the entire industry. Only 20% of survey respondents felt a brand signalled security, suggesting that, in addition to being dynamic, tourism is an extremely sensitive sector. Finally, only 18% of those asked believed brand building to be an effective tool for the creation of new segments.

Branding, however, is not merely the use of specific faceted elements, but also a long-term strategic and operational process, and a part of a well-developed and conscious brand policy (Horkay, 2003a). Thus, it involves situational analysis, during which the internal and external images are assessed and developed. This includes the identification of participants and stakeholders concerned, i.e. target groups (both on the supply and on the demand side). In fact, the development of the actual brand strategy and the required design – image – elements can only come after this. However, the process does not end here, as it is important to follow the impact of the above mentioned, and to monitor and record the opinions and experiences of tourist guests, local service providers, the public as well as the opinions and experiences of the competing brands (Bieger, 2005, ETI, 2002).

Tourism brand creation is not an instantaneous process that happens from one day to the other. Rather, it is a result of the use of a long-term, continuous and consistent communica-

tion policy, which includes the incorporation of the associated image elements (logo, name, design, slogan) of the destination and its products and services (Horkay, 2003b). In a broader sense, brand politics is a set of measures that differentiates between individual products/services or even destinations, while in a narrower sense it is the creation, development and care of brand-forming components (Freyer, 1999). A destination brand is centred on the spirit of a place; this spirit distinguishes a destination from its competitors in the tourism market (Szabó, 2006) and influences tourist attitudes stemming from previous experiences. Based on this, the facets of the destination can be shaped in a creative and unique way, which is a great advantage in communication (Anholt, 2009). Brands have become an integral part of our everyday lives; thus, Papp-Váry (2009) considers the supply side to be important in the interest of promoting tourism, attracting tourists to a given target area, the promotion of investments in the destination, as well as the competitiveness and sales of destination products based on a unique competitive advantage.

Methods

In addition to examining the literature on the topic, we utilized a questionnaire survey to gauge the attitudes and practices of Hungarian TDM organizations concerning image building. We conducted online surveys with TDM organizations in 2016; the questionnaire was filled by 54 of the 81 known TDM organizations, for a completion rate of 66.6%.

In addition to this, we present two municipalities that have significant roles in urban, cultural and heritage tourism in Hungary and examine their image building practices; this is supplemented by a guest survey conducted in 2015. In both Sopron and Pécs we engaged in a sample study of 120 tourists where we examined the image tourists have of the cities upon arriving and how this perception develops or changes based on the experiences of their visit. We also analysed whether the known image of each city is in line with the development of the city's own tourist branding efforts and design elements, such as in the development of the logo.

The role of TDM organizations in shaping the image of destinations

Among the various activities in which TDM organizations engage, there is strong emphasis on branding and image building; (this is) highlighted by the results of the 2016 questionnaire survey. In almost every case, one of the first and most important tasks TDM organizations undertake is to start image building and to establish and launch the process of branding. According to the questionnaire survey completed by TDM organizations, 78% have a unified image while 15% respondents stated that they are planning to develop one. Of the organizations with a single, uniform image, 9.3% claimed that this image was already in use in the tourism market before the TDM began operation, while 61.1% stated that a single, unified image was one of the primary and most important organizational development tasks. Overall, 29.6% of the organizations felt that their destinations needed the development of a new image.

An overwhelming 94.4% of organizations consider it an important task to develop their own unique image while 5.6% do not consider it an important task as they did not believe this has any connection to success. When asked to rate the importance of branding and image building as a task on a scale from one to five, with five being very important, the average of the responses was 4.2 points. This ranked it of medium importance, above such tasks as prod-



Figure 1. Key elements of TDM organizations' practical activities Source: Own research

uct development (4.1 points), human resource development (3.7 points), and monitoring (3.6 points). According to the surveyed TDM organizations, tasks that rank higher than branding and image building in terms of importance are marketing communications (4.6 points), online marketing (4.6 points), and membership coordination (4.3 points) (1. Figure).

However, within the field of marketing communication, respondents considered the creation of their own image and logo (4.4 points) to be of great importance, but at the same time regarded image creation connected to branding (3.7 points), the production of PR gifts (3.3 points), and the development of their own rating systems (3.2 points) to be of lesser importance. The lowest value (2.3 points) and thus least important according to TDM organizations was the placement of the destination in a television commercial or television movie (2. Figure).

Every TDM organization surveyed incorporated image elements on their websites and in their print publications, while 90.7% use these elements on social media sites. 77.8% of the organizations also display image elements on information boards and maps, while 66.7% use them in publicity gift merchandise and within the office. Image elements are also included in PR products and press materials by 75.9% of organizations. The smallest proportion of image use is on local products, with only 38.9% of organizations stating that they use image elements there as well. This makes it clear that TDMs are consciously using the created image elements and that these elements are an integral part of everyday marketing communication. Howev-

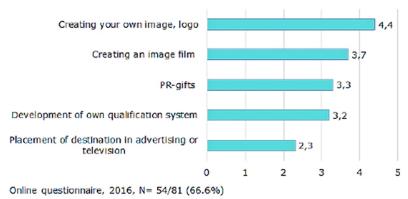


Figure 2. The practice of brand building in the examined TDM organizations Source: Own research

er, the situation is not as positive for stakeholder service providers, as 44.4% of respondents say stakeholders do not use or display the brand image of destinations in their individual marketing communications. This could mean that these stakeholders are unaware of the image and/or do not accept it. Perhaps they are unable and/or do not want to integrate the image into their own communications despite the significance of increasing the identity of the destination. However, by examining two examples from Austria (Carinthia, Oststeiermark), it becomes apparent that the image features of these particular regions and destinations - primarily their logos - form an integral part of the stakeholders' individual communication, thereby increasing the destination identity and the relationship between the membership and the TDM organization. It is positive that 46.9% of the respondents stated that the process of image building had begun and that the stakeholders used the destination elements in their individual communication. Nevertheless, most acknowledge that there is room for improvement in this field.

A significant amount, about 40.7%, of the TDM organizations surveyed opine that the destination they represent lacks brand value, but they see the potential to develop their destination into a brand in the long-run. At the same time, 29.6% of respondents believe that the destination as a whole, or the destination products represent the brand value of the destination. Most organizations consider their specialty and/or popular tourism products and services (e.g. health tourism) (59.3%) and the geographic landscape (e.g. Balaton, Great Plain) to be the aspects that provide the greatest brand value for their destination. Other features that add brand value to a destination include touristic activities (e.g. cycling) (48.1%), and the history that has shaped or continues to shape the value of the destination (44.4%).

The characteristics of the tourism image and image elements of Pécs and Sopron

Pécs and Sopron are important cities in the field of cultural and urban tourism in Hungary. Pécs won the title of European Capital of Culture in 2010, while Sopron is the most notable city within the UNESCO protected Fertő/Neusiedlersee Cultural Landscape. Cultural tourism attractions and programs are decisive facets in the images of both cities. Our 2015 questionnaire survey confirms this notion, although the unique natural environment surrounding both cities also plays a key role for Pécs and Sopron.

In terms of the number of overnight stays in commercial accommodation, Pécs fell from its previously higher ranking to the seventeenth nationally; at the same time, Sopron is the ninth most visited city in Hungary (KSH 2016). Regarding the offerings of the two cities, many similarities and differences exist; over the years, each city has embarked on its own divergent path when it comes to tourism (Table 1). However, there is no doubt that both cities are major players in Hungarian tourism (Barcza, 2012, Berki, 2004) with each being a destination for cultural and heritage tourism, recreational trips, and class excursions.

Based on the results of the questionnaire survey and on their opinions before and after arrival, tourists appreciate that the cities are situated in appealing natural environments. In Pécs, the Mecsek Hills provide the attractive environment, while in Sopron it is both the Lövér Hills and the Lake Fertő. If we take a closer look at Pécs, it quickly becomes apparent that one of the city's earlier established images - a city with "Mediterranean atmosphere" - contained in previous tourism communications is still entrenched in the current image of Pécs, though only 12% of the visitors believed the city possessed a Mediterranean atmosphere. Surveyed visitors to Pécs (10%) and Sopron (6%) considered art and artists to be an important part of the city they visited after their arrival (Pálfi et al., 2017).

Table 1. A comparison o	£D	4	
IADIA I A COMPARISON O	ιτ ναςς απα λοητοή ηαςαπ	an talirism silahi	v ana aemana

	Pécs	Sopron		
City status	city with county rights	city with county rights		
Main tourism products	cultural and heritage tourism	cultural and heritage tourism		
Supplementary tourism products	Religious tourism, wine tourism, gastronomy	active tourism, cycling tourism, ecotourism, wine tourism, gastronomy		
Number of registered guest nights at accommodations (2015) (KSH)	255 081	420 237		
Ratio of foreign guest nights (2015) (KSH)	26%	22%		
National ranking based on the number of guest nights spent in commercial accommodation, (2015) (KSH)	17	9		
UNESCO world heritage	Pécs Early Christian Mausoleum	Fertő/Neusidlersee cultural landscape		
Thermal baths	None	Balf		
Wine region	Pécs wine region	Sopron wine region		
National parks	Duna-Dráva National Park	Fertő-Hanság National Park		

During the survey, we also asked them, which symbols they associated with Pécs and Sopron. In Pécs, tourists equated the Downtown Candlemas Church of the Blessed Virgin Mary, formerly known as the Mosque of Pasha Qasim (50.8%), and the Mecsek Hills (43.2%) with the city as symbols. The university was the third most significant symbol with the interviewees identified the city.

In Sopron, the Fire Tower was considered as the prominent symbol of the city (48.3%), while the Lövér Hills was the second (33.3%), and the university the third.

However, by examining the logos of the two cities, it can be stated that the age-old symbols tourists equate with the cities can only be found in Sopron's logo. Sopron's official tourism logo contains the Fire Tower at its centre and incorporates a colour combination that reflects the colours of the surrounding Fertő landscape (sun-yellow, blue-green-Fertő-landscape), which form a heart around the Fire Tower (Figure 3).

In the case of Pécs, the logo is part of a group of logos which has been developed in harmony with the other important sights of the city, however, the logo alone does not allow the identification of the city as it does not visualize the symbols of Pécs, but it is rather a schematic illustration. In the development of the logo group, the dominance of the Zsolnay Heritage



Figure 3. Tourism logo - Sopron Source: turizmus.sopron.hu



Figure 4. Tourism logo – Pécs Source: www.iranypecs.hu

Management Nonprofit Ltd. can be observed, which developed the logos of other units under their control (e.g. Kodály Center, World Heritage Pécs, Zsolnay Quarter) in a harmonic and identifiable way, but the visualization of the main and symbolic motifs of the city as a logo was missed (Figure 4).

Even though both cities aim to position themselves as cultural and heritage tourism destinations on the tourism market, of which associated colours are brown, burgundy, and earth colours (Limbic Map: https://www.nymphenburg.de/limbic-map.html), their logos are dominated by green colour, which refers to the importance of their natural environments. However, the active programs provided by the natural environment as well as the more intensive integration of the environment into tourism supply are still in their infancy in both cities, particularly in Pécs.

By examining the slogans of both cities, it can be said that much searching and deliberation has occurred. For a long time Pécs wanted to position the "Pécs, the city of Mediterranean Atmosphere" slogan; however, based on the feedback from the city's attraction and service providers, and as our 2015 survey has proven, the sentiment contained in this slogan never really took off. Later, Pécs entered the "Pécs, A World Heritage Site, A City With 2000 Years of Heritage" slogan onto the tourism market. In 2010, the city used the earned title "Pécs, European Capital of Culture " and then "Pécs, City of Culture" slogan, which clarifies the city's offerings somewhat.

The most striking slogan in Sopron is the classic "Sopron, The City of Loyalty", a historic and strong identity-enhancing slogan that has long been associated with the Sopron. "Sopron, City of Ferenc Liszt" targets a narrow segment of the market, namely by emphasizing the city's rich classical music and cultural offerings. In contrast, Sopron's most significant festival, the VOLT Festival, an open-air series of concerts featuring various pop music artists, presented a playful slogan that addressed the city as a whole: "Everywhere is good, but it's best in Sopron". Currently, Sopron's slogan "Sopron, adventure, experience, and tradition" is conventional and less expressive, but at the same time, it clarifies the city's main attractions to the potential visitors.

Image elements - logo, slogan, and colours - consistently appear in the print and online communications of both cities. The logos used by Pécs and Sopron are also emphasized as they appear in publications and on the cities' websites. The logos of both cities appear in their respective pages on the popular social media platform, Facebook; the logo is the profile image that is complemented by a photo of a heritage site (according to the season) on the cover page. Both Pécs and Sopron maintain active Facebook pages; Pécs had 7954 likes, while Sopron had 2874 at the time of the research.

Conclusion

Branding and image building are complex processes in which both TDM organizations and the Hungarian Tourism Agency can play significant role. The activities of tourism stakeholders, local inhabitants, and tourists visiting the destination shape a destination's image and together, they can develop some regions and destinations into brands.

In our study, we have examined and demonstrated that even though image building and branding are considered crucial in almost every destination, these activities are still in their infancy in Hungary. Approximately 40% of the respondents who filled in the questionnaire do not currently regard their respective destination as a brand. On the other hand, based on the answers regarding products or geographic place, it is positive that about 60% believed that either typical tourism products or the destination itself represented brand value.

Most destinations consistently use their developed image elements in several media platforms including print publications and websites. However, tourism destination stakeholders are no longer thoroughly committed to the developed image; they employ only a very small proportion of these for individual communications. In the cases of Pécs and Sopron, there are similarities and differences regarding practices in the use of image elements, just like in the tourism supply of the two cities. In Sopron, the city's main symbol, the Fire Tower, appears in the logo, while in Pécs the individual logo is actually part of a larger logo group. In both cases, the green colour is dominant, which refers to the natural environment each city offers in addition to its cultural and historical offerings.

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City-break travel and motivation – case study Skopje

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Abstract

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 to the tourist offer of the city, but also to be independent or basic tourist motives for visiting the city.

Keywords: tourist offer, heritage, city tourism

Introduction

The demand for travel in the cities has been steadily increasing over the past few decades, particularly the larger and major cities of some countries, due to the pronounced political role and greater social development, absorb the major part of the material and human potentials, thus having a dominant role in the economic, social and cultural development of the state (Jovicic and Ivanovic, 2008, p. 238). The features of the city tourism are the possibilities for different activities and the complex environment, having at disposal a wide range of services and products offered to the tourists. On the other hand, those services and products are rarely used exclusively by the visitors, but are also available to the population of the cities. In general, the transit tourism is characterized by the following features (Jovicic and Ivanovic, 2008, p. 337):mass, transit and relatively short stays. Social trends as well as the manner of travel influence the growth of tourist movements towards the cities. The shopping, food and entertainment are the main motives of the average tourists, and these desires can be realized in a city environment.

In his book Urban Tourism: The Visitor Economy and the Growth of Large Cities, Law while studying the relations of tourism and urban areas has defined the elements of urban

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tourism as primary, secondary and additional (Law, 2002). Although they are distinct, these elements are closely linked and often intertwined, and by their combination, visitors can be offered unique and original experience.

When we talk about the phenomenon of urban tourism, we are usually referring to large agglomerates that are not typical tourist cities with rich history and cultural heritage, but instead we think of every major city that managed with certain measures, activities and projects to create content that will be interesting and attractive for the tourists. This phenomenon began in the United States after the Second World War when classical industry started to die out in the cities and new contents started to develop, in the same time changing the image of the cities (Spirou, 2011). With the increased free time of the people, in the same period there is an increased number of enterprises whose main activity is recreation and entertainment. A series of recreational facilities were provided considering the increased number of facilities that offered commercial entertainment, such as ballet halls, social clubs, theaters, cinema halls, public parks, beaches and professional sports facilities. This way of life is increasingly becoming a part of the new lifestyle adopted by the broad masses of the people and has helped in the process of building a new culture that is more open, progressive and marked by an estrangement from traditional Victorian values and past practices that were focused on the importance of religion, morality and industrialism.

It is important to note that the reformed nature of free time in the post-war era took place in the midst of rapidly evolving urban conditions. Urban falls and recoveries, population movements towards the suburbs, the rise of cities from border areas are orienting us to the context in which the urban tourism appears as a tool for economic growth and is the most preferred option for the policymakers which would prevent the urban decay. The rise of free time and leisure, and, on the other hand, the importance of tourism cannot be observed independently of the conditions of stress that came out from the dominantly urban areas. The changes influenced the cities in a fundamental sense, particularly the economic functions that once distinguished the urban centers were undergoing reconstruction. The manufacturing, warehousing, wholesale and retail trade, finances and various business services have become synonym for the urban centers.

All major cities first in America, and later in other parts of the world, have directed their activities to the construction of congress centers, sports facilities and theme parks, which played the biggest role in the tourist rise of cities.

Study area background

The city of Skopje also follows the trend in the modern tourism movements and gradually occupies a more significant place in the tourist offer of the Republic of Macedonia. It belongs in the ranks of middle-sized cities with around 500.000 inhabitants and represents the main economic, cultural and administrative center. Unfortunately, it is also among the non-touristic cities because it does not have a recognizable mark that would represent a magnet for tourists like some cities as Athens, Rome, Paris, Prague etc. Therefore, as we mentioned at the beginning, we should design contents in order to make Skopje, as a bigger classical urban environment, more interesting for tourists. There are many examples in the world where hundreds of cities without any significant history and cultural heritage are among the most visited cities and annually are visited by millions of tourists. One of the classic examples is the city of Pittsburgh in the United States where the black metallurgy center was transformed into the clean-

est city and is one of the most visited urban tourist destinations. It is enough to mention Dubai, which in 2016 was fourth on the list of visits among cities in the world with over 15 million tourists, which is a proof that with real investments and real ideas a destination can be created.

Tourist arrivals and overnight stay

The table for the realized tourism turnover in the period from 2005 to 2015 only confirms the fact of the new trends in tourism and the rapid growth of urban tourism. Skopje, represents economic, cultural and administrative center of the country and thus represents a center of many events. They can be of a different nature, such as cultural, entertainment, sports, business, political etc. So the advantage of the big cities as well as of Skopje is that people come from a variety of reasons and thus stimulate the tourism through various forms. Basically, the urban tourism is a collection of many forms of tourism that are characteristic for the urban environments such as: visiting of museums, cultural and historical monuments, business events, conferences, fairs, concerts, sporting events and other contents. The advantage of the larger cities is that they have adequate infrastructure and the possibility of organizing all these events is much bigger. Another major advantage is the traffic infrastructure and the traffic connection, with all major cities having airports and highways so access to them is the fastest and easiest.

Table 1. Tourist arrivals and overnight stays in Skopje

Year	Arr	ival	Overnight stay		
	domestic	foreign	domestic	foreign	
2005	24.934	83.063	33.622	162.203	
2006	23.176	85.459	32.913	158.401	
2007	24.498	95.136	33.759	181.229	
2008	20.088	113.963	29.828	222.122	
2009	19.304	107.962	30.660	210.035	
2010	15.962	110.365	24.592	204.929	
2011	15.979	125.407	24.434	230.119	
2012	18.195	134.217	29.221	240.592	
2013	19.596	149.027	29.074	259.608	
2014	20.280	161.555	31.659	279.143	
2015	22.782	197.430	37.972	340.281	
2016	29.540	217.798	106.726	372.558	

Source: Statistical Yearbook of the Republic of Macedonia, 2017

As seen in the table 1. only in the last ten years since 2005, the number of foreign tourists in Skopje has increased by two and a half times or by 250%. In 2016, this number is 217.798 foreign tourists and represents 42% of the total number of tourists that visited the Republic of Macedonia. The city of Skopje has more visits of foreign tourists than the Ohrid-Struga region, which is the main tourist region in the country.

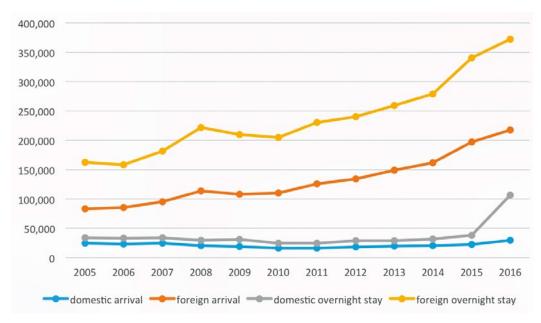


Figure 1. Tourist arrivals and overnight stays in Skopje (domestic and foreign)

Tourism infrastructure

The increase in the number of foreign tourists corresponds also with the growth of passengers in the air traffic from the Skopje Airport. With the reconstruction of the airport and the establishment of over thirty new air lines predominantly with low budget companies, the number of passengers has increased significantly. If in 2005 there were only 575.000 passengers, that figure in 2016 was 1.795.000 passengers or an increase of 300%, while in the number of tourists this percentage is somewhat lower due to the reason that the airport is also used by travelers from other cities and other countries and some of them only transited and did not visit Skopje. Also, the city is located near the most frequented border crossing point Tabanovce, where several million tourists pass annually, which is one of the advantages. Furthermore, there is the Skopje Fair where twelve fair events are held annually, which stimulated the business tourism. Within the fair, one of the halls has been converted into a congress center - the Metropolis arena. Another important segment is the newly built Telekom Arena which has 36.000 seats and where the most important sports and musical events are held. In addition, in the past ten years in Skopje, two closed arenas with a capacity of 6000 and 8000 seats have been built, where many sports and musical events are held.

However, one of the biggest shortcomings of the city of Skopje is the insufficient number of hotels in both qualitative and quantitative terms. For an example, in 2016, the city had only 5.250 beds in hotels, most of them with two and three stars. Only in 2016 Skopje received the first international brand, the Hotel Marriott. Until several hotels are build, Skopje can not count on elite guests, especially from the business tourism. As a confirmation of this is the recently held Super Cup of Europe in football, where, in the absence of hotel facilities, prices have been increased several times, and many of the visitors have settled in neighboring cities and even in the neighboring countries.

Otherwise, the significance of holding such a big event is shown by the fact that only for one week Skopje was visited by 100.000 guests, because there were many happenings related to that event and according to the first calculations, earnings of about 20 million euros have been made.

For the purposes of this paper, a survey has been conducted among a certain population of foreign tourists about the motives for their visit to Skopje. Most of them, or about 80%, have visited the city for the first time and mostly their trip is for business reasons i.e. 65%. During their visit, the tourists mostly visit the memorial house of the Nobel Prize winner Mother Teresa with over 100.000 visitors per year. The second place per visits is the Skopje Old Bazaar that coincides with the specificity of urban tourism where tourists mostly visit the old historical city cores, and after that the congresses and manifestations. Many believe that the reason for the increased visit of tourists is the Skopje 2014 project. We can not yet claim this because the trend of growth of tourist visits in Skopje existed before that and there isn't some major change. Certain period has to pass in order to see if the project had a primary impact on the choice of tourists during their visit to Skopje or is just a secondary phenomenon.

Conclusion

Urban tourism will continue to grow in the future and will dominate the world's tourist flows. For that purpose it is necessary for the City of Skopje to undertake a real strategy to continue the trend and to enrich its tourist offer, as it affects the economic parameters of the city and thus of the state. The research shows that in the last ten years there has been an upward trend and an increase in the number of tourists. But compared to many similar cities in the closer and more distant environment, Skopje is still at a low level of tourism development and must work on a strategy for increasing the number of tourists. Research found out that one of the biggest shortcomings is the insufficient number and the poor quality of accommodation facilities in the hotels. Furthermore, although there is growth in air travel, more attention should be paid to the establishment of direct airlines to major cities in Europe and the world and the air travel should not be based primarily on low-budget companies. If we want elite guests then there should be elite hotels and quality traffic connections. Another problem is insufficient marketing promotion, and the proof is that a very small number of tourists know that Mother Teresa was born in Skopje. However, she is the most famous person born in Skopje, and with the very fact that the whole world has heard about her, all this should be used for the promotion of the city. Furthermore, one should think about the city being branded by some recognizable manifestation as many cities have that would rise to a higher level (the best example for this is Novi Sad that become recognizable after the festival Exit which has been named as best of that kind in Europe, or Belgrade that has established itself as a destination for good amusement and good entertainment). Although Skopje has a large number of events of business character, sports, music and cultural manifestations, however, in the future, it is necessary to think about a certain specificity that will be a recognizable brand for the city and a motive for a visit by the tourists. Another shortage is, although the memorial house of Mother Teresa is the most visited object, there are no economic effects from it since no tickets are paid and thus the basic goal has not been achieved, and that is gaining profit.

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Role of tourist animation in interpretation of intangible heritage

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Abstract

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, their communities, and associations. That creates interaction between the local population and guests at a destination, taking into account the segmentation of the market. 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 as a form of humanization of tourism and overall understanding of leisure time and travel. One has to perceive the potential (upsides and 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 culture tourism, which gives guidelines for the interpretation and formulation of intangible heritage for tourist purposes at a more subtle and higher level, outside the hitherto known frame of predictable and familiar processes.

Keywords: Identity, Intangible heritage, Tourist animation, Interpretation, Tourist attraction, Culture tourism

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The theoretical and the practical significance of the topic

The paper deals with tourism as a phenomenon, an activity and an aspect of life, almost the only one that is capable of turning a natural asset, even the non-material one, into a real asset, without reducing its value or changing its essence, by applying the principles of sustainable development. That is how the intangible heritage appears in a new role in Croatia and Serbia, as one of the corner stones of a tourist destination. It also helps develop rural and national identity within the framework of globalization. In practise, that means the new pathway towards creativity and innovation, and points towards becoming a different tourist destination (Lekić, 2013). In the context of tourism, experience isrecognized as the key to success, innovation and competitiveness (Gilmore, J. H. and Pine, J.B., 2011; Stamboulis and Skayannis, 2003).

Today's tourist has come to seek experience which represents fulfilment and which is interactive and authentic (Kovačević, 2016). Such experience can be created as a part of creative tourism that has developed as a reaction to or as an extension of culture tourism. Creative tourists search for interactive experiences, which help them in their personal development and identity-creation (Richards, 2000; Richards and Raymond, 2000). Although there are numerous definitions of creative tourism, they are marked by many similarities, such as: active participation, authentic experience, potential for creative development and skills-development.

The intangible traditional heritage, interpreted in an attractive manner and made part of the tourist product of a destination, makes the creation of added value possible. Thus, the intangible heritage becomes a good business opportunity, because any well-designed experience which is also well-managed, marketed and eventually well-sold is, indeed, a good business opportunity. Relying solely on the price and delivery of a product, i.e. on the accommodation and transport of guests is beside the point (Kovačević, 2016). A new differentiation of products appears, in accordance with the experience, those products can trigger a consumer. Apart from the experience, emotions are the essence of added value that the very experience incites in the consumer (Gilmore and Pine, 2009).

American folklorist Barbara Kirshenblatt-Gimblett (1995:367-375) points out that heritage is not a given. It is not discovered, but created. It is a modern form of cultural production, which relies on the past and is inspired by it. The role of the tourist changed. From consumers, tourists turned into partners, creators and producers. This is accompanied by the awareness of the need for sustainability of tourist destinations (Richards, 2000). There are destinations that are visited mostly for the experience of an archaeological site, history, ecology, etc. and can be interpreted as ideal destinations for those searching for anything 'outside the usual', requesting transformation in order to experience energy. Therefore, the conclusion is that this is not a matter of a mere tourist experience, since it incites deep and mystical change (Lekić, 2013). Thus, a stay at a destination does not represent just a rest, or holiday, any more, but is a glorious time in one's lifetime. The trip becomes an act of learning through experience, and the destination becomes a point of development.1

In this study Lekić (2013) draw attention to the need of systematically altering consciousness in order to begin thinking and working in a new way because cultural heritage is only a part of the place which the tourists are visiting, and the complete experience of the touristic destination depends on the way in which this cultural heritage is presented and interpreted. Starting with the premise that the local community is crucial for the interpretation of intangible heritage in a sustainable touristic offer, a proposition for an ideal developmental model is made. It is also pointed out that touristic and cultural animation is essential for the creation of such a system and that the typology of folklore and ethnographic heritage is dependent on the typology of the local community.

For that purpose, this paper brings to attention the possible ways of implementing the sustainable culture tourism, making animation ideal for interpretation, relying on its performative elements². It goes on to explain how to make the interpretation of the myth of St George and their overall view of the world, a part of culture and creative tourism. A part of the paper is dedicated to the examples in Croatia and Serbia. Accurate interpretation takes us back in time, to the past that is hard to reconstruct. However, there seem to be traces of this past all around us, and they are capable of taking us back to those distant, mystical times when man could, in the space surrounding him, recognize places where the events from the myths he knows took place. The aim is related to the structure and the scientific foundation of the paper, especially to the presentation of particular segments of the theoretical framework, crucial for the integration and interpretation of intangible heritage into the offer of creative and culture tourism. The most recent archaeological and anthropological research was used for that purpose, the same as recent philological research of Croatian authors (Belaj, 2007, 2009; Belaj and Belaj, 2014; Katičić, 2008), which set the ground for deconstruction (and further on reconstruction) of the traces of ancient cultural and historical events in the region.

Myths as tourist attractions

In this paper myth gets analysed as a potential attraction base of culture tourism, related to the geographical region. Museology gets close to culture tourism through interpretation, especially if we view tourism from the angle of anthropology, in which case culture tourism represents intercultural communication, the knowledge of The Other. According to Zorić (2009: 338), it is the otherness that puts at stake its own existence. The Other serves as the determinant of one-self, satisfying one's own narcissism, at the same time keeping it at a distance.

As opposed to ethnology, which produces its knowledge by speaking of others and for others, the anthropology of tourism talks to others, socializes with them, gets close to them and plays with them, sharing events and experience. Concepts, such as distance get a different aspect through tourism: we travel far to get to know 'the Others'. Tourism thus becomes a new dimension of entertainment, of ludic activity with symbolic meaning. Game is the fundamental characteristic of human beings; being human means to play games (Bateson, 2006).

If we look at a myth as a potential attraction, we have to emphasize that a myth should be observed from the anthropological perspective. By the anthropological definition, a myth is a "stabilized story" in which myth constitutes a society, which is recognized by its myths as a certain community with special characteristics, which differs it from other communities (in such a way the antic Greeks used to refer to all their neighbours, nations and tribes around them as "barbarians"). Myth presents stories made in different cultural backgrounds all around the world; the stories talk about the origin and emergence of man, nation, all other living creatures, gods and cultural heroes, as well as the emergence of civilization and space. Campbell (1991) emphasizes that traditional mythology fulfils four functions: metaphysical or mystical, that is the function of combining one's consciousness with life conditions; cosmological function, that is the function of forming and establishing a specific picture of the world; sociolog-

In the study Kovačević (2016) offered a system model of sustainable tourist management based on intangible heritage and creativity manifested through performative acts. Such system model follows relations among participants elaborated in theatre practice, suitable for tourist animation and tourist offer in general and providing feedbacks to maintain repetitiveness and long-life.

ical function, that is the function of evaluating preservation of social order; and psychological function, which is about harmonizing the individual's wishes with ideals of society, thus relieving tensions in a man.

It is especially interesting for intercultural communication in tourism that meticulous comparison of mythical systems of numerous ethnic communities in various parts, resulted in unexpected discoveries. It was demonstrated that their views were basically identical or, as the mentioned authors put it, equally structured. There is a general scheme that governs rituals anywhere in the world, and their realizations and forms depend on external factors: environmental, economic, cultural and historical. Their view of the world was based on myth equalizing microcosm and macrocosm, man and universe (for example: body-earth, bones-rocks, blood-water, eyes-the sun, spirit-wind, etc.). It is followed by the anthropomorphization of the nature (for example in words 'sleeve' and 'knee') and the like (Toporov, 1988; according to Belaj and Belaj, 2014:24).

Myth of st georg as a tourist attraction

The Spring Celebration St. George's Day is maintained today in Croatia and Serbia.³ Besides individually in the villages and families, Jurjevo is also organized on the wider community level of which the representative one is held in the Turopolje area, organized by the Plemenitaopćina-Turopoljska and supported by the local authorities. This event gathers several villages whose inhabitants participate in the various social and cultural activities prepared especially for that day (dancing, singing, exchange of experience on cattle breeding, etc). The ritual *Djurdjevdan* is more prevalent in the Eastern Serbia (StaraPlanina Mountain, Homolje, Timok), South-Western Serbia (Raška Region, the Pešter Highland, Golija Mountain). On the day of St George (Djurdjevdan), in Timok Krajina, Serbia, as a part of worshiping the ancient chthonic deity, families dedicate a part of the roasted lamb to the deity and leave it on the grave of their predecessor, as well as the first cheese made that year. Only afterDjurdjevdan, one eats fresh made cheese. (Radenković, 2013, p. 19) Some of the oldest churches preserved and dating soon after Slavs took Christianity are dedicated to St George. The myth was Christianised and fixed among people in Raška (Serbia) during 60ies of the XII c., in the time of inside state turbulences (Ilić, 2005).

A number of different ceremonies and rituals connected to the nature are performed with the similar pervading meaning: providing well-being, fertility and prosperity of family and community, protecting livestock and crops for the coming year. It is celebrated as the awakening of nature in the springtime on May 6th, and in some communities it is celebrated on April 23rd based on the Gregorian calendar. According to the beliefs of some communities in the region, a year is divided into two seasons distinguished by appearance and disappearance of

The Spring Celebration: St. George's Day is one of the most unique traditional celebrating days, on which the people who live in different geographical regions and have different cultures and beliefs, perform these rituals in a similar way within the same context. In 2014 the spring celebration in Croatia are nominated for the List of UNESCO intangible heritage together with Serbia, Macedonia, Turkey, Moldova and Romania. Several communities in Croatia, majority of which are Roman Catholic Croats, in central and North-Western part, as well as the Roma community have preserved the elements from the old Slavic ritual. The most prominent among them are the inhabitants of Turopolje area. The celebration is recognized in all parts of Serbia as a significant ritual celebration for the beginning of spring or new fertile season of the year and as a patron saint day. Taking into account several diversification criteria (religion or profession) it is celebrated among Orthodox and Catholic Christians, Muslims, as well as cattle-breeders.

the star Pleiades, which cannot be observed from May 6th until November. The day 6th of May has been accepted and celebrated as The Spring Day.

According to the beliefs, communities enthusiastically celebrate this day and continuously transmit the knowledge of the beliefs and practices connected to the element. The celebration gives them the sense of identity and belonging to their families, local, wider communities, and nationalities. The practices are mainly focused on the protection of animals, on providing the well-being, fertility and prosperity for families. In the majority of the villages, people place green twigs of willow tree or hip rose in the animal folds, near wells, doors and windows.

Among Serbs as well as among some other peoples in the Balkan Peninsula (Bulgarians, Vlachs, Aromanians/Cincari, partly Croats and catholic Albanians) (Radenković, 2013: 21) St George is celebrated as a protector of certain families, and this celebration is known as slava, or krsnaslava, krsnoime. Slava is interesting not only to ethnology but also to tourist studies, primarily due to slava's triad social structure, which elements are: host – guest – slava (celebration) (Mandić, Djordjić, Damjanović, 2016: 126). While there are different opinions about origin of slava, its deep meaning is unique and clear: connecting an individual with the community. Therefore, *slava* primary fulfils a social role of integration, communication, protection and solidarity. Nevertheless, its religious character is suppressed in the second half of the 20th and in the 21st c. (Mandić, Djordjić, Damjanović, 2016: 126, 128, 130)

Each slava but particularly Djurdjevdan, could be quite picturesque, because Djurdjevdan includes spring awakening and connections to nature. One of the most impressive presentations of it is in the Kusturica's film *Time of the Gipsies* (1988).

Apart from family celebration, it can be also a village slava, when people of that village together make a feast, or guild or corporation slava.

According to beliefs of respective societies, St. George is considered to be protector of nature, water and helper of the family and community who are in need of them. The knowledge and skills related to the Spring Celebration St. George's Day have been transmitted today through the family and community members by oral communication, observation and participation. All knowledge and skills related to these elements are still transmitted from one generation to the next generation, by involvement of all the members of the family, groups or community who have distinct roles in transmission such as organizing sport competitions, singing songs, cooking special meals depending on the aspect of the practiced element.

In order to fulfil the rituals of this celebration, people have to learn the specific cultural codes, pass through certain steps and initiation stages, according to age, gender, marital status, and profession.

Animation in tourism – interpretation and communication of intangible heritage

In this paper tourist animation is observed in the way Krippendorf (2010) 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. Hereby we offer an elaborated model of interpretation of the intangible heritage – the myth of St George – that includes philosophic, sociologic and anthropologic analysis, performative ways of realisation of such program model (synthesis) and economic and touristic frame which can encourage interpretation of the intangible heritage. Along with the broadly interpreted performance, animation is an interdisciplinary matter, a designed performance. From the practical point of view, if the myth is taken as a basis for animation, performance matters. The forms of performance can be, and mostly are, cultural performances and interpretations, because this is the domain of culture tourism and because they have the structure of a drama. Modern technology makes a place for itself by assisting the realization of the programme, and the evaluation (assessment and grading) and forecasting future trends in the systemically designed interpretation projects.

Tourist animation is a borderline activity, in the sense explained by Turner (1977), referring to the human search for the way out and change of state. One of the features of performance in interpretation of the myth through animation is that it re-creates the past, enables the creation of a richer tourist offer and programmes, encourages mutual assistance and helping one another, all as a part of anthropological interpretation and management in tourism. The complex position of tourist animation as a form of performance, in relation to the local community, to the system of culture and other forms of tourist activities, searches for an adequate theoretical and methodological framework which will position tourist animation and give it support to develop, not only in accordance with models devised so far, but also in accordance with future needs of culture tourism. Finding a position for an activity actually means to establish a system, which contains the role of that activity, positioned against other activities, detecting what impacts upon it and what it impacts upon. Therefore, tourist animation is a kind of a communication channel and makes part of the system of tourism, economy and of culture. That also means that tourist animation is their subsystem: it behaves as a system, it subsists on interconnections - from the ones to tourists, to the ones to current trends in culture, and manners of interpretation of heritage – which impact upon its existence and form.

Although tourist animation is expressed in entertainment programmes, interactive shows, sports and recreational activities, it appears more frequently throughout tourism as an industry: from extending a welcome to creating the programme of cultural and event tourism. The common denominator of all expressions of animation in tourism, which describes it and which is operational, is identified in performance. Tourist animation is of a performing character, and its aim is not the act, but the event (M. Carlson, 2004: 4). On one hand, tourist animation is oriented towards assuming forms of artistic performances and it does that in line with the needs of tourists. On the other hand, performance arts and the creation of events, often have the form of a project. The participants in the project are, apart from artists, the project and programme managers, as well as public relations managers. What is most important, economic aspects are included. Economic projection has to do with producing the project itself, and with the economics of a hotel, place or region the project takes place in, and it even has a broader aspect.

The model that would encompass the interpretation of the myth as intangible heritage apart from the educational and transformational sides, tends to involve active participants, which includes local population and tourists. That is the aspiration that results in self-sustainable programmes. They do not fulfil their goals only by performing, but by influencing the community in the long term. If animation is observed as a form of interpretation and a communication channel, a range of myths, legends and traditions can be made part of a tourist destination and content of tours, as well as become the main reason of visiting a destination.

Interpretation of a myth can become part of animation programme in tourist destination. Mythical elements – artefacts⁴ are chosen by the participants, in accordance with their preferences, after they got to know them in specific ways (ex. through a workshop, thematic itiner-

Artifacts are documents of mythical expression (ex. epic poem, lullaby, ritual mask...)

ary, presentation, visit to the museum, sightseeing, etc.). In order to find the codified, hidden meaning of the documents, materials are perceived⁵ and felt through experience; that is creative means, through play and role-playing. Alongside deconstruction, in using myth for animation purposes a process approach would be used. It is actually work with materials, which are suggested by the participants themselves, choosing them on the grounds of problematic meaning that is connected with the materials. Materials are worked out through group interaction, by transferring the meaning from the real (documentary) into fictional (creative). In this case, the fictional plan is an intermediary medium, which ensures that personal, often frustrating, problematic themes get a more objective perspective.

Motives that will be offered (professional team of animators and adult educators who will organize and lead these workshops and playhouses as a creative product must be specially educated and prepared) have to be chosen with local Slavic myth in mind. All of these materials should be seen as an opportunity to present a whole destination and the local community. That makes the myth important in a society it keeps alive. In such a way theatrical forms can be created so that we can offer participation in dramatization of legends and myths in the sphere of fantasy, through reconstructing historical legends or their transposition in modern life, or making a collage of documented materials, etc.

Ideas serve as a starting point, then get worked out in workshops, their implications are discussed, participants (and tourists) and local community develop a "story", creating a new piece of work in a joint effort, in which every participant inserts his thoughts and experiences. This is a way of creating a drama playhouse with a catharsis or healing function where there are participants-tourists not only for the purpose of entertainment, but also to learn about intangible cultural heritage of our country and a specific destination, and to reach a higher level in personal development, which brings us to the added value. A model provides to visitors and tourists an opportunity of a deep experience. To give such an experience, that is to encourage it, it is necessary to involve an animator-interpreter who becomes an emotional partner, because the communication takes place on an energetic level via emotions. This model contains an option of separating interpretative and educational abilities. When a participant-tourist experiences intangible heritage (a suitable expression could also be "living" heritage), he stops being a passive observer and becomes an active participant "on stage", and in such a way the intangible heritage "lives on" in new time, through a new protagonist, thus becoming an experience in time.

Conclusion

In this paper we tried to show that as the object of anthropological study tourism is a broader phenomenon than just supply and demand. In creative culture tourism through animation process approach makes it possible to convert myth of St.George, the intangible asset, into a tangible one, without reducing its value. That is how myth, now the intangible heritage,

Deconstructive analysis is used as the basic method for scientific and theoretic interpretation of a myth. Deconstruction was introduced by a French philosopher Jacques Derrida and deconstruction became the leading philosophical doctrine in 1960. Deconstruction as a manner of reading deals with the meaning of a text and reaches into the ways the author (as well as the recipient) constructs meaning. The text, myth included, is observed as a result of conflict within a certain cultural community, where various views and meanings act simultaneously in conflict and opposition. Deconstruction presupposes the disclosure of untold, hidden, unuttered and implicit suppositions, ideas and conceptual frames, which form ground for the expressed opinion, belief or conviction.

appears in a new role of the attraction base at a tourist destination. At the same time, for tourists, it represents the discovery of 'the Other', and offers the opportunity of getting to know oneself, which has a healing effect. Myth has an impact on the local community, as by using deconstruction of the myth, it can get insight into its own consciousness and authenticity of its tradition. By becoming a traveller, an individual abandons his everyday life and is given an opportunity to become a part of another community. Travelling is made worthwhile by the awareness that you move towards the unknown, the unfamiliar and the uncertain, and not by the distance travelled. We could paraphrase Simone Weil (according to Zorić, 2009: 341) and say that the power of change, the insight and virtue are found in uprooting oneself. This presupposes a break with stereotypes that are restrictive and often project a twisted image of both others and us.

Customs, folk dances, masks and mythical characters from oral tradition still attract us today with their multiple layers and take us back to the times of cosmic drama of the Slav gods Perun, and St.George. Eliade (1968) interprets this as the ritual repetition of the primal divine acts, preserved in a myth. This makes it possible to the participants in the ritual, possibly tourists as well, to become involved as contemporaries of the creation of the world and to step outside the linear flow of time. Performance, as a part of tourist animation, as a theatrical function, brings us back to the ritual. According to Belaj (2007) the myth as only a text has no significance. It is just an empty verbal shell. What matters is the ritual, and myth is its obligatory part. Our intangible heritage becomes the real attraction base, with capability of interpreting myths in a creative manner, with an option of involving the local population, art societies, folklore clubs, amateur theatrical troupes, performing children and youth.

From a touristic standpoint, animation is an element of the touristic product in the same way as food or accommodation and it constitutes a part of the total touristic offer. Indeed, it could be said that animation is a form of internal marketing or sale within a destination, seeing how organizing a cultural event makes the touristic product more complex, enriched and competitive (Lekić, 2013; Kovačević, 2016). Through involving intangible heritage the experiential value of a destination product becomes a real factor, which affects the motivation of clients when they purchase or desire to purchase a certain destination. In order to satisfy the demand of the tourist of spending his vacation under an impression of "fullness" and in order for this experience to be complete, organizers and animators must design the tourist's entire stay. The development of cultural tourism demands adequate organization, integration, continual renewal of tangible and intangible culture, promotion and human creativity. In addition, the importance of experience management as a special form of communication with tourists in cultural tourism is emphasized. This leads to the demand for educating a completely new profile of worker in cultural tourism - the cultural tourism animator as the manager of experience.

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Eco marinas – bearers of sustainable development of nautical tourism

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Abstract

The Croatian coast has numerous smaller settlements situated around traditional historical ports. Those sites have significant cultural and historical heritage and a long tradition of maritime affairs. Local government has increasingly been attracting investments to traditional small ports by following modern trends in tourism. 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 trends on the nautical tourism market in Croatia, as well as in wider surrounding, a space has been created to preserve the tradition, use of natural characteristics and port infrastructure at the same time in order to achieve the development of nautical tourism in small coastal areas.

Endeavor in developing any tourist offer on the Croatian coast, including nautical, 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 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 to present advantages and threats of including smaller places into modern nautical corridors, and above all to present the possibility of preserving the natural basis through the application of the principle of sustainable development.

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

Introduction

As one of the fastest growing branches of tourism, nautical tourism has more and more influence on various aspects in the immediate and wider environment of its activity. In addition to the growth of measurable aspects of nautical tourism, such as: the number of tourists staying on the Croatian market, the number of berths and boats offered, and the growth of the economic results, there is also the growth of those difficult to measure, long-term effects of nautical tourism. For these reasons, an awareness of the importance of sustainable business development has begun to develop. All parts of the business sector in the society focus on the sustainable development in order to preserve goods and resources for future generations.

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Croatia, as a country rich in the natural diversity and indented coast, in terms of preservation and sustainable sharing, promotes decentralization of governance, i.e. strengthening local self-government. This mode of management is extremely important for small towns, with a small number of inhabitants and economic activity, because they can focus their development on solving problems they face. Numerous small settlements along the Croatian coastline have a long tradition of living by the sea. Therefore, it is no surprise that they want to profile as nautical tourism destinations. However, nautical tourism in Croatian tourism streams towards masses, and that would have a devastating effect on small destinations. The focus in this paper will be on the long-term effects of nautical tourism on the environment, i.e. to provide insight into one of appropriate solutions for sustainable development. The aim is to point out the importance of regulating the nautical tourism port on the principle of environmentally sustainable business in small places.

Nautical Tourism in Croatia

Nautical tourism in Croatia is one of the most profitable branches that grows every year and points to a further growth trend. The growth is recorded in capacity, increase in supply, and in economic results. The total realized revenue of nautical tourism ports in 2016 amounted to HRK 769 million, out of which HRK 539 million was realized from renting berths, and that is 70.1% of the total revenue. Compared to 2015, the total revenue is 2.1% higher, and rental income for 3.8%.

According to the research carried out in 2016, Croatia has 139 ports of nautical tourism at sea, including 71 marinas (of which 13 dry marinas) and 68 other nautical ports. The total area of sea surface is 3 764 124 m² and the number of berths is 17 428. The presentation of marinas by categorization is given in the table:

Table 1. CBS: Port of nautical tourism for 2016

	Marinas								
County of	Total	Anchorage	Mooring	Land marina	Marina, 1st category	Marina, 2nd category	Marina, 3rd category	Marina, catego-rised and marked by anchors	Uncate-gorised nautical ports
Republic of Croatia	139	58	7	13	6	17	17	18	3
Primorje-Gorski kotar	26	8	3	5	1	2	3	4	-
Zadar	44	30	2	4	-	4	4	-	-
Šibenik-Knin	21	7	-	1	2	3	5	3	-
Split-Dalmatia	27	12	1	2	-	3	3	5	1
Istria	13	-	1	-	3	3	2	4	-
Dubrovnik-Neretva	8	1	-	1	-	2	-	2	2

Source:http://www.dzs.hr/Hrv_Eng/publication/2015/04-03-04_01_2015.htm

Development plans and tourism development strategies of Croatia include further development of nautical tourism. Many smaller destinations strive to be involved in these processes. This paper seeks to highlight the importance of their development, but also to propose principles on what they should be developed.

Nautical Tourism in Small Coastal Towns in Croatia

Influence of nautical tourism on the domicile population

The problem of the Croatian economy is in its great dependence on tourism. Tourism and economic activities that are directly or indirectly linked to tourism are at present the only solution to economic existence in many small settlements and distant destinations. Nautical tourism, as one of the most profitable branches of tourism, has become an even more attractive form, on which many destinations want to base their offer.

In the coastal area of Croatia, life by the sea is a part of tradition, and in the past navigation was the only form of communication between coastal places, especially the ones on the islands.

Numerous towns located on the coast are struggling with a decline in the number of inhabitants, or the emigration of the population due to, generally, economic reasons. Therefore, the development of additional content and facilities in tourism, and in nautical tourism, new jobs are created that enable the population to remain in these areas.

Economic effects of nautical tourism

Economic effects are manifested in several spheres. First of all, it directly affects the growth of the income of all employees in nautical tourism. However, it also affects the growth of yields in indirectly related activities, as the growth of the city budget which can be directed towards the development of poorly developed segments of a destination.

Ecological influence

Although in nautical tourism attention is mainly focused on the significance of economic effects, it should be emphasized that other side effects are also present. Regulations and environmental laws in Croatia are not sufficient or precise, and the situation is even worse as they are not implemented in the way they should be to prevent potential ecological infringements of the environment. Nautical tourism in Croatia tends to massive development, which could lead to the overloading capacity and ecological devastation of available resources.

The development plans and strategies that have been implemented tent to highlight the importance of business sustainability as well as planning management in order to achieve numerous benefits (socio-cultural, economic ...) that would contribute to the creation of resources for further sustainable business.

Eco-nautical tourism

Although there is no definition of eco-tourism as such, it could be said that it should represent a business concept directed towards efficient ecological business sustainability and resource management.

Coastal and maritime tourism has become one of the main areas of tourismgrowth. However, over-exploitation of the coastline and excessive exploitation of natural resources threaten the sustainability of nautical tourism on many markets. At the international level, in recent years, the importance of preserving the maritime good has been discussed and the negative effects of mass tourism have been highlighted.

Unplanned construction, the overcrowding of the existing nautical infrastructure, and high demand lead to the overcrowding of the entire sector. In order to prevent this, efforts are made to raise awareness of the importance of long-term resource conservation.

The Charter on Sustainable Tourism also highlighted major dependence of tourism and tourism activities with natural resources and biodiversity, as well as the importance of tourism to spread awareness of environmental conservation. Endangering the environment compromises the prosperity of many coastal towns, especially small places. Uncontrolled management of tourism development impairs natural wealth, the authenticity of culture and tradition and it brings at risk the attraction of the destination.

In this context, nautical tourism comes as a strategic ally to society in emphasizing the value of natural and cultural resources of coastal areas.

Given the legal basis, there are certain standards that the eco-marina must satisfy:

- the construction and use of the nautical eco-marina port according to the world ecological standards (the establishment of the "Environmental friend", ecological standards black and grey water, separated waste) is obligatory, and the maritime good would be exploited with the maximum degree of ecological awareness,
- the exclusive use of environmental materials in construction, the use of renewable energy sources and the solution to accept all types of wastewater, i.e.the entire infrastructure in accordance with ecology,
- obligation to use ecological colours for underwater parts,
- setting up solar power generators,
- it is mandatory to use saving lighting,
- areduced impact on theenvironmentdue to the ability to take hazardous waste such as sewage from vessels or rigid waste.

Using these guidelines, the realization of the project planned in Tučepi would take on a general significance and it would be an example for further development of nautical ports on the Croatian coast.

Case study: Tučepi

Tučepi is one of the most attractive and most visited places of Makarska Riviera, and is therefore a favourite tourist destination for Croatian and European visitors. Tučepi developed in the '60 of the last century when construction of houses in Kraj area along the coast began. Since then, Tučepi has gradually evolved into a renowned tourist destination.

Tučepi is an ideal place for potential eco marina development due to several reasons. Firstly, due to the proximity of major destinations in the immediate vicinity. Tučepi Municipality has excellent road and sea connections for all potential visitors as it is only 80 km away from Split Airport and 22 km from Zagreb-Split-Dubrovnik Motorway.

On the other hand, Tučepi Municipality, unlike other small municipalities in the vicinity, has recorded population growth, including working-age population, in the period from 2001 to 2011, when population censuses were conducted. Thus, according to the latest list (2011) there is a total of 1270 working people, i.e. 1.14% more than according to the 2001 census. Although this percentage seems insignificant, in a small place like Tučepi it is of great importance. This indicates the potential increase of the working-age population, who, for the purpose of further development of this place, should have existential basis for staying.



Photo 1. Marina Tučepi Source: www.classic-collection.co.uk

Otherwise, Tučepi will meet the same destiny as numerous other small places, i.e. emigration of the population.

Table 2. Population of the Municipality of Tučepi

	Total population 2001	Working-age population 2001	Total population 2011	Working-age population 2011
М	890	606	970	644
F	873	538	961	626
Total	1763	1144	1931	1270

Source: http://www.dzs.hr/Hrv/censuses/census2011/results/censustabshtm.htm

The last reason for the development of nautical tourism in Tučepi is a long maritime tradition, which is common for all destinations on the Croatian coast, but also for existing resources. The planned development of nautical tourism, i.e. the nautical tourism ports, is already in the development plan of the area as a Strategic Development Plan of Tučepi Municipality for the period 2016-2020, and it should take place in the area of the existing marina in the same place. The planned project refers to the expansion of the existing marina, so that it becomes a modern port of nautical tourism turned towards ecology.

Existing Condition

The Municipality of Tučepi bases its development on tourism, but today its space is largely characterized by the lack of a clear development concept. Also, the delays in designing and making adequate spatial plans, insufficient protection from unplanned construction, lack of parking area, uniform catering offer, and poor condition of the communal infrastructure, particularly sewage drainage, as well as many others, have contributed to weaker development capacities of the marina and the whole town.

The marina is located in the center of Tučepi, so it is close to the post office, municipality, Tourist board, church, numerous restaurants and cafes, shops, supermarkets, Internet access, parking area, etc. All berths available at the marina are in the concession of Tučepi d.o.o. (Tučepi Ltd.) in charge for communal activities. Most berths are for smaller vessels. The marina has 25 commercial berths for yachts and 125 berths for domestic vessels and an operating quay.

At the present time, there is a port in this area, which is partially open to public traffic, and partly it is used for the purpose of marina, i.e. as a nautical tourism port (NTP), and to a small extent as a sport marina (SM). There is also a single pontoon mooring, and there is also a quay in the marina that serves primarily as an additional protection from the waves smashing against the shore. There is a space in the center of the breakwater that is in the function of the marina. The current offer is insufficient for any business expansion, and it is ideal for potential development and focus on the business concept.

Plans for the future

Since it is a small town, which is strongly connected with the sea and maritime activities, it is very important that this project focuses on the construction of a nautical tourism port oriented towards ecology. Eco business is the goal that local authorities want to achieve with the future marina. They are primarily focused on this type ofnautical tourism development due to an easier ecological sustainability of the entire destination. As well, ecological awareness gives an extra value and creates an excellent image of the destination.

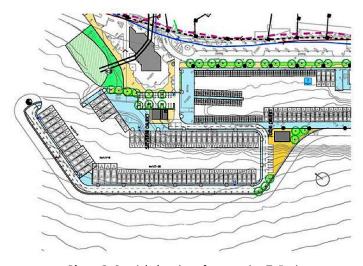


Photo 2. Spatial planning of eco marine Tučepi Source: Spatial planning of Tučepi Municipality

Likewise, as the destination is located in a spatially limited area, it is extremely important that the future construction is planned. The space limits the range of the marina's business itself, and its management. In the development plan, it should be taken into account which parts of the marina will be intended for particular activities. Similarly, waste disposal, sewage, preservation of sea quality and purity of the maritime area should be specially planned. If the business is directed towards the principle of the well-known management of nautical ports, in small places a general collapse may happen, as well as an increase in pollution and spatial overload.

The goal of the future development is certainly the avoidance of the previously mentioned scenario because Tučepi is directly dependent on tourism activities. Therefore, the design of the future marinashould be based on the spatial and ecologically functional transformation of the existing infrastructure and on the enabling new construction within the range, with adequate infrastructural and communal equipment. It is planned to build another 80 commercial berths in Tučepi Marina so that the total number of commercial berths is 105.

The aim of the project is to increase the offer of nautical tourism in this area as a result of the increase of the number of berths and the improvement of the maritime infrastructure of Tučepi in an environmentally responsible manner. The purpose of this project is ultimately to create conditions for the development and optimization of nautical tourism that is of great importance for small places like Tučepi.

Business on the principle of ecological sustainability

With the realization of the eco marina project, Tučepi would become the first place in Croatia with such business concept. Since the awareness of the importance of environmental protection is one of the main topics in directing sustainable development, and for which Croatia also is advocated, such business concept would contribute to the image of Tučepi, and it would become a model for all other places in the area. The costs of eco-marine operations are much lower than the regular marina business, known to us. Also, a good management of marketing would create a brand of this small place that would attract a significantly larger number of tourists, which would ultimately result in higher profits. However, taking into account the limiting factors, such as the working-age population, the limited space in which the business will take place, it is possible that the expected results of business success will indicate ineffectiveness of the investment.

Taking into account the research conducted in 2016 for the eco-marina Tučepi project, for the purpose of static evaluation of this project, a budget based on the total values was implemented over the entire duration of the project and the following results were obtained for the mentioned indicators (Table 3).

The table 3 shows the following:

- the indicators of the profitability of total invested funds, own funds and border traffic are acceptable, and in accordance with the limit values of the above mentioned indicators,
- theindicator of the investment return time indicates that the project is unacceptable.

Selected static efficiency indicators point out border justification for the performance of an investment project, but viewed solely from the point of view of the financial viability of the investment.

Table 3. Key indicators

No.	INDICATOR	STRUCTURE	TOTAL VALUES FOR THE PERIOD OF 2017	
1	Profitability of total invested funds	profit after taxation / investment level	0,27	
2	Profitability of own resources	profit after tax / own funds	1,47	
3	Profitability of traffic	profit after tax / total income	0,12	
4	Shift total invested funds	total income / investment level	2,28	
5	Profitability from the point of view of funding sources	(profit after taxation + interest) / (total assets in principal)	0,21	
6	Net profit per employee	profit after tax / number of employees	42.938,82	
7	Relationship of other sources to total resources	liabilities / investment amount	0,15	
8	Investment return time	total investment / (net profit + depreciation)	100,87	

Source: Own research

In other words, the results of the research carried out suggest a non-viability of a project based on the input parameters, which are taken from the existing documentation. However, a small place like Tučepi, along with its surroundings, is a project of great importance in the socio-demographic context.

Conclusion

In accordance with the planned strategies for the development of nautical tourism of the Republic of Croatia for the period 2009-2019 and the Action Plan for the Development of nautical tourism of the Split-Dalmatia County, which foresee management ofnautical tourism ports in all marina areas along the coast, Tučepi Municipality recognized the opportunity to raise the quality of receptive capacity of nautical tourism in its sea area. Also, keeping up with global trends andleader's recommendations on the market, they try to focus its development and future business on an ecologically sustainable principle.

In this way, Tučepi wants to become a market leader and an example of how the growth and development should be planned, directed and realized in small places which progress directly depends on one economic activity.

Applying this model, the development, i.e. the development of marina's ecological management, can have negative economic outcomes in small places. Cost-effectiveness of the investment in the short term will not have a positive result, but in the socio-economic aspect in small places such as Tučepi ensures long-term sustainability. State and local authorities should encourage such projects for future generations and future sustainable development. This would reduce the negative trends of emigration, abandonment of activities, etc.

This form of tourism has significant multiplicative effects on the narrower and wider segment of the destination. Likewise, the development of nautical tourism should focus on ecologically sustainable business for the purpose of protecting and preserving resources for future generations, which will have greater economic benefits than today's investments.

It should also be emphasized that numerous studies of market-oriented business preference as well as various long-term business researches have shown that the implementation of an ecological component in nautical tourism represents an argument for the application of a premium pricing strategy. In the conditions of strengthening global tourism competition,

highlighting the ecological component in a specialized nautical tourism product contributes to greater recognition and competitiveness.

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Carnivals and street festivals as a potential new destination for cultural tourism in Serbia

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Abstract

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 carnivales 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, dužijanca 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 in order to determine whether they are independent tourist productsor are only part of a tourist offer in city, spa or rural tourism.

Keywords: Carnivals, street festivals, cultural tourism, destination, Serbia

Introduction

In the late seventies and the beginning of the eighties of the twentieth century, the interest of tourists in the world began to visit only anthropogeographical tourist values. As a tourism product, cultural tourism has seen increasing growth rates, and the number of attractions tourists visit is increasing. Depending on the source and the destination, research often using a questionable method, indicates between 35% and 80% of all tourists are cultural tourists (Mandala, 2009; Richard, 1995).

Cultural tourismwas recognized as "a distinct product category only in the lates 1970s when tourism markers and tourism researches realized that some people travelled specificially to gain a deeper understanding of the culture or heritage of a destination" (Tighe, 1986). There is a large number of theoretical and methodological research in the field of cultural tourism

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in world and domestic scientific literature (Mair& Whitford, 2013). As one of the definitions of cultural tourism that would be appropriate for the themes of this work, the definition is the United Nations World Tourism Organization which defines cultural tourism as: "the muvement of persons to cultural atractions in cities in countries other than their normal place of residence, with the intention to gather new information and expirience to satisfy their cultural needs and all movements of persons to specific cultural attractions, such as heritage sites, artistic and cultural manifestations, arts and drama to cities outside their normal country of residence"(Whyte, Hood and White, 2012, p.10).

For the success of a tourism product on the market, it is necessary to know the motives that influence the decisions of the consumer on the journey. There is a large number of scientific and professional research on the motives of tourists for visiting a specific tourist destination of cultural tourism (Cooper, et al., 1996;Goodall and Ashworth, 1990; McIntoch and Goeldner, 1986; Middleton and Clarke, 2002; Du Cross and McKercher, 2015; Richard, 1995, Santana, 2003; Lade, 2010; Ozel and Kozak, 2012; Liu, 2014; Sintas and Alvarez, 2005; Swarbrooke and Horner, 2003). The most common motifs for traveling are cultural attractions such as: history and folklore, religion and art, theater, music, dance, performing arts, festivals, etc.

Cultural tourism subspecies are numerous and cover all aspects of cultural expression: archaeological tourism, event (manifestation) tourism, gastronomic tourism, urban and rural tourism, creative tourism, educational tourism, etc. (Du Cros and McKercher, 2015; Gordin and Matetskaya, 2012; Hadžić, 2005).

There are new regions that appear as tourism destinations due to the growing interest of tourists to visit certain cultural attractions (related to material and intangible cultural heritage). Since the 1980's of the 20th century, tourists throughout the world are more interested in visiting cultural thematic routes, as new tourism destination. Thus, the Pan-European cultural routes are distinguished as new destinations in the European region¹. Within such trips, there is great interest in visiting urban, cultural, historical and architectural entities. In order to better promote their architectural, urban entities, travel agents, in cooperation with cultural institutions and non-governmental organizations, organize numerous cultural and artistic events, manifestations, performances and festivals.

In this regard, manifestation tourism is a form of tourism that, with its content (program) and location of venue, as the leading product of the tourism destination, covers all aspects of cultural tourism (Getz, 2002; Du Cross and McKercher, 2015; Bjeljac, 2010). Urban art festivals² are especially distinguished, and they are held in city squares and streets³. The connection between street theater and architecture is not always clearly visible. Street arts, transitory

Cultural routes may become interesting tourism destinations because of their thematic and traveling experience, making connections to renown places, events and personalities. Since 1987 until 2014 the 29 Pan-European cultural routes were established. European cultural routes can be classified based on geographical model: national, regional and pan-European (Terzić and Bjeljac, 2016; Bjeljac et al., 2015).

These are festivals of urban art (for example, graffiti, street performances, street dance, VJ and DJ events of skating culture, internet art in a virtual space) (Pejović, 2009, p.64). Parallel with the development of urban art, from the middle of the 20th century there is an emergence of art from institutionalized spaces, until then common for its performance, and the discovery of public space as an artistic inspiration, thus developing spatially specific art (Pejović, 2009).

The street theater explosion occurred in the May vortex in 1968 and in the experiences of the "subversive theater" that accompany it (Living theater, Bread and Puppet Theater...). However, is also the successor to the ancient tradition of celebrations, from which carnival, circus, all forms of the national theater were born, from comedy del arte to the fairground theater, but also to Moliere (Lajak, 2000).

and spontaneous arts, seek their space only at the time of their presentations, while the architecture establishes some durability. Urban space is material, fixed and durable; theater event is intangible, short-lived, and intense. However, both the artist and the architect, each in his own way, tends to transform the urban space, taking a city as a creative object in a scenographic movement. Scenography, a new spatial term, is a link between actions and places (Lajak, 2000).

However, there are also parades, ritual ceremonies (carnivals, shrives, masqueraded parades) and other types of manifestations that are primarily ethnographic and religious. They are held in rural areas and also represent a tourism product (Bjeljac, 2010; Bjeljac et al., 2015; Getz, 2002).

While the worldwide expansion of cultural tourism as a whole, and manifestation tourism (and within it urban art festivals) began to expand in the late 1980's of the 20th century, cultural tourism (as well as manifestation tourism) in the territory of Serbia has been significantly developed since the first decade of the 21st century. However, the tourism offer of Serbia continues to promote the country as a country of entertainment, cuisine and natural beauties, with less emphasis on cultural tourism.

In this regard, the Festival of Street Musicians in Novi Sad, Festival of drummers in Coka and the Festival of Comedy "Erski cabaret" in Čajetina, as well as the carnivals in Šabac, Pančevo, Vršac, Banja Koviljača, Kragujevac, Beograd, Titel, Bačka Topola, Vršac, Leskovac and Požarevac, along with masqueraded parade and shrives in Golubinci, Grebenac, Lozovik and Prigrevica, represent new attractive tourism destinations. These events could become a powerful attractive "magnet" in the cultural tourism of Serbia.

The aim of the work is to determine the ranking of certain tourist events according to the proposed categorization and to determine whether they can be an independent tourist product or make up only part of the tourist offer of city, spa or rural tourism.

Carnivals and festivals

Carnivals, shrives, magic-religious rituals and processions had religious, social, ethnographic, political and cultural significance throughout history. There is a large number of field and theoretical researches in the scientific and professional literature worldwide that deals with this topic, often from a multidisciplinary perspective. Since the second half of the 20th century, carnivals are becoming more and more important as an element of a tourism offer (as a standalone tourism product or as a partial element of a tourism product). As a result, carnivals are increasingly losing their basic characteristic and become part of the fun and entertainment, although there are carnivals that try to preserve tradition, autochthony and national and religious identity (Ziakas and Boukas, 2013). Presented as modified, commercial displays, carnivals today represent the usual model of festivity and spectacle (Muresherwa et al., 2017). They are simultaneously national and transnational emblems, media events, tourism "magnets" (Lukić-Krstanović, 2007). At the end of February or at the beginning of March, in the period before the Easter Lent (so-called White Sunday)⁴, the carnivals that have this modified traditional and religious character are held. Of all the rituals associated with the annual cycle of conventional practice, carnival is a winter-spring collective, public, social spectacle aimed at celebrating life and enjoying the spring, the awakening of nature. Such carnivals, which at the

The last day of that week is called White Treasures Shrive. According to belief, white shrives are accompanied with customs to protect against evil spirits and witches.

same time represent the destination's tourism brand, are: carnival in Rio de Janeiro (Brazil), on the Caribbean islands (on the island of Trinidad), New Orleans (Mardi Gras, USA), and Venice (Italy). There are also some famous carnivals in the neighboring countries: Macedonia (Prilep), Montenegro (Herceg Novi), Bosnia and Herzegovina (Čapljina), Croatia (Rijeka).

Methodology

The applied methodology for evaluating manifestations (events) was carried out according to the Rulebook on Classification and Categorization of Events in Serbia (Bjeljac et al., 2013). Scientists, journalists and organizers of tourist events participated in the drafting of this Rulebook. In 2015, the Rulebook entered into the adoption procedure as a by-law in the framework of the drafting of the new Law on Tourism. Categorization and classification of events is organized in order to improve the tourist offer of Serbia and to achieve better quality of offered tourist products and services. Association TIM Serbia establishes criteria for categorization and classification of manifestations on the basis of which a unique database of companies, organizations and individuals in the subject area is created. Standards for the categorization of tourist manifestations contain compulsory elements, which are determined for each category, and on the basis of which the number of points for each manifestation is determined. Criteria for evaluation of events are divided into geographic, program, economic and social (Table 1) (Bjeljac and Ćurčić, 2016; Bjeljac and Ćurčić, 2017).

Table 1. Proposed criteria for categorization and classification of sports events in Serbia

Criteria	Description	
Geographical group	Geographical origin and the number of visitors and participants, place of maintenance, transport accessibility and connections, maintenance time, the number of visitors and participants	
Program group	Content — the number of accompanying events, satisfaction of visitors and participants, cultural and artistic value, traditionalism, term of maintenance	
Economic group	Capital investments, financial sustainability, media and promotional impact, cooperation with tourism organizations and the tourism industry	
Social group	The impact on the community, stakeholder relations, environmental effects, adaptation to persons with disabilities, involvement of volunteers, ranking of event	

Source:Bjeljac et al., 2013; Bjeljac et al., 2017

The total number of points is 100, and four categories are distinguished (Bjeljac et al., 2013):

- The first category consists of events with at least 75 points, representing independent value and independent tourism product;
- The second category consists of manifestations of at least 45 points, representing an important element of the tourist offer of the destination;
- The third category consists of manifestations of at least 30 points, represent manifestations with significant development potential;
- The fourth category consists of manifestations with at least 15 points, these are manifestations in the initial stage of development.

Carnivals, shrives, masqueraded parades and ritual processions in Serbia

In the territory of Serbia, the oldest carnival is held in Bela Crkva (Vojvodina). It was established in 1828. and is the oldest tourism event in Serbia. The carnival was held in the time of white shrives. It originated with the German population, which was then majority in the town of Bela Crkva, and later this tradition was continued by the Serbian, Romanian and Czech population (Bjeljac, 2010). After the Second World War, the time of the event was shifted in the month of June, and it received a new name "Carnival of Flowers".

In addition to this, there are other carnivals in towns and spa resorts in Serbia (Table 2). All these carnivals are of international character and are part of the Federation of European Carnival Cities. Furthermore, there are carnivals where the participants are mostly children and these have a local-regional character. These are the carnival in Rakovica (near Belgrade), Đurđevdan Carnival in Kragujevac, the Children's Carnival in Titel.

Table 2. Carnivals in Serbia

Name of the carnival	Place	Year of establishment	
Carnival of Flowers	Bela Crkva	1828	
Smederevo is always open	Smederevo	1989	
International Pancevo Carnival	Pančevo	2003	
Carnival of Ships	Beograd	2004	
Vrnjacki Carnival	Vrnjačka Banja	2005	
LeskovacCarnival	Leskovac	2006	
Čivija Carnival	Šabac	2008	
International Pozarevac Carnival	Požarevac	2009	
Samba Carnival - the days of Brazil	Novi Sad	2010	
Royal Carnival	Banja Koviljača	2011	

Source: Authors

All carnivals are held in the period May-September. There are from several thousand to several hundred thousand visitors on these carnivals. However, they are still only an addition to tourism offer in the spas and towns of Serbia, or make an integral part of the programs of other manifestations. According to the implemented tourism-based valuation based on the Rulebook on Classification and Categorization of Events in Serbia, the carnivals in Vrnjačka Banja, Kraljevo, Čivija and Carnival of Ships, belong to the second category of tourism manifestations.

In all the villages of the municipality of Bela Crkva, as a part of the shrive ceremonies, Fashions (local term for shrive) is held. They are particularly characteristic in towns of Grebenac (Romanian national minority) and Kruščica (Serbian population). In addition to the masqueraded parades, other details of the rite on the White Sunday are also preserved in these areas: burning fire at the crossroads, jumping over the fire, touring the church after the evening mass and "the ring of gammers." In the municipality of Velika Plana (villages Lozovik, Miloševac and Krnjevo) "parades with children and youth with masks have been preserved. They visit houses, knock on the courtyard doors, and the hosts greet them with eggs." (Marjanović, 2004, p.161). Masked parades are part of the tourism offer of Velika Plana Municipality (Figure 1).

In the village of Prigrevica, the population inhabited from the Banija area, during the white shrives there is a *Carnival of Masks*. A procession goes down the streets, and those who wear



Figure 1. Village Lozovik: The young men wore a garlic to protect themselves from evil spirits and witches. Source: https://horsvetogdjordja.wordpress.com/2008/03/06/bela-nedelja-i-bele-poklade/

costumes are dressed in wolf-like costumes, singing and entering houses (joy and well-being enter) and are given gifts by the host. In the village of Golubinci, inhabited by a predominantly Croatian national minority (settled from Dalmatia in the 19th century), the Carnival of Masks or Promised Days are held. Since 2003, under the sponsorship by the Tourism Organization of Stara Pazova, there is a modified, traditional carnival manifestation (https://www.utnv.org/ mackare-2015-stara-pazova-selo-golubinci).

In the territory of the province of Kosovo and Metohija, in the town of Strpce, the White Shrives "Pročka" are held⁵. On the day of shrives, "Prince Marko is getting married". The wedding guests are the army of "wolf men", who are under masks made of wool, leather and other natural materials. Before the "wedding", a humorous program is held in the center of Štrpce, and in it some significant wretched events are mentioned.

Vigil is one of the most archaistic and most complicated traditions of the cult of the dead. It is characteristic of the ethnic group Vlasi in Eastern Serbia. This custom is organized during Orthodox White shrives. This custom is cultivated in the village of Laznica as a tourism event since 2005 (municipality of Žagubica) (Figure 2). The rural vigil includes: setting, burning and devoting a vigil; vigil's procession and wildcard (shared table) (http://www.paundurlic. com/radovi/lpriveg.htm).

One of the characteristic customs associated with the second day of Easter (Water Monday) is when boys splash girls with water. "Boys, ceremonially dressed, go to girls' houses and splash girls and young women with water. The well-heeled guys are driven in a decorated coach. Those who splash water would receive Easter cakes and colorful eggs, wine and flowers" (Bosić, 1996, p.274-275). Today, it is a bit modified, and perfumes are used instead of water. In the villages of Bajmok, Tavankut (Subotica town)⁶, Stapar (Sombor town), Deronje (municipality of Odžaci), Kovilj (Novi Sad city) this custom has been preserved to this day. In Bajmok and

Goranci live in Štrpce. They are an ethnic group that, at the end of the 17th century, was created by turning the Serb population under the pressure of Turkey into Islam. To date, the population has retained all orthodox customs and rituals (Antonijević, 2002).

In the Croat / Bunjevac population



Figure 2. Vigil in the village of Laznica Source: http://www.tozagubica.rs/manifestacije/odrzana-manifestacija-priveg-u-laznici

Stapar, these are held as manifestations that are part of the tourism offer. Those who splash girls with water are usually in horse cabs, accompanied with music. According to this custom a song titled "Get up girl and put on the skirts, here come those who'll splash you with water" came to be (http://turistickiputokaz.rs/tradicija/82-staparski-folklor).

As shrive festivities, these events are held in villages and include new areas in the tourism offer. For faster development of tourism it is necessary to conduct a further evaluation of all resources in those villages and create original tourism products in cultural tourism. The manifestations Priveg (Laznica) and Fašanke (masqueraded parade) (Grebenac) belong, according to the categorization mentioned above, to the third category of manifestations in Serbia.

Street festivals

The definition of street art is a collection of all live and short spectacles (theater, dance, mime, poetry, music, feather art, plastic arts, audiovisual, special effects...) that take place in a public space of a city, provided it was entered into some urban scenography. Two distinct methods in their use of space could be distinguished (Lajak, 2000):

- 1. ART IN THE STREET: This presupposes the existence of an audience that follows the action at a certain place, with an audience that is located around the actors or even on the seats. Their movement is carefully planned.
- 2. ARTS OF THE STREET: These arts are turning around the usual physiognomy of a city by unusual behavior or unexpected acts in front of the people who are immediately deterred from their own way. This also unites all the small forms that are placed around a street and retain their spontaneity, and are indifferent to all material constraints.

Urban arts festivals or performing arts "occur in many different instances and contexts and as many different kinds. Performance as an overall category must be construed as a "board spectrum" or "continuum" of actions ranging from ritual, play, sport, popular entertainments, the performing arts (theatre, dance, music), and everyday life performances to the enactment of social, professional, gender, race, and class roles, to healing (from shamanism to surgery), and to the various representations and constructions of actions in the media and the Internet" (Schechner, 2003, p.22).

While in the world this form of manifestation tourism experienced its real development between the '70s and '90s of the 20th century, street art festivals have been developing in Serbia since the first half of the 21st century. The following are the urban street festivals taking place in Serbia: International festival of drummers (Čoka); International festival of street musicians (Novi Sad), Street festival of comedy "Erski cabaret" (Čajetina); Festival "Open-Hearted Street", although there are a number of performing arts in it, it is only a part of the New Year's Eve program in Belgrade, not an independent festival.

International Festival of Drummers "This is to Inform You" in Čoka

Since 2006, when the first Festival of Drummers was held in Čoka, the audience could hear the drummers from Serbia, Hungary, Romania, Macedonia and Poland, who, in the spirit of some past times, were playing drums and reading various announcements. During performances, dressed in traditional costumes, tapping into drums and informing citizens (for example, at what time the village veterinarian would "vaccinate" domestic animals the next day), the drummers present a small part of history at the Čoka Festival, to the general enthusiasm of the audience (Figure 3). They start their announcements with the well-known "This is to Inform You," and end with the witticism and mandatory "Informed" at the end.

The International festival "This is to Inform You" lasts three days. The last day is reserved for drummers themselves, a rich cultural and artistic program, a carnival drummer's parade (led by the famous drummer Dragoljub Đuričić) and cheerful majorettes. In addition and



Figure 3. International Festival of Drummers in Čoka Source: http://www.blic.rs/vesti/vojvodina/daje-se-na-znanje-dobosari-ce-se-u-nedelju-oglasiti-u-coki/necr40r

within the Festival, the Cultural and Historical Association "Čoka Drummers" organizes a competition for making a Drum Cake, as well as a competition for cooking a sheep goulash, a party of the first evening and a concert of famous singers and bands of the second night of the event. Furthermore, the Summer School of Drums, the "From Drum to Internet" forum has been organized, and all that contributes to the educational character of the event. The organizers are striving to create a diverse program for all generations of visitors. The number of visitors is over ten thousand (https://www.facebook.com/pg/cokanski.dobosari/about/?ref=page_ interna). In this way, the tourism offer is extended to ethnographic contents and old customs. According to the mentioned categorization, this manifestation, with 43 points, belongs to the third category of tourism events in Serbia.

Street comedy festival "Erski Cabaret" in Čajetina

The manifestation "Erski cabaret" is held since July 2008, and it is based on the dialect and humor of Zlatibor and Užice region. It lasts for two days and is held in two locations: in front of the library "Ljubiša R. Đenić" in Čajetina and at Kraljevo Square in Zlatibor. The organizer is the Tourism Organization Zlatibor. The theatrical scene of this cabaret also makes the open-air ambiance of the city park in Cajetina. This event is every year attended by famous and recognized actors and animators (Figure 4). A frequent guest of the cabaret is actor Goran Sultanović. (http://www.zlatibor.org.rs/letnji-ulicni-erski-kabare). The number of visitors is several tens of thousands. Erski humor is a part of the Serbian cultural heritage, singled out as a national immaterial cultural heritage (in the National Register of Immaterial Cultural Heritage of Serbia) (Terzić et al., 2015). This manifestation is an integral part of the summer tourism offer of the Zlatibor Mountain and its specificity could contribute to the visit of numerous Slavists from Serbia and abroad, that would further contribute to the development of congress tourism, but also to scientific researches. According to the above-mentioned categorization, with 73 points it is in the third category of tourism events.



Figure 4. "ERSKI CABARET" in Čajetina Source: http://zlatarinfo.rs/vest/2325/letnji-ulicni-erski-kabare

The Street Musicians Festival in Novi Sad

The festival does not only welcome artists whose street performances are their way of life, but authors who wish to assert their art through their desire and ambition. The idea not to divide artists between "street" and "established" arrives from our belief that art always belongs to the streets, regardless of the phase it is going through. Thus, the Street Musicians Festival is the only event that brings together world class musicians, and absolute amateurs all to one place! Since the start of the millennium the capital of Vojvodina has emerged on the map of annual gathering of street art, and has been visited by renowned international street musicians, as well as artists who perform at other prestigious festivals across Europe, and beyond. Thus, artists bring culture and the spirit of their native surroundings to the region, only to exchange it with the local population, and the artists they encounter, who truly appreciate street art. The Street Musicians Festival was held for the first time in 2001. Since then, the festival has been organized regularly each year, every September, under the same principles of street art adopted during its first year. The old city center with its age-old streets and squares was made for such an event, while stages remained in the street - in line with passersby, seductively drawing the attention of entire generations. From its beginning, the program has been divided into two segments - the local and international scene (http:// www.ulicnisviraci.com/en/about-street-musicians-festival/). The number of visitors is a few tens of thousands. The Festival of Street Musicians is organized by the Artistic Association "Inbox" from Novi Sad. From 2016 it moves to the suburb of Petrovaradin fortress and gets a new name "Gradić Fest" (Figure 5). This manifestation is an important subject in promoting the characteristic architectural integrity of the city of Novi Sad and the Petrovaradin Fortress. According to the above-mentioned categorization, with 81 points it belongs to the second category of tourism manifestations in Serbia.



Figure 5. "Gradić Fest" in the suburb of Petrovaradin fortress Source: http://www.ulicnisviraci.com/o-festivalu-ulicnih-sviraca/

Conclusion

Carnivals and street festivals are usually only part of the tourism offer of certain tourism destinations in Serbia. They are held in urban and spa settlements. Most carnivals have the international ranking (per participants), while visitors are mostly from Serbia. The number of visitors is from several tens of thousands to even 100,000 or more. The programs are content and creative, with ethnographic elements. Carnivals are mostly held during the summer tourism season. They are well covered by printed and electronic media, flyers, posters, billboards, promotions at tourism fairs, etc. They are organized near attractive anthropogenic micro sites such as squares, fortresses, pedestrian zones. Traffic connectivity and infrastructure with emitting tourism centers is also good. It is characterized by the inclusion of more volunteers.

However, an insufficient connectivity and cooperation with others involved at the destination (hotels, restaurants and tour operators) in organizing the carnivals was observed. The number of visitors is significant, but they are mostly from the surrounding settlements (municipality) where the carnival is organized and very often are made of relatives and friends of the carnival participants. Visitors from the surrounding area and cities do not stay long (halfday gravitational zone) and rarely use accommodation capacities. Furthermore, the number of visitors is determined on a flat basis, without applying any particular criterion for counting. When counting, it is often not possible to distinguish between visitors and random walkers. Tourism agencies are not interested in organizing special visits for guests from large emitting tourism centers to the carnival. The carnival program is creative and well-known because of masks and the attractiveness of the play, but these are not enough in order for a carnival in Serbia to be branded separately. In fact, there are not enough attractive elements to keep visitors longer than the duration of the carnival, or to attract them to visit the place of carnival at some other time. The carnivals are financed mainly from the municipal budget and have no greater economic impact on the economy of the settlements, as well as on capital investments. Consumers' consumption is low and it is around 10 Euros exclusively for food and drinks (The analysis done for Carnival of Ships in Belgrade and Čivija Carnival in Šabac). Preparations for the following year should take place immediately after the carnival ends, and with many organizers these activity almost completely cease (e.g. cooperation with the media, with other participants in the organization, training of volunteers, etc.). It is the same with white shrives, masqueraded parades, and magical religious rituals and parades, which have their own tourism potential but are underutilized. Namely, they are visited by the inhabitants of the villages where they are held and their relatives and friends from the surrounding towns and neighboring cities, while there are no other visitors. They are poorly represented in the media, except in rare documentary films produced on the recordings during scientific research or in shorter media reports.

Despite the shortcomings, these manifestations represent a significant tourism potential for the promotion and development of cultural tourism in Serbia, and they also have their own special features that differ from other similar manifestations in the destinations of neighboring countries (shrives, festival of drummers, Erski cabaret).

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CTTH 2017 NEW SPACES IN CULTURAL TOURISM

Marketplaces as additional touristic products in the Balaton Resort Area

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Abstract

Recently, as a result of the changed consumer and travel habits of tourists, destinations become more influential than attractions or products in the travel decision making process. Destinations are receiving areas with complex touristic supply that are capable of satisfying the tourists' diverse needs. Some of the destinations have characteristic and dominant products that come to the potential tourists' mind as clear associations, while there are complementary ones functioning as opportunities for spending the time variedly during the staying in a destination. In the case of the Balaton Resort Area examined in this study, beside waterside tourism, the restaurants of the area were developing according to the gastronomic trends and market needs to create an opportunity for the appearance of local products. Until recent times a social class interested in local products (hand-made, unique) has appeared. They buy these products in markets, thus farmers' markets create opportunities for tourists to spend their free time in a new way. The aim of our study is to determine the place of markets in tourism and in consumers' preferences. Interesting result might be expected if we compare Hungarian and international consumers' needs in the Balaton Resort Area and their seasonal effects. Based on the results from the data area it would be worth considering the consumers' expectations in the light of further developments of market places. Since they offer attractive alternatives to spending their free time, they can be understood as complementary tourist products, particularly according to the registrable consumer groups. The needed developments improve the attractiveness and standard of the market places by infrastructural developments, supply expansion, segmentation of target groups and an ever-wider appearance of local farmers and products.

Keywords: local product, cultural opportunity, rural tourism

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Introduction

Nowadays there are numerous opportunities for relaxation for travellers. In Hungary Lake Balaton is the second most significant tourist destination among inland and foreign guests alike (Hungarian Tourism Agency 2017). In spite of the fact, that the connected settlement chain offers more and more innovative products, the settlements have to face with various local conflicts. Tourism is less considerable in settlements in the background of Lake Balaton, therefore population loss and improving quality of life account for creating new or novel opportunities. These include the recently appeared local farmers' market, whose real farmer and consumer demand could help to reduce the raising of the negative trends.

Currently 28 market places of the resort area can be listed into the farmers' market category, however there are significant differences in their spatial distribution. There are 18 markets on the northern shore as opposed to only 10 on the southern. Half of the farmers' markets lie further from the shore, although they attract guests typically on nearby settlements. This category includes 10 markets from the northern and 4 from the southern coast. The examination of market places in Lake Balaton was aimed to identify their role in the tourism sector and their effects of development appearing in the Balaton region as well. Opening of markets might invite farmers to sell their products locally, to diversify their farms, whereas customers to seek high quality products and put local farms in position (Farm to the Table concept).

We analysed the aim of visits from the perspective of consumers, market operators and farmers. Either we take into account their added value or high-quality product range, markets can represent a special function of keeping the population in place as well as mobilizing the local economy. But how do consumers exactly interpret markets? Why are market places operated? What kind of concepts do market operators have about their future market? What factors motivate those who buy in markets and why do they choose farmers' markets? Our study focuses on these topics and aspirations of present-day and future market places by introducing some good practices in Hungary.

Research background

Tourism has an increasing role by becoming more significant among the current development opportunities in the bottom-up process of rural development beside local cooperation (residents, non-governmental organisations, local businesses). Several forms of tourism can support rural development (such as rural, angler, cycling). The role of locals is extremely important from the side of hospitality and providing services (Piskóti et al., 2002; Reisinger, 2010). Nowadays market places serve as cultural opportunities or as a part of rural tourism with a recreational function (Csapó et al., 2015). The latter is present from previous centuries though where the crowd of market places attracted the visitor by their unique or wide range of product supply, bargaining opportunity, meeting friends or by social interactions (Andrásfalvy, 2006).

Based on both Hungarian and international research, in this respect getting an insight into everyday rural life, the rural guest table service, the opportunity to learn various folk traditions, preserving tastes and traditions of the countryside mean an attraction to both rural and urban residents (Fehér, Kóródi, 2008; Gonda, 2013; Szabó, 2013; Trunfio et al., 2006).

The expansion of consumers' knowledge, the appearance of international trends highlighted health and environmentally conscious purchase. Food constitutes the majority of goods in markets with culinary experiences from the region (Fehér, Kóródi, 2008). Customers often

consider buying products as pleasure and less as a task (Törőcsik, 2007, 2011) which is linked to the tourism sector through the different types of rural tourism. Nevertheless, markets are traditionally the immediate scenes of buying fruits and vegetables, bakery products and processed products (special jams, stifolder- special local German sausage etc.). Knowing the local farmers mean trust for the customer and it is possible for them to follow the route of the products. Consumer trust, preferring the local product and producer lead to dynamization of the local economy since it can squeeze out intermediary actors from the sales chain (CsíknéMácsai, 2014; Szabó, 2014).

In the case of products with unique flavour, special packaging or quality it is a problem that although they attract the interest of customers, the availability of goods is limited in space and time. This is influenced by the knowledge of consumers, the appearance of goods, the habits or consciousness of the social group and the 3 main elements of tourism demand (motivation, free time and discretionary income). Consumer expectations may be modified by the nature consciousness (responsible or not) and salesmen's mobility opportunities or the habits of tourists (Dudás, 2011; Tomcsányi, 1993; Pizam, Mansfeld, 2000). Dogi et al. have revealed that these unique products can be purchased the most easily in occasional fairs, markets or by visiting other direct sales points (Dogi, 2014).

In the sample area numerous local farmers' markets have been opened recently according to the regional developmental concept with the aim to improve the life quality of farmers. The partly distinct product range of regional market types attract different social groups, as a result the consumer judgement of markets is differentiated. In the analysed region beside water tourism new or novel attractions provide opportunities for broadening the already existing touristic attractions. Culinary specialities can be part of this broadening such as wines or fish dishes of Lake Balaton. Some markets have added value apart from traditional exchange of goods, therefore meaning a tourist attraction. The farmer's markets of Káptalantóti, Tihany, or Hévíz are highly visited by tourists from the region (Oláh et al.,2014).

Similar initiations have been working for several decades in Western European countries and overseas, while it has been adapted in Hungary only in the past few years. Therefore, it is a less explored area in research literature and has not been studied extensively in this relation, namely, as a subsidiary element of rural development.

Material and method

During our study customers in markets (n=454) were asked to give answers in a face-to-face questionnaire survey using open questions, categorised answer options and five-scale Likert-scale methods. The respondents were chosen by arbitrary data collection methods. The questioned customers reported about their aim and motivation of visiting the market, the spent amount of money and satisfaction related to the market (location, product, services, consumer specialities, selection). The target group of market visiting people is highly homogeneous, therefore the changed data selection method does not grant representativeness in terms of age, sex, region, settlement and qualification.

Tourism interpretation of market places appears in management tasks which were revealed by questionnaires filled in by market operators (n=42), interviews with the three analysed segments and content analysis of webpages (product selection, comprehensive customers' characteristics, number of salesman, financial opportunities). They described if there are developmental directions and if they are aimed among them. Respondents were given categorised

answers and open questions. To get opinions from farmers' interviews (n=6) were carried out about motivations, rural developmental aspects, and preferred groups of products.

The illustration of the research was supported by photo documentation of the on-site visits, a spreadsheet program (MS Office Excel) for data operations and GIS (ArcMap). Getting insights into the theoretical background was provided by literature on rural development, rural and agritourism, literature on economic and agricultural economic on market places and literature and documentations of developments referring to the Balaton region.

Results

Asking the consumers provided a basis to functional interpretation of market places. 83.26 % of the respondents visit the available markets permanently or temporarily to buy the products they need, however one quarter of them indicated some other secondary role as well. Relaxing and family programme appeared in the majority of the answers, while visit motivation as a tourist attraction became on the last place among these secondary roles (Figure 1).

Consumers consider these venues also as ways of relaxation, however visits as a tourist attraction cannot be identified in spending free time. It might be explained by the low rate (around 2%) of tourists among the participants. Their willingness to answer is supposed to be this low because filling in a face-to-face questionnaire during a recreational activity disturbs the pleasant time. Furthermore, the survey was mistakenly considered a tool for marketing and selling by tourists.

The rate of participants was remarkably high owning properties (a vineyard parcel, holiday house, detached house) but not residences in the region. Their opinions can be considered as intermediate sample between permanent residents and tourists since their settlement and market visits are periodic. Property owners have more significant influence with their longer presence (seasonal permanent demand, higher discretional income at times), as a result, the product they look for does not tend to be special goods that can be also sold as gifts. This can be seen in the most demanded products because they were fresh fruits, vegetables, and goods for gardening in every data collecting place. The appearance of consumers' conscious-

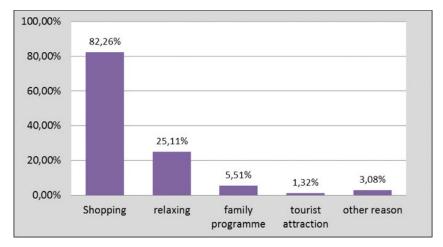


Figure 1. The reason for visiting markets (2016). Source: own survey. Edited by Nezdei

ness was shown by the fact that 12% of respondents missed mostly local, Hungarian, homemade or chemical-free food (Figure 2).

Market operators serve as mediators between farmers and customers. Decisions of the mediatory part directly influence the participants, hence their aims and developmental aspirations had a significant role in the research. Based on the results of the questionnaire survey carried out among market operators, developing the markets to tourist attraction appeared in nearly two-thirds of the cases, whereas shaping the community of the settlement and getting to know each other better were thought to be important in other venues. Infrastructural developmental aims appeared on those farmers' markets where the necessary financial sources are not available. Recently built farmers' markets did not indicate this attempt.

Measuring farmer's and/or customer's feedbacks could provide factual knowledge for operators, which is although possible through customer complaints registry, operators do not use any direct methods to follow satisfaction according to the interviews. This could be useful in the case of developments for tourism and answers for customer's opinions can be emphasized for those who have webpages. Although famers indicate their problems and difficulties orally, customers' lack of satisfaction is indicated only in their avoidance of markets or comments appearing on webpages. Market operators listed the expansion of their markets with further products among their developmental aims but this is problematic because of the lack of farmers. According to operators, only a few people work in agriculture, with processing of crops, therefore purchasing further products seems to have little opportunity. Summing up, markets can be considered well-supplied in terms of selection of products and satisfy the needs of local consumer groups.

Farmers evaluate markets differently based on the type of products for sale and the size of the market. The bigger circulation of customers deflects the attention from local products and the direct relationship between farmers and customers (the price of the product is more important than its flavour and quality). Farmers' markets are evaluated as more advantageous opportunities where consumers seek original, fresh and healthy ingredients either traditional or new flavours. The seasonal demand of resorts led to establishing annual return of custom-

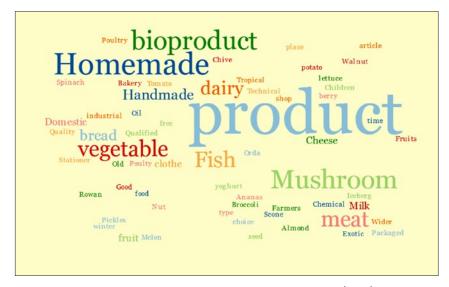


Figure 2. The mostly missed products in the markets (2016)

Source: own survey. Edited by Nezdei

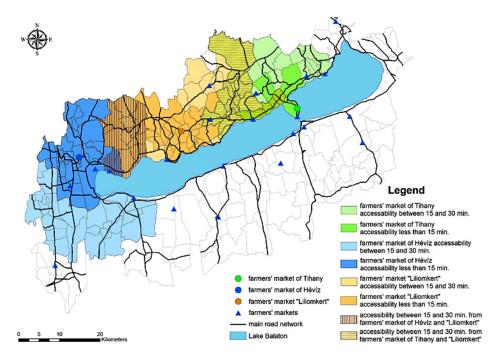


Figure 3. The allocation and accessibility of farmers' markets and the three introduced examples (2016) Source: HCSO. Edited by Horváth

ers in several cases. This is due to the need for products with excellent quality and from reliable sources provided by the already familiar farmer. They provide reliable source of food during holiday. The smaller size of the markets gives opportunity for customers to discover the creation and details of certain products. The diversity of market places lead farmers' markets towards two main directions: on the one hand, establishment of places for exchange of goods, on the other hand, the unity of product and spending free time. The latter type of market places can be tourist attractions.

Consumer experiences are based on the local or regional residents in general because non-local residents (tourists, property owners - 17.62%) felt disturbed in spending their free time by the face-to-face questionnaire survey. The accessibility of a settlement (market) is primary according to respondents which points out the necessity of infrastructural developments.

From the results of the primary data collection (farmers and consumers) the following criteria are identified. If the markets of the resort area meet the requirements, we can more likely consider them individual tourism products. The criteria for success and prerequisites:

- Elements of supply:
 - Infrastructure: According to customers the physical infrastructural elements need to be changed the most. Accessibility of the market, establishing parking places, appearance of booths, improving surface of pavements, establishing appropriate public toilets and enough space for moving between booths. 51.10% of the farmers have sameviews with consumers on developmental plans.
 - Scope of the quality and consistency of product selection: 28.19% of respondents made a suggestion on products. Range of variety and high amount of added value were highlighted. The missed type of product and high amount of added value over-

lap with the factors that can put local and Hungarian products in advantageous position against other ways of sales, import and wholesale products.

- Marketing activity: If local products have wide range, high quality and high amount of added value, consumers can be made familiar with them. Market operators attempt to address the increased temporary population in the resort area primarily by traditional printed leaflets and brochures. 42% of them are present on an own websiteor the tourism website of the settlement, whereas more than the half of them use social media with its rating opportunity. Only a few of them maintain and update the contents of these sites. Markets identified as good examples are both present on the tourism websites of the settlement and social media, documented by several blog posts as well.
- Demand: It is shaped by obviously guests visiting the lake besides the resort owners and residents. There were 5 451 600 guest nights spent by 1 692 124 tourists in commercial accommodations in Lake Balaton in 2016 (Hungarian Tourism Agency 2017). Figure 4 illustrates the number of guests in commercial accommodations in 2016, more precisely the relation of high and off seasons. The Hungarian Central Statistical Office does not reveal data in monthly division in the case of settlements with less than three accommodations so only the annual data can be seen on the figure. The figure also points out the distinctions in the seasonal distribution of tourist demand. The time distribution of guests is much balanced around the western basin of the lake due to different product consistency. Spas of Hévíz and Zalakaros are dominant attractions and are among the most visited ones. Settlements of the bay of Keszthely attract visitors all year due to its cultural and active tourism supply.

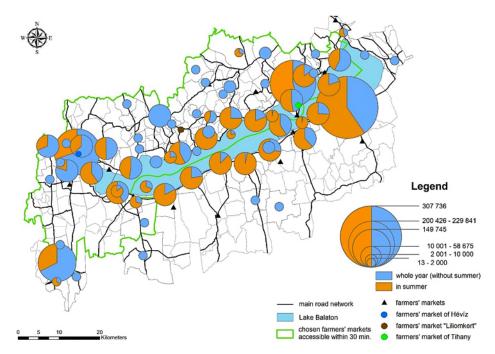


Figure 4. Spatial and seasonal distribution of guests in commercial accommodations in the settlements of the resort area (2016)

Source: HCSO. Edited by Horváth

There are further steps needed for developing a tourist attraction. It has to be unique, which is important in raising the awareness and helps the visitor in identification. In addition, it needs to have a promise of pleasure and it has to provide pleasure to guests. Three directions can be identified in developments that can be introduced along three good practices:

- market as programme (music and dance programmes)
- rural development-gastronomy (local buffets and wine supply)
- the unity of landscape and local product (Tihany and lavender)

It is important to note that in order to become a tourist attraction at least one local programme or additional entertaining opportunity may be needed. However, only 2.42% of the respondents would support this idea.

Market as programme and attraction: based on the farmer's market of Hévíz

Hévíz has been the most popular Hungarian spa town and the primary destination for those involved in health tourism for several decades. The spa town attracted by foreign tourists is visited by an increasing number of Russian guests in the recent years in addition to the dominant Germans (Köbli, 2015). Due to the long duration of health treatments the tourist organisation and the council attempt to offer more varied and frequent programmes to guests. Visitors of the market of Hévíz can follow the consumer trend of local product because fresh ingredients, pastries and other types of food offer a varied culinary supply. Moreover, culinary characteristics became available by a hotel in Hévíz as a part of their special supply based on local products, along the principle of 'Farm to the Table'. The farmer's market is open on certain days in the morning and on others in the afternoon reacting to the special needs of guests. As a result, it can meet the needs and free time of local residents, tourists and participants of medical rehabilitation. Its characteristics as a tourist attraction are strengthened by a thirty minute-dance programme during the market on Thursday afternoons.

In 2016 there were 461,324 tourists in 18 settlements from which the market of Hévíz is available by car in 15 minutes. Spatial concentration of tourists provides enough demand for local products. The example of Hévíz can be followed by other settlement with spas from the resort area. For instance, Zalakaros is seeking for a local market with a higher rate of foreign tourists who have a longer duration of stay. Demand for the local market is provided by tourists rather than local residents according to the owner of the market.

Rural development-gastronomy: the example of Liliomkert

The most popular market of the Balaton-felvidéki National Park is Káptalantóti located only eight kilometres from the shore of Balaton with the name of Liliomkert. It was established ten years ago with the aim of rural development with the leading of a local and motivated residentNow it is visited by not only mostly highly-qualified Hugarians but also foreign guests due to its calmness and beautiful landscape of Káli valley. The value of the place is increased not only by providing high quality and reliable food but also a pleasant spending of time with tasting traditional Hungarian dishes and wine surrounded by family and friends in the market. For potential guests the established restaurants and the free time spent there mean additional attraction. The atmosphere of farmers was expanded gradually by new farmers and fresh, excellent local food, now among them handicraft products or fashionable antique products fitting to vintage style can also be found. Its miniature version similar to that has been recently

established in Budapest which was not sustainable due to travel expenses.Liliomkert is accessible by car within 15 minutes from 19 settlements. There were 104,192 guests in these settlements in 2016 but there is a strong concentration in their spatial distribution because 43,825 guests booked accommodations in Tapolca and 40,744 guests in Badacsonytomaj. The example of Liliomkert can be followed by the most farmers' market of the resort area.

The unity of landscape and local product: the example of Tihany and the lavender

The market on the Akasztó hill near the Benedictine Abbey of Tihany is created around the unity of landscape and local products where the tradition of lavender originally grown in the monastery garden was revived from the past. Its introduction around the 1920s-1930s was based on new aged French traditions. Today it is a dominant element of the landscape on the Tihany Peninsula. Local people proceed lavender in several ways, for instance they make high quality essential oil, syrups, jams and even souvenirs are made of it. Atmosphere is something extraordinary in Tihany which attracts not only local residents but also tourists to visit the market and spend meaningful time there. Visitors have two options for this because there is a market combined with a restaurant next to the port. The markets of Tihany can be reached from 7 settlements within 15 minutes by car and had 280,410 guests in 2016. Out of them 205,720 (76.93%) stayed in the neighbouring Balatonfüred. The example of Tihany is the most difficult to follow out of the three introduced directions of development because it is based on the production of goods with a unique and landscape specific symbol and sight value of the landscape. Tihany and the lavender are inseparable in Hungarian thinking.

Conclusion

Apart from sufficient infrastructure provided by market operators and farmers producing local products it is important that more guests already staying in the resort area can reach market places in a short time. More than 100,000 guests were concentrated close to the introduced three markets. Three possible directions of development were identified based on primary data collection and field visits and each of them was supported by an example of a well-functioning tourist attraction. These farmers' markets have a strict selection of sellers apart from active marketing activity resulted in great number of visitors. An analysis of developmental opportunities in the resort area and creating a system of trademark can be further areas of research. This could facilitate finding equal terms of local farmers and potential consumers in action beside the theoretical studies.

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Recovery and adaptation of cultural property Hercegnovski Lazaret in Meljine into a hotel tourist complex

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Abstract

The complex of cultural property "Hercegnovski Lazaret in Meljine" is located in the coastal settlement Meljine in the Municipility 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.

Keywords: Lazaret, Meljine, restoration, adaptation, hotel, cultural tourism.

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History and description of Lazaret in Meljine

The old complex of cultural property "Hercegnovski Lazaret in Meljine" is located along the seashore of the small settlement of Boka Kotorska called Meljine in the Municipality of Herceg Novi, covering the area of 10482 m2. Location of Lazaret in Meljine, from the aspect of esthetic and functional components, has a number of qualities which valorize it as one of the most attractive on the territory of the Municipality of Herceg Novi. The complex of Lazaret is located at the end of promenade "Pet Danica" in Herceg Novi, at the very beginning of the settlement Meljine, so on west it is bounded by estate of the Monastery Savina and part of settlement along the Hospital of Meljine, on south by the sea, and on east and north by the remaining new part of settlement of Meljine. As a whole it is precisely bounded by roads on west, spring Nemila on north and east, and the sea with a dock on south. Position of location on the coast is characterized by a direct entrance in Boka Kotorska, proximity of city center and direct and close contact with the main roads. Location is slightly secluded in the cove of Meljine surrounded with the greenery of pines, palm trees and magnolias, which creates its own isolation and peace, all of which makes the location of complex of Lazaret of Meljine one of the most attractive spaces in the Bay of Kotor.



Figure 1. Appearance of complex of Lazaret in Meljine around 1900.

Meljine represents a type of elongated settlement along the seacoast, which were set up in this area during the 18th and 19th century as small trade maritime centers. Although there are no material remains of older periods, based on historical data and favorable geographic and climate conditions, it can be assumed that there was life in the area of Meljine several hundred years before. Studying the genesis of emergence of Meljine as a settlement is observed in two wholes as Lazaret and settlement, which developed independently.

Lazarets are specific medical healthcare facilities, constructed as permanent quarantine stations and as such they were located outside the city centers in ports or in their surroundings. Lazarets served for checking for contagious diseases, in particular plague, and retaining of infected or suspicious ships and their crews, passengers and cargo, for the purpose of undergoing quarantine isolation and medical treatment. Lazarets were not strictly formulated as fortified facilities but due to strict control of contagious diseases they were always well enclosed

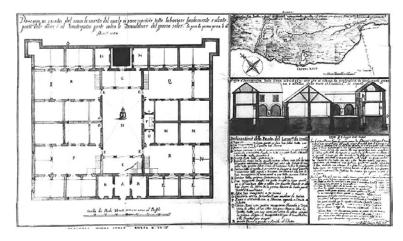


Figure 2. Plan of Lazaret in Meljine from 1730., Giovanni Battista Camozini

and due to storage of valuable goods they often had opportunity to perform defensive activities, and for that reason they had high walls and defensive towers.

Lazaret in Meljine was built by Venetians between 1728 and 1732 and for that time it represented an impressive structure, well designed in the best manner of Venetian architecture of that time. The St. Rocco's Chapel is located within Lazaret, most probably built in the period Lazaret was constructed as well as a fountain on the central square in front of the Chapel which was built in 1741. Lazaret was renewed in 1767 for the first time and on several latter occasions for purpose of meeting the needs of that time.

After Venetians, Lazaret in Meljine was taken over by Austro-Hungary and it used it as a hospital and military barracks. During the second half of the 19th century in addition to reconstruction of the St. Rocco's Chapel, in the patio and surrounding of Lazaret, facilities for military purposes were constructed, such as one-storey annex on the east side and single-storey technical facilities on the north side. Termination of operation of Lazaret was finalized only in 1934. The facility was used for military purposes during first and second Yugoslavia, until it

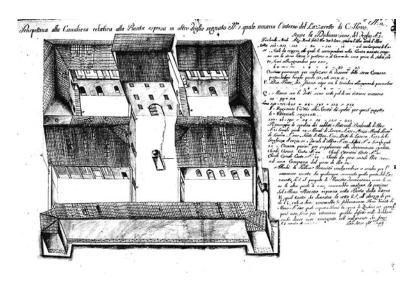


Figure 3. Axonometric projection of Lazaret in Meljine from 1767.

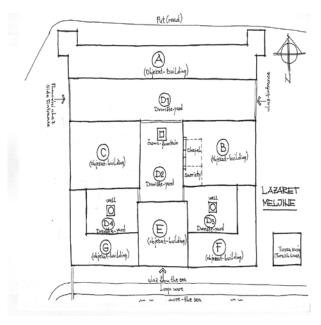


Figure 4. Scheme of the complex of Lazaret in Meljine, (G. Radović)

was sold to the company PKB from Belgrade, at the end of 80s of the 20th century to be used as a resort for children.

Hercegnovski Lazaret in Meljine, due to its historical and architectural values, was entered in the register of cultural property of Montenegro in December of 2014.

The complex of Hercegnovski Lazaret in Meljine can be divided into two parts. First part represents the whole which includes a central facility A and which served as an only entrance into the complex from the mainland. The Facility A is a facility of highly elongated rectangular basis, number of floors P+1, with a rectangular elongated Square D1, which connects all parts of the complex.

The second part of the complex is space covering the space of three squares toward the sea, paved with stone plates, main one and two on the side: D2, D3 and D4, surrounded by structures: B, C, E, F and G.



Figure 5. Entrance yard D1-(Study on the Valorization of Lazaret in Meljine)



Figure 6. Central yard D2-(Study on the Valorization of Lazaret in Meljine)



Picture 7. Chapel St. Roch (Study on the Valorization of Lazaret in Meljine)

The patio D2 is central and framed by facilities B, C and E. In the patio there is a stone fountain with a stone structure - coat of arms. Leading from this patio there are three larger semi-circular openings, through which communication for patios D3 and D4 is established.

The patio D₃ is a smaller lateral east-side patio bounded by facilities B, F and E with a stone well in the central part of patio.

The patio D4 is a smaller lateral west-side patio, with a stone well in the central part, bounded by facilities C, G and E.

Architectural esthetic qualities of the complex of Lazaret are really modest. Somber impression of nondescript rock mass without architectural plastics and ornaments, with monotone rhythm of openings dominates the complex. Only on the complex's façade looking onto the sea there is a slight tendency for achieving esthetic qualities. Generally, the façade looking onto the sea is the only façade, while the others perform more closed defensive role. Traces of rebuilding and building up in different techniques of masonry and stone working are visible on façade.



Picture 8. View of Lazaret from the sea (Study on the Valorization of Lazaret in Meljine)

In the period the facility was used by the company PKB from Belgrade, not much was invested in maintenance of facility so at the end of 80s of the 20th century its state was pretty dilapidated.

Before starting restoration and conservation and recovery works, general state of the cultural property of Hercegnovski Lazaret in Meljine was different per facilities and inadequate modern interventions were present on all facilities of the complex with application of inappropriate architectural elements and materials.

Conservation, restoration and recovery works

Works on recovery of Hercegnovski Lazaret in Meljine and its adaptation into the facility of hotel and tourist content have begun in 2015, based on the Main Design and Conservation Project (author of this text), approved by the Administration for Protection of Cultural Property of Montenegro and are still ongoing. Completion of works on the old complex of Lazaret is planned for June 2018 and completion of the entire complex with new tourist and hospitality facilities is planned for the end of 2019.

Considering that Hercegnovski Lazaret in Meljine is a large complex, planned conservation and restoration works are large in scope. Having regard to a number of inadequate interventions on the structure which took place in the past, in particular in the 20th century, conservation and restoration works dealt with restoring of original and older architectural details, which is contribution to improvement of cultural property. Many elements attained better and more adequate appearance and finishing adequate to this type of structure.

Large construction interventions were performed on the structure, for the purpose of construction stability and numerous installation interventions in the spirit of this time and because of needs of hotel facilities of high category. All visible concrete layers were removed from façade and replaced with stone elements. Facade joinery is replaced with new carpentry based on found old and traditional ones from this area. Every stone façade was cleaned and grouted again according to instructions of conservation and supervisory authority, which consolidated, restored, conservatory treated and embellished every façade of facilities of the complex. On many façade walls, inadequate interventions were removed and façade restored its previous state.

Modern electrical and mechanical installations, installations of electronic communications, sound system, TV installations, video surveillance and firefighting installations as well



Figure 9. Rehabilitation and restoration of the façade (G. Radovic)



Figure 10. Covering the courtyard for the hotel loby (G. Radovic)



Figure 11. Restoration of the courtyards (G. Radovic)



Figure 12. Restoration and conservation of wall painting Chapel St. Roch (G. Radovic)

as modern heating and cooling systems of hotel facilities were built in the facilities. All installations built in are of high standard which is applied at the moment to hotel facilities of high category above five stars. All installation lines inside the complex were done using underground ways so the stone wall structure would be affected as little as possible.

Simultaneously with works on recovery works, research works were performed on the St. Rocco's Chapel, on whose walls in December of 2015 wall secco painting of Venetian style was discovered. Based on that, a separate conservation project was created by the author of this text, concerning recovery and conservation of facility and wall painting of St. Rocco's Chapel. Conservation and restoration works on wall painting are ongoing, and replacement of damaged arch with wooden beams and lime mortar was previously performed based on the found state. During works on wall painting new layers and details were found which contributed to new information on Lazaret.

Chapel of St. Rok is planned as a space of museum character with smaller souvenir shop, which is supposed to maintain a memory of building and life of Lazaret through centuries.

Economic, cultural and touristic value of Lazaret in Meljine

Having regard to the value, location, importance and state of preservation, the complex of Lazaret in Meljine was planned for adaptation into hotel and tourist capacities in all planning documents after the war, estimated as important potential of development of cultural tourism in this area. In that direction current recovery and adaptation of complex of Lazaret in Meljine is conceived, where the old complex of Lazaret is planned for valorization and development of cultural and historical tourism, and in that regard complex space is arranged in hotel contents in accordance with conservatory principles.

Use of Lazaret for military purposes in the second half of the 20th century and holiday, work and social purposes, as well as its closure and isolation from the settlement had no significant positive effect on social and economical development and tourism development of the settlement Meljine and this area.

In addition to restoration and adaptation of the old complex of Lazaret, in the area belonging to its surrounding, according to the project new hotel and tourist contents were planned, such as: Yacht club which has already been constructed, Spa center with inside and outside swimming pools whose construction is in progress, marina with around 160 berths, new hotel facilities with around 450 beds and a number of other hospitality and recreational contents.



Picture 13. Built Yacht Club, Marina and Lungo Mare (G. Radovic)

The entire hotel and tourist complex with old and new structures is planned as open concept with central street currently stretching along the settlement of Meljine, which will achieve the current continuity of communication in the settlement.

Adaptation and conversion of Lazaret and construction of new hotel and tourist content in the hotel resort complex of high category will finally open the old Lazaret for public, after three centuries, which will connect the complex with the settlement. Revitalization of the old Lazaret whose hotel and tourist dedication will significantly affect and improve cultural tourism development and tourist economy on local and state level will be achieved by this adaptation.



Figure 14. Plan of Hotel and Tourist Complex of Lazaret in Meljine (Idea design of Lazaret in Meljine)

Conclusion

Considering that the management of hotel and tourist complex of Lazaret in Meljine will be entrusted to a renowned hotel and tourist company, hotel complex is expected to operate on high global level with arrival of numerous tourists from all around the world, which will significantly affect general promotion of the country, Bay of Kotor as well as tourist development

and expenditure in the settlement and surroundings. In addition Lazaret will have educational effect on tourists with the aim of learning about history and tradition of Lazaret and this area, all of which has significant promotional importance on national level.

From social and economic aspect employment of around 400-500 employees which is planned is important, which is significant contribution for local and neighboring population. The fact that new hotel and tourist dedication of Lazaret will significantly influence long-term sustainable development of tourism, not only of Meljine but this region, is overall important.

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Sustainable waste management in protected areas of Vojvodina

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Abstract

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.

Keywords: Waste management, protected areas, Vojvodina, tourism

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Introduction

The rapid pace of life in large urban environments imposes a need for returning to nature in order to preserve human health. For this reason, destinations with preserved nature become very popular for tourist movements. Protected natural assets, such as national parks, nature reserves, nature parks, represent a system of different natural values, and the tourist activity depends on them (Stojanović, 2002). They have an international ecological importance because of their historical, natural and cultural values (Taseli, 2007).

Travel movements will inevitably leave the consequences to a lesser or greater extent. One of the consequences of tourism is the waste that tourists leave behind, and this is probably the most visible type of degradation of tourist destinations. In this paper, the attention will be focused on protected natural resources in Vojvodina and the consequences of tourist activities in them. Three areas with the protection category of the special nature reserve will be analyzed: "Gornje Podunavlje", "Deliblatska Peščara" and "Zasavica". The same protection category allows comparison, and the reserves are located in Bačka, Banat and Srem - three regions of Vojvodina. It should be pointed out that Special Nature Reserve "Zasavica" geographically belongs to Mačva region, but administratively, it belongs to Srem region, and for this reason in this paper it is considered as part of Srem. Field work and interviews with staff in the reserves have resulted in significant data on the practice of waste collection and disposal, tourist habits, improvement tendencies, as well as the problems that employees in the reserves face when it comes to waste.

The impact of tourism on waste generation

Tourism development increase the amounts of waste generated in various tourist destinations (Taseli, 2007; Jiang et al., 2009; Cierjacksa et al, 2012), threatening the local environment due to improper waste management (Mihai, 2013). The United Nations Environment Program (UNEP) estimates that 4.8 million tons (14%) of solid waste is exclusively produced by tourists (http://resource.co/article/managing-waste-tourist-cities-11319).

Improper management of waste can lead to substantial and irreversible environmental, economic and social impacts, such as increases in greenhouse gas emission, land degradation, resource deprivation, surface and groundwater water pollution, loss of biodiversity and the loss of aesthetic value of tourism locations. Even though landfills are generally regarded as the least desirable of options for waste disposal, they remain the most common option. Closing landfills may not be feasible until there are developed capacities for alternative disposal options (Eseah et al., 2015). New concepts such as "waste hierarchy" or "zero waste" developed on 3R (reduce, reuse, recycle) policy propose to change the current traditional options of waste management based on mixed waste collection, poor treatment and landfilling (Dileep, 2007; Memon, 2010; Zaman, Lehmann, 2011). The essence of the waste hierarchy concept is to reduce waste generation at the source, encourage the reuse of products or at least parts of recyclable products. That way, sustainable waste management with the ultimate goal of reducing the amount of waste deposited would be achieved. The concept of sanitary landfill can not solve long-term problems of harmful emissions from landfills, pollution of groundwater and causing greenhouse gases. Waste management is an integrated concept of different experiences and treatment options that consist of: prevention and collection strategies, separation steps for the production of recyclable materials, future treatment using biological, physical, chemical and thermal treatment technologies, as well as different types of landfills (Vujić et al., 2012).

Waste management in protected areas: practices in Yellowstone and Yosemite National Parks

Considering that the concept of protecting natural areas for recreation and enjoyment in nature, originated in the United States, it is not surprising that we find examples of best practices there. In this case, best practices in waste management will be presented. National Parks Yellowstone and Yosemite are considered the most popular and most visited national parks. A large number of tourists who visit them leave large amounts of waste, but park management manages to reduce the amount of waste that is being deposited by recycling, composting and other techniques.

A study done in 1994 showed that 60-75% of the solid waste generated in Yellowstone National Park could be composted. The National Park Service worked with partners to build an industrial-grade composting facility near West Yellowstone. The facility began operating in July 2003. With the West Yellowstone compost facility operating at regular capacity, the park had been able to divert (compost and recycle) up to 60% of waste generated. Unfortunately, the wetmill at the facility is now broken and in 2015, Yellowstone concessioners switched to source separating compostable and non compostable materials to aid the overall operation and maintain composting rates.

The recycling program in Yellowstone is expansive. It accepts glass, plastic, paper, aluminum, steel, cardboard, electronic items, batteries, and number of other automotive and commercial items. In 2015, park employees, visitors, and partners diverted approximately 59% of waste from the landfill through recycling and composting initiatives (Figure 1).

The park also minimizes waste by purchasing environmentally-preferred items. They preferentially purchase items with minimal packaging, biodegradable or recyclable materials, and without toxic components as well as items requiring minimal energy to produce and transport. Yellowstone employees use office paper with 30% post-consumer recycled content and paper towels made of 100% recycled paper. The purchase of single-use plastics is also being reduced (https://www.nps.gov/yell/getinvolved/energyconservation.htm).

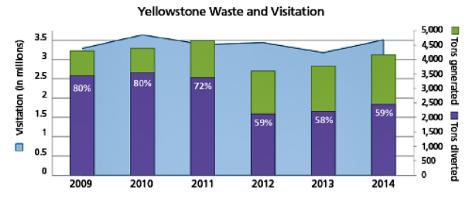


Figure 1. Visitation, waste generated and waste diverted Source: https://www.nps.gov/yell/qetinvolved/energyconservation.htm

Over four million visitors come to Yosemite National Park every year. Between visitors and park staff the park ends up with nearly 2,200 tons of garbage annually. In the late winter/early spring of 2016, Yosemite launched a new program to do something about it: the Zero Landfill Initiative. The park set an ambitious target of diverting 80% of our waste from the landfill by the end of 2017.

Recycling and reducing waste are not new to Yosemite. The park began a recycling program in 1975, collecting aluminum, glass, and paper. In the years since then, Yosemite and its concessioners built a strong program that currently diverts about 60 percent of the total waste stream from going into the Mariposa County landfill. In addition to recycling, the overall amount of Yosemite's garbage heading to the landfill is reduced by practices such as buying in bulk to reduce unnecessary packaging and by re-using materials, such as those used for certain building repairs.

Initially the Zero Landfill Initiative will focus on upgrades to infrastructure, such as replacing many of the "Half-Dome" shaped trash and recycling cans throughout the park, which were among the first wildlife-proof containers used in a national park setting. More water bottle refilling stations are in the plans, too. Eventually, expanded collection of compostable food waste to both park employees and visitors is planned. In addition, employees of the park are working with other community partners and tour companies to provide more information about what and how to recycle in the park as well as how to reduce the amount of waste visitors bring with them on trips to the park.

The most common recyclable items found in the trash are single-use water bottles, aluminum cans, and paper. Even glass bottles show up in the trash cans; if they end up in the landfill they take thousands of years to decompose. By installing more recycling containers and adding labels with photographs of what can be recycled, the percentage of recyclables should go down (https://www.nps.gov/yose/getinvolved/zlf.htm).

Practice of waste management in protected natural areas of Vojvodina

The situation in the field of waste management in Serbia, and therefore in Vojvodina Province, is not satisfactory. The largest part of the total waste is deposited in landfills (Stanisavljević et al., 2012), which often do not satisfy even the minimum sanitary conditions. When it comes to waste from tourism, it is treated differently in different types of destinations. This paper will show the practices of waste management in tree special nature reserves (SNR) of Vojvodina: "Gornje Podunavlje", "Deliblatska peščara" and "Zasavica".

Field work and interviews with staff in the reserves have resulted in significant data on the practice of collecting and disposing of waste, the habits of tourists, the tendencies for improvement, as well as the problems that the employees in the reserves face.

A field survey and the interviews were conducted in August 2017 with employees in special nature reserves: "Gornje Podunavlje", "Deliblatska peščara" and "Zasavica". Employees were asked to talk about waste management practice in the reserve in which they worked.

In the interview method, shift from the topic is very common, so the interviewer may not get all the necessary information. For this reason, five topics were prepared, and the employees were asked to talk about them (Table 1). By setting identical themes to employees in all three reserves, significant information on waste management has come to light.

	SNR "Deliblatska peščara"	SNR "Gornje podunavlje"	SNR "Zasavica"	
Records the amount of (tourism) waste	Yes	No	No	
Waste separation	No	No	No	
Dominant type of waste	Packaging waste	Packaging waste	Packaging waste	
Disposal	Landfill	Landfill	Landfill	
Transportation	In the organization of the Reserve	In the organization of the Reserve	Utility service	
Reuse/Recycling	No	Animal waste	Kitchen non-hazardous waste	

Tabela 1. Practice of waste management in selected protected areas of Vojvodina

Although waste management practices are similar in all three reserves, there are some differences. Respondents' answers to the questions asked give a clear insight into the waste management practice in the reserves.

First topic was about the quantities of collected waste. Records on the quantities of collected waste on the reserve area are usually not conducted. The exception is Special Nature Reserve "Deliblatska peščara", where rangers measure and record quantities of waste before deposing it to the landfill, and send the report to the authorities in the reserve. However, these are data on the total amount of waste collected on the entire reserve area, from different sources and not only from tourists. The problem with records on the quantities of waste is that there are private properties inside the reserve areas, and the owners are handling the waste on their own. So the quantities reported by rangers in Special Nature Reserve "Deliblatska peščara" are not final.

Primary selection of waste is not carried out by any of the reserves, the waste is taken to the landfill all together. The nearby landfills are the *final disposal site* for all three reserves.

In the Special Nature Reserve "Deliblatska peščara" and Special Nature Reserve "Gornje Podunavlje" transport of waste to landfills is carried out by vehicles, which are not intended for this purpose. The practice in these two reserves is the same, which is not a surprise given that the manager of these reserves is the same – Public Enterprise "Vojvodina Forests". In the Special Nature Reserve "Zasavica" waste is collected by rangers employed in the Reserve, and the disposal to the regional landfill in Sremska Mitrovica is entrusted (with financial compensation) to the public utility company from Sremska Mitrovica. During periods of high season, especially in summer, it happens that the utility company comes several times a day.

Although the waste hierarchy is a relatively new concept for achieving goals for reducing the amount of landfilled waste, some humble initiatives for the application of this concept are recognized in mentioned reserves in Vojvodina. Namely, in the absence of adequate financial support, each of the reserves in its own way tries to do as much as possible.

Employees in the Special Nature Reserve "Gornje Podunavlje" are trying to reduce the amount of waste left by tourists by enforcing a policy banning the import of food and beverages into the Reserve. Waste that still remains behind tourists, is collected by rangers and taken to landfills (Sombor or Apatin) with their own vehicles. Within the Reserve there is a hunting area, so in addition to municipal, there is also animal waste. This type of waste employees in the reserve use to feed white-tailed eagle. By inclusion of the animal remains into the food chain flows, in an environmental and beneficial manner, they reduce the pressure to environment, but also to landfills.

In Special Nature Reserve "Zasavica" waste is also collected by rangers. Even though the waste is not primary separated, certain waste products are being reused. As in the previous example, kitchen non-hazardous waste – food leftovers are being returned to the food chain – they are being used for feeding pigs in the Reserve.

Besides that, the construcion of ecosystem processor – plant based wastewater filter is planned. Plant filter will give concrete contribution not only to treatment of wastewater generated in the Reserves visitor center, but also it will be an important place for education and raising public awareness about the significance of wetland ecosystems. This filter will be product of EcoWet project, financed by European union as a part of INTERREG IPA programme for cross-border cooperation Croatia-Serbia 2014-2020.

When it comes to the problems the reserves are facing with, financial issues are crucial. Modern systems and technologies for waste treatment are very expensive. At the moment, Serbia is working on establishing of regional waste management centers, rehabilitation and re-cultivation of illegal landfills, and converting some of them into transfer stations, recycling centers or centers for treatment of specific waste streams. These projects are still in the initial phase, precisely because of the lack of financial resources. Bearing this in mind, it can be concluded that until an appropriate waste management system is established at the republic level, it is unlikely that sophisticated and expensive waste management technologies will reach tourist destinations.

Concluson and Recommendations

Initiatives of the employees in the reserves to influence the reduction of waste at source, reuse certain types of waste and participate in projects aimed at reducing environmental pressure is very important. This way they apply the concept of waste hierarchy in accordance with their capabilities. The problem is that the possibilities are really small.

A very small amount of generated waste finds its application out of landfills, or returns to the flows of the life cycle in some way. The potential of waste from tourism is great, as evidenced by examples from the world. It has already been said that the most common type of waste from tourism is packaging waste, and it has its market value and is suitable for recycling. However, the lack of sufficient recycling centers leaves a very limited market for the placement of secondary raw materials such as packaging waste. The situation should be improved by the establishment of regional waste management centers, when there would be an accessible market for the placement of recyclable materials such as package.

Current situation in waste management in protected areas in Vojvodina is not sustainable, according to the examples given in this paper. In order to achieve sustainability reserves management should improve their practice through:

- public-private collaboration
- joining forces with local community
- education
- participation in EU projects
- better national and regional collaboration

Public-private collaboration is very common in waste management practices, especially since waste is nowadays regarded as significant resource. Many foreign companies are looking for investment places in developing countries like Serbia, and they are very interested in investing in facilities for waste treatment. Serbia, for example, has none incinerators, while Sweden incinerates almost 50% of its total municipal solid waste and imports it from other

countries that are willing to pay for it. Additionally, Sweden has found success in decreasing its dependency on fossil fuels by harnessing energy from the waste itself through incineration. Thanks to their increased efforts in incineration, the amount of trash sitting in Sweden's landfills measures only 1% of their total municipal solid waste, eliminating harmful greenhouse gases (https://www.zerowasteeurope.eu/category/waste/recycling/).

In order to make real progress in waste management, it is necessary to include local community through education.

There are many EU projects regarding environmental problems such as waste management. Countries with candidate status have many opportunities to participate in these projects, like Special Nature Reserve "Zasavica" does. The number of projects like that could be larger.

At the end, it must be pointed out how important national and regional cooperation is, especially now when regional centers for waste management are being established in Serbia. It could solve major problems of waste disposal, if the cooperation is at the highest level.

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The influence of sacral tourism on the economic development of Vojvodina province, Serbia

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Abstract

Sacral objects of Fruška gora occupy a special place in the touristic product of Vojvodina. It is 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 Fruska 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.

Keywords: Sacral tourism, Fruška gora, economic development, Vojvodina Province

Introduction

Sacral tourism, and within it religious tourism, has become one of the leading forms of tourism in the world in recent years. Experts estimate that as a result of visiting sacral objects, around the world travels as much as 20% of the total number of tourists, or about 200 million of them. Serbia has real chances and potentials for the development of sacral tourism, but not yet developed strategy. With good strategy and proper promotion, Serbia could become the leading country by the number of guests of this type in the region. Fruska Gora, as one of the leading areas for the development of sacral tourism, greatly contributes to the increase in the total number of tourists coming to the Province of AP Vojvodina. The Fruška Gora Monasteries is characterized by a long history of existence, a history that was directly conditioned

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by turbulent events in the Province of Vojvodina. The result of such history is the rich cultural heritage of sacral type, both material and non-material. Nowadays, this heritage is part of a monastery or cultural institution, and on the contrary, is unavailable to the public (Vujičić et al., 2009). The Serbian people constantly moved to the north, therefore Fruška Gora provided an opportunity to raise the monasteries. Thus, from the 15th to the 18th centuries, monasteries were built in such large number that the mountain became something so called "Serbian Sveta gora". It is illustrative that sacral objects were built in the area from Fruška Gora through South Banat to Timisoara and Arad. Of these 35, even 16 monasteries of Serbian Ortodox Church were preserved in the area of Fruška Gora, which is one of the centers of Serbian spirituality and culture (Medaković, 2007). The number of tourists in this part of Vojvodina is constantly increasing, so Fruska Gora near the city of Novi Sad and Palić Lake can rightly be considered as one of the most important tourist destinations in Vojvodina.

Study area

Fruška gora (lat. Alma Mons) is a horst in the southern part of the Autonomous Province of Vojvodina, in the northern part of Republic of Serbia (Fig. 1). Thanks to the high value of the ecosystem, it was proclaimed as a National Park in 1960. The entire territory covers an area of approximately 25,094 square miles (Kićović et al., 2008). Fruška gora represents the dominant orographic unit in the southern part of the Pannonian Basin, surrounded by the rivers as Danube and Sava, comparatively elongated 78 km, with an area of about 500 square miles. It represents the backward part of the deep-submerged Pannonian land. The highest peak is so called Crveni Čot, with 539 m above sea level. Together with the Mt. Vršačke, Fruška Gora reduces the monotony of the Pannonian Plain. In the regional-geographical sense, the mountain belongs to the sub-region of Srem (Marković and Pavlović, 1995).

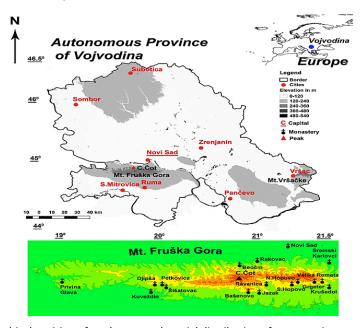


Figure 1. Geographical position of study area and spatial distribution of monasteries over Fruška gora Mt. Source: The map was made in QGIS 2.14. Software (A. Valjarević).

With its position and height, Fruška gora dominates the Srem-Bačka Plain. Numerous longitudinal and transverse directions cross this territory and connect it with the surrounding areas and emission centers, such as Belgrade, Novi Sad, Sremska Mitrovica, Šid, Ruma, Šabac. Geographical position of Fruška Gora is defined by:

- 1. its geo-spatial relation to the tourist directions;
- 2. distance from the existing dispersion centers.

The eastern part of the Fruška Gora area crosses the eastern Mediterranean route connecting the Atlantic coast and the continental part of Europe with the Black and Aegean Sea. For the tourism of Fruška Gora, Corridor X, which is a branch of the route E-75: Hungary-Serbia-Bulgaria-Macedonia, has a special significance. The Danube additionally improves the favorable geographical position of Fruška Gora (Vidić, 2007).

Fruška gora is a unique mountain in our country, with such a large number of monasteries. Their density is 1/31.5 km². Monasteries are located at a diameter of about 50 kilometers (Dayidov, 2007). This parameter is an important factor in the tourist valorization of the mountain and has a significant share in the tourism product of the Province.

Material and Methods

The methods used during the research are:

- Historical-logical method, in the study of the overall structure, with special emphasis on the competitiveness of the tourist destination and the consideration of the development of sacral tourism in Province of Vojvodina;
- Descriptive method presented through the conclusions on the collected theoretical-empirical material;
- Comparative method to find conclusions on the competitiveness of Vojvodina Province as The destination of sacral tourism based on a large number of sacral objects compared to other tourist destinations in Serbia.
- Statistical methods used to process obtained data on the total number of realized overnight stays and revenues to the total GDP of Vojvodina from tourism.

The research framework is derived from an exhaustive review of available literature and research in a given area as well as data obtained from the Republic Institute for Statistics and data from the statistics maintained by the Tourist Organization of Serbia. In the research of Vojvodina, the starting (zero) hypothesis was: "Vojvodina Province is not a competitive destination for sacral tourism, but with the development of Fruška Gora there is a potential to become it."

Results and Discussion

The current development of tourism in Vojvodina was primarily determined by the overall socio-economic development in Serbia. It is understood that the international environment, ie the overall development of tourism in Europe and the world, had a significant impact. On the other hand, the consumption of foreign and domestic visitors had direct and indirect effects on the overall economy, and the social and political influences of tourism had a positive impact on cultural, health, educational and other domains. Fruška gora as a tourist destination has

been said before, but now with the constant increase in the number of visitors in the past few years, it is actively working to improve this area. In October 2011, the Assembly of the Autonomous Province of Vojvodina adopted the Master Plan for sustainable development of Fruška Gora, with the goal of its development as a modern mountain region with high standards of environmental protection and sustainable use of resources. According to the Master Plan for sustainable development of Fruška Gora, as an integral vision, it was determined that by 2022 Fruska Gora should be an area with preserved natural and cultural heritage (Akti Skupštine AP Vojvodine). Also, Fruška Gora should be infrastructurally arranged, safe for life and a recognizable environment for new ideas and investments, an affirmed tourist destination, which, due to its cultural heritage and sacral buildings, is welcomed by tourists. Fruška gora is determined by this plan as a rural region with potential for development of multifunctional agriculture, but also religious tourism, with sustainable development in the function of the welfare of the region, AP Vojvodina and the Republic of Serbia (Grzinić, Juraj, 2007). The advantages of Fruška Gora for the development of tourism are: favorable geographical tourist position, proximity to the Danube, as well as proximity to the most important tourist broadcasting centers in the country (Belgrade and Novi Sad); The status of the National park, Fruška Gora has a good potential for the development of geo tourism, but the greatest potential is surely a cultural and historical heritage (Tomić, P.,2004). The data from the previous years show that the number of those who want to visit Vojvodina in significant increase, and that is very important in the comparison of those who have spent overnight accommodation within the accommodation capacities in Fruska Gora, it can be concluded that sacral tourism is a potential for the future of tourism in Vojvodina Province.

Table 1. Average number of tourists and overnight stays in Vojvodina Province for the period 2012-2016

Year	Tourists			Overnighs			Average length of stay		
	Total	Domestic Tourists	Foreign Tourists	Total	Domestic Tourists	Foreign Tourists	Domestic Tourists	Foreign Tourists	
2012.	352.486	202.953	149.533	956.744	598.566	358.178	2,1	1	
2013.	374.533	214.418	160.115	974.300	654.660	319.640	2.2	1	
2014.	399.471	222.103	177.368	1.054.366	656.300	398.066	3.2	1.3	
2015.	421.941	236.753	185.188	1.095.214	659.587	435.627	3.5	1.7	
2016.	446.492	243.439	203.053	1.123.923	660.016	463.907	4,2	2,0	

Source: Statistical Office of the Republic of Serbia, Statistical Yearbook of Vojvodina Province in 2016.

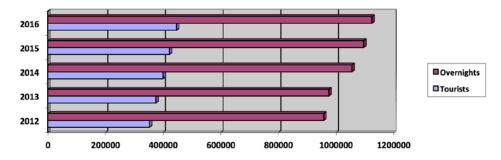


Figure 2. Representation of the increase in the number of tourists in the Vojvodina Province for the period from 2012-2016

According to the information provided by the Tourist Organization of Serbia, and within the local tourist organization Sremska Mitrovica, the number of tourists has also been noticed within the area of Fruska Gora. Regarding the national structure of tourists, the Russians, Bulgarians, Greeks and Asian peoples dominate, which leads us to conclude that the Orthodox monasteries as sacred objects were the main motive for visiting these tourists.

Table 2. Average number of tourists on Fruska Gora for the period 2012-2016

Year	Number of tourist visits						
	Domestic tourists	Foreign tourists	Total				
2012.	61.987	25.469	87.456				
2013.	65.877	27.944	93.821				
2014.	71.123	31.576	102.699				
2015.	78.877	32.773	111.650				
2016.	89.154	32.834	121.988				

Data obtained from the Tourist Organization of Serbia on the basis of a statement on tourist traffic for the period 2012-2016

Conclusions

The basic conditions for the development of sacral tourism in Fruska Gora are: diversity of tourist offer, possibility of reorganization of existing catering facilities; The possibility of building a tourist infrastructure that would be used by the local population; Use of foreign investments (through EU projects) for tourism development programs. However, it should be noted that there are shortcomings of this tourist destination as well: a material base of inadequate quality (accommodation capacities, signaling); Undeveloped and inadequate tourist propaganda and marketing activities; Absence of specific tourism products and programs, absence of tourism development plans and strategic documents (cultural tourism, rural tourism, eco tourism, spa tourism, etc.).

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Water quality of Tisza river and its influence on tourism development in Serbia

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Abstract

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). The results show that there are reasonable conditions for economic usage of the Tisza River for tourism purposes primarily for the development of sports recreation, ecotourism, nautical, fishing, cultural and event tourism.

Keywords: Water quality, SWQI, Tisza River, Tourism, Serbia

Introduction

Tourism as an economic activity brings in increasingly higher incomes. Tourist destinations and sites along the banks of rivers, with hydro-technical structures of cultural heritage and other complementary offer, attract an increasing number of visitors, which boosts economic and demographic development in the area.

The basin of the Tisza River occupies about 157 220 km² with a length of 966 km, and it is the largest tributary of the Danube River. Basin of this river lies in the territories of five countries: Romania, Hungary, Slovakia, Ukraine and Serbia. Serbian part is 160 km long. It enters Serbia south of Hungarian city of Szeged and flows into Danube River near Slankamen settlement. Tisza is one of the economically most important watercourses in Serbia. In fact, thanks

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to its favourable location and good navigational characteristics it has a potential to be far more frequent passenger-cargo and nautical tourism traffic route (Pavić, et al., 2009).

Due to its favourable geographic position, the presence of water surface, structures of technical culture (e.g. dam, locks), unique landscape, connectivity of its road traffic system to other local motorways and all larger settlements, the Tisza River and surrounding settlements have a tourism potential.

The Tisza River covers a small area but represents a potential tourism destination. Using this and similar areas for tourism purposes represents the only alternative for the survival and development of the settlement in its surroundings. There are numerous global examples that confirm this. In Western Europe and the United States of America, there are often examples of using rivers, ship locks and mills for tourism purposes. It is not rare to find examples of using buildings near ship locks as restaurants or smaller accommodation facilities. The Thames River in England is famous for its numerous canal locks. In the area from Cotswolds to London, there are 44 canal locks (Merrett, 2007). From the Middle Ages, the middle and upper river streams were used for the construction of mills for the production of flour, paper and for other purposes. This meant that dams were built to redirect the water into the mill. However, the dams represented obstacles for river traffic, so they started building canal locks.

Similarly to previous examples, the Tisza River has hydro-technical structures that are cultural and hydro industrial heritage that is under the protection of the state and has tourism potential. The most important is dam on the Tisza River near Novi Bečej settlement and ship lock in Bečej settlement. The dam on the Tisza was built in 1977 and it is the largest structure within the Danube-Tisza-Danube hydro-system. The dam has got seven influent fields and ship lock for vessels with carrying capacity of up to 1000 tons. The ship lock in Bečej is located at the confluence of the Danube-Tisza-Danube Canal with the Tisza River. The lock was built in two levels, with two sliding gates and one double gate (towards the Tisza). It is the first lock in Europe with its own direct current drive. Since 1975 it has been out of use and protected as a monument of culture (Đekić and Šogorov, 2007).

The Tisza River and its surroundings also have other tourist resources such as protected areas ("Titelski Breg", "Slano Kopovo", "Čuruška Mrtva Tisa", "Stara Tisa kod Bisernog ostrva"), cultural resources (e.g. castles of rich families from the past time and the old windmills in Bečej and Čurug), as well as numerous manifestations (regatta "Tisza 2003" from Szeged to Old Slankamen, "Mayfly Fest", "Fishing festival", "Sports days on Tisza"...).

The aim of this paper is to investigate potentials to the use of Tisza river for recreational and tourism purposes. In order to use a particular aquatoria for recreation and tourism development, it is necessary for its water to be of appropriate quality. Water quality of watercourses can be determined on the basis of the qualification system of describing water quality of surface waters by the Water Quality Index (WQI), Serbian Water Quality Index (SWQI) for the Tisza river.

Data and methods

Database of the Republic Hydrometeorological Service of Serbia for the period 2003-2012 (RHMS, 2003 - 2012) was used to present the existing state of water quality of the Tisza River. Parameters of physical, chemical, biological and microbiological water quality were measured at the three control points on Tisza River: Martonoš, Novi Bečej, and Titel during period from 2003 to 2012.

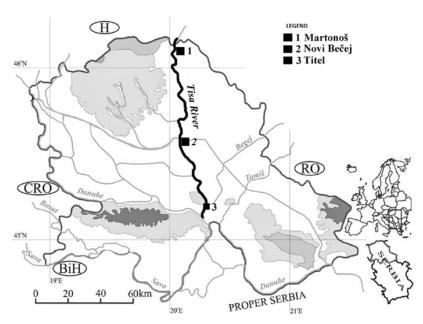


Figure 1. Geographical location of the research area and measuring stations at the Tisza River

Water Quality Index (WQI) represents one of the most reliable indicator of waterflow pollution (Córdoba et al., 2010; Srebotnjak et al., 2011). The WQI method is most frequently used in expert and scientific research and basically it provides a mechanism for cumulative representation, numeric expression and defining a certain level of water quality (Jonnalagadda and Mhere, 2001). None single parameter can adequately describe water quality. The evaluation of overall water quality is not an easy task particularly when different criteria for diverse uses are applied (Hambright et al., 2000). Moreover, the classification of water quality follows various definitions with respect to the contents of different water parameters (Greve, 1990), and many variants have been developed (Smith, 1989; Wang, 2001).

In this paper we used Serbian Water Quality Index (SWQI) for description of the water quality. This system of surface waterbodies quality description represents the way of quality estimation for certain parameters group (Veljković, 2000a; Veljković 2003; Veljković and Jovičić, 2007; Đurašković and Tomić, 2009; Pantelić et al., 2012). The essence of the SWQI is that the ten chosen parameters (oxygen saturation, BPK5, ammonium ion, pH value, total nitrogen, orthophosphates, suspended matter, temperature, electroconductivity and coliform bacteria) by means of their quality (qi) represent the characteristics of surface waters reducing them to one index number. The impact of each of the ten chosen parametres on the overall water quality does not have the same relative importance which is the reason why each of them got its own weight (wi) and a number of points per share in endangering quality. Formula used for SWQI calculation is:

 $SWQI = 0.18\%O_3 + 0.15BPK_5 + 0.12NO_4 + 0.09pH + 0.08N + 0.08PO_4 + 0.07SM + 0.05t + 0.06\muS +$ 0.12MPN

Based on the WQI categorization, the values are determined for the descriptive quality indicator as follows: WQI = 0-38 very poor, WQI = 39-71 poor, WQI = 72-83 good, WQI = 84-89 very good and WQI = 90-100 excellent (Veljković, 2000b).

Main limitation of SWQI is relatively small number of parameters. Used parameters provide information about organic loading, but not about heavy metal pollution. Also, SWQI can be calculated even in a case of missing values. Since there is no single, universal parameter that properly describes surface water quality, investigators typically use several indicators related to sanitary quality, ability to sustain aquatic life, ecosystem productivity and aesthetics (Pharino, 2007).

Results and discussion

SWQI for Martonoš station ranged from average value of 75 in 2003 to 84 in 2011. According to the obtained results, water quality of the Tisza River at Martonoš station can be classified as good (72-83) (Table 1).

For Novi Bečej station SWQI ranged on average from 70 in 2003 to 82 in 2008, 2009 and 2012. Generally, water quality of the Tisza River at Novi Bečej station can be classified as poor (39-71) in 2003 and good (72-83) during last nine years of investigated period (2004-2012) (Table 1).

For Titel station SWQI values ranged from 71 in 2003 and 2005 to 83 in 2012. Water quality of the Tisza River at Titel station can be classified as poor in 2003 and 2005 (39-71) and good during the rest of the investigated period (72-83) (Table 1).

According to the SWQI, water quality of the Tisza River in Serbia during the period 2003-2012, was assessed as good (average 78). Values of SWQI for research period fluctuate from 70 in 2003 (Novi Bečej) to 84 in 2011 (Martonoš). Along the Serbian part of the Tisza River, the water quality dropped modestly, but continuously downstream. The control point Titel had the lowest mean value SWQI (76). Largest mean value is recorded at the measuring station Martonoš (80).

Table 1. Average annual value of SWQ1 for Martonos, Novi Becej and Titel Station										
SWQI	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012
Martonoš	75	78	77	76	82	82	83	77	84	83
Novi Bečej	70	76	74	74	77	82	82	77	81	82

76

80

75

77

80

83

74

71

76

If WQI>80, living conditions are acceptable for wildlife. Also, such water can be used for navigation, irrigation, recreation, and swimming (Yunus and Nakagoshi, 2004). Temperature can also influence water quality. If water temperature is higher, there is intensive biological activity and dissolved oxygen concentration lessens (Sanchez, 2007; Bjelajac et al., 2013). Seasonal variance in water quality was observed and some patterns were noticed on all stations. Lowest values o SWQI were observed at all stations during June, July, and August. Highest values were obtained for autumn. Due to all this, water quality on Tisza River is poorer in the warmer period of the year, having a bad influence on swimming season and fishing season. Numerous researches stated the same trend, e.g. Suquia River, Argentina (Pesce and Wunderlin, 2000), Bangpakong River, Thailand (Bordalo et al., 2001), Pampa Murillo, Mexico (Herna'ndez-Romero et al., 2004), Sava River (Bjelajac et al., 2013).

As the values of water quality are generally between 75 to 80, we can be concluded that there are justified conditions that this area economic use for touristic purposes.

Titel

71

Nautical tourism is an increasingly popular form of tourism. Navigation is one of the ways to escape every day stress for a week, one day or for just a few hours (Pantelić et al., 2012). The Tisza River has potential for nautical tourism. Water quality is appropriate for the development of this type of tourism. The problem is the lack of adequate nautical-touristic infrastruc-

Sport and fishing as one of the most frequent tourist activities on water, also represent one of the biggest opportunities for using the Tisza River for tourism purposes. Activities such as walking, biking, camping, swimming, boating and fishing are the opportunities and potential for the development of sports and recreational tourism. Based on the results of the water quality index on Tisza river, we see that potentials for the development of sports-recreational tourism there, but that they are in some parts of the year were disturbed (during the summer).

Ecotourism is a term generally used to describe travel to a natural place that conserves the environment. Some representatives of flora and fauna, as well as numerous cultural and historical assets in this region, are protected, and thus they represent good potential for the development of ecotourism. Water quality of the Tisza River justified the development of ecotourism because the values of the index largely do not deviate from the required value (SWQI> 80). The most favorable conditions for the development of ecotourism has the upper part of the Tisza River around the profile Martonoš.

Due to a large number of manifestation near the Tisza River, the development of event tourism also has potential. The most important manifestations are directly connected to the Tisza river (e.g. regatta, "Mayfly Fest", "Fishing festival", "Velikogospojinski dani"). Most events are held during the summer period of the year. Slightly less water quality during the summer at all profiles (SWQI=70-75) unfavorably affects development of event tourism.

Conclusion

This study shows that water quality along the Tisza River decreases slightly downstream, yet it still provides values that according to SWQI are defined as good (72-83). The results show that there are reasonable conditions for economic use of the Tisza River for tourism purposes, i.e. primarily for the development of sports recreation, ecotourism, nautical, fishing, cultural and event tourism.

In recent years the anthropogenic impact on the quality of the Tisza River is far more intense. Due to the development of industrialization and urbanization, the water quality had degraded, which is a very negative impact on the tourism development.

Tourists who visit similar destinations in countries with a well-developed tourism are interested in cultural heritage and routes. The Tisza River should be enriched with offers for multiple-day or one-day stays of tourists because it is adequate for navigation excursions, nautical and sport events. This would provide work for local residents who could rent their boats or could be engaged in sport clubs, renting vessels, maintaining club premises, etc. Its nautical tourism potential comes from a very favourable position in the network of the most important domestic and European inner navigable routes. Navigable Tisza River is in immediate contact with the Danube, and from a more global view, they are connected through the canal "Rhine-Main-Danube" with a network of inner navigable routes of twelve European countries from the North Sea to the Black Sea.

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Water quality of Drina river in Serbia and its effect on angling tourism development

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Abstract

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 shows 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.

Keywords: Water quality, SWQI, Drina River, Angling tourism, Fisheries, Serbia

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Introduction

Water is essential for all life and human activities and access to freshwater in sufficient amounts and suitable quality is a precondition to achieving sustainable development. Inland waterways provide many recreational opportunities including angling, boating, walking and wildlife viewing. In developed economies as many as half of the adult population participate in water-based recreational activities (Curtis, 2003). Angling is a popular recreational activity for individuals participating therein (Hjalager, 2010). Vast tourism market has emerged around angling globally (Bauer and Herr, 2004, p. 74). It is widely recognized that the enjoyment of water-based recreational activities is enhanced by higher water quality status, including in swimming (Arnold et al., 2013; Wade et al., 2010), boating, kayaking, fishing and rowing (Dorevitch et al., 2011; Dorevitch et al., 2015, Curtis and Stanley 2016), as well as tourism more generally (Aminu et al, 2014; Lee and Lee, 2015). Many countries have introduced a scheme for river water quality monitoring and assessment, examining separate stretches of freshwater in terms of their chemical, biological and nutrient constituents and overall aesthetic condition (Chang et al., 2001). The identification of reliable indicators of environmental quality is a key theme in applied ecological research (Miccoli et al., 2013). The concept of water quality is complex because many factors are influencing it. In particular, this concept is intrinsically tied to the different intended uses of water. Water quality is one of the most significant factors that have to be taken into account in evaluation of tourism sustainability of a particular region (Beamonte et al., 2010). Increasing water pollution causes not only the degradation of water quality, but also threatens human health and balance of aquatic ecosystems, economic development and social prosperity (Babović et al., 2010). Today the biggest problem concerning tourism on rivers in Serbia is their degradation mainly by deployment of wastewater and toxic materials into rivers. The main producer of these harmful materials is human activity and as the consequence is that the touristic usage of river water is in the most cases difficult or even impossible (Ocokoljić et al., 2009). This paper presents the results of an analysis of longterm and cold / warm seasonal changes of Drina River water quality components and indexes in Serbia. SWQI descriptive indicators (Veljković and Jovičić, 2015) are: excellent, very good, good, bad, very bad, will be used.

Study area

Serbia is located in the central part of the Balkan Peninsula, on the most important route linking Europe and Asia, occupying an area of 88361 km². All rivers on territory of Republic of Serbia belong to three see drainage basins: Black, Adriatic and Aegean Sea drainage basins. Majority of rivers belong to the Black Sea drainage basin covering 92.5% of the country territory (81703 km²). 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 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. Angling tourism has been steadily

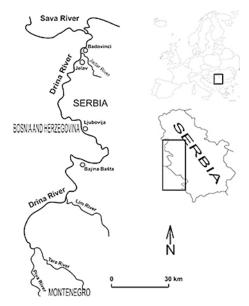


Figure 1. Locations of control points in Bajina Bašta and Badovinci; location of Drina River in Europe and between Serbia and Bosnia and Herzegovina

growing in popularity in the rivers communities of Western Balkan over the last several years. The water quality of Drina River is one of the important factors that are taken into account in evaluation of angling tourism development sustainability.

Data and methods

Database of Republic Hydrometeorological Service for the period 2004-2013 (RHMS, 2004 -2013) was used to present the existing state of water quality. Parameters of physical, chemical, biological and microbiological water quality were measured at two positions on Drina River in Serbia. Ten parameters (temperature, pH, conductivity, dissolved O2, BOD5, suspended solids, total nitrogen oxides, Orthophosphates, Ammonium and Coliform bacteria count) were analyzed on both sampling positions. Based on these parameters, Serbian Water Quality Index (SWQI) can be calculated (Veljković and Jovičić, 2015) and that is why these ten parameters were selected. The obtained data are analyzed in a statistical program SPSS. Presented results were obtained according to several different statistical analyses applied in similar researches: descriptive statistical analysis (Maguire and Klobučar, 2011; Pantelić et al., 2012;) and t-test analysis for independent samples (Leščešen et al., 2015). Descriptive statistical analysis was applied for definition of parameters mean values according to sample position and time period. The sample fulfills basic conditions for parameter test application, i.e. data used in analysis originate from interval scale and they are normally distributed. T-test for independent samples is used for comparison of mean values of results and definition of statistical significance of their differences.

Results and discussion

Mean temperature of Drina River is 12.09 °C and it is generally lower river water temperature in Serbian rivers. The pH of surface waters is vital to aquatic life. It affects the ability of aquatic organisms to regulate basic life-sustaining processes, primarily the exchanges of respiratory gasses and salts with the water in which they live (Gong et al., 2013). Measured pH value in Drina River water is 8.08 (very good). Measured values of conductivity for research period show low mean value in Drina River (289.8ομS/cm; very good). Oxygen is very important in maintaining the quality of aquatic ecosystems and is essential for the respiration of aquatic organisms (Dalmacija and Tumbas, 2004). O, saturation shows high values in Drina River with 102.29% (excellent). BOD5 is a parameter that indicates the level of organic pollution. The BOD5 values in Drina River are marked as excellent, 1.21 mg O₂/l. Suspended solids are closely linked with erosion and nutrient transport (phosphor, especially), metal, industrial waste and chemicals used in agriculture (Dalmacija and Tumbas, 2004). Low amount is measured in Drina River (9.05 mg/l; excellent). Total nitrogen oxides are of great importance to the quality of the streams as a nutrient substance may cause undesired occurrence of eutrophication, or overproduction of biomass. After the passage of the growing season for algae, they will become a substrate for microorganisms and passing through the food chain will result in an additional increase in silt in the stream and oxygen consumption (Leščešen et al., 2015). Low amount is measured in Drina River 0.64 mg/l, excellent mark. Low value of orthophosphates is measured in Drina River (0.02 mg/l; good). Ammonia occurs naturally in water bodies arising from the microbiological decomposition of nitrogenous compounds in organic matter. Fish and other aquatic organisms also excrete ammonia. Ammonia may also be discharged directly into water bodies by some industrial processes or as a component of domestic sewage or animal slurry. Low value is measured in Drina River (0.03 mg/l; excellent). High coliform bacteria count can indicate certain fecal pollution, which mainly originates from untreated sewage wastewater that can create difficulties in the survival of aquatic life and apply effects to all water users (Leščešen et al., 2015). Low count of coliform bacteria in Drina River is measured, 2908.41 n/l (excellent).

Statistically significant difference between warm (May-September) and cold (October-April) periods of year, at the significant level of p<0.05, was observed for the water quality parameters. Water temperatures, as expected, are showing statistically significant differences at the level of p<0.01 for Drina River (t=17.216, p=0.000). Statistically significant difference of pH and conductivity between warm and cold period of Drina River water is not observed. Statistical analysis of O2 saturation for Drina River shows statistically significant difference between warm and cold period (t=5.076, p=0.000). BOD5 values show statistically significant difference at the level p<0.01 in Drina River (t=2.906, p=0.004). Statistically significant difference between warm and cold periods was not observed for amount of suspended solids, total nitrogen oxides, orthophosphates and coliform bacteria count on Drina River.

Conclusion

In this study, the Drina River water quality and the spatial and temporal trends were assessed through the application of ten parameters of SWQI for ten-year period. Based on the chemical parameters of water quality, it can be concluded that Drina River in Serbia have very good to excellent water quality. Few water quality parameters show statistically significant variations in warm and cold period of the year. Water quality of the Drina River in Serbia is adequate for

usage in irrigation, transport, tourism and recreation. This is a rare opportunity in the modern world. Good water quality in Drina River represent the basis of protection and sustainable use of angling tourism potential on the river and its banks. For future joining of Serbia with European Union, a set of new integrated approaches for the protection and sustainable utilization of Serbian Rivers must be applied according to the EU Water Framework Directive. Therewith, Drina River communities' have to work on improving aquatic resource management for future of sustainable angling tourism in Serbia.

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Contribution of events in strategic positioning of a destination on a tourist market: Case study of Kastafsko kulturno leto

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Abstract

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.

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

Introduction

Developments in international tourism have intensified competitiveness between tourism destinations. In the increasingly competitive world tourism market maintaining competitiveness is a major challenge for many destinations (Goffi, 2013, p. 121), especially when considering the fact that contemporary tourists are informed more than ever in the global surroundings,

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which means shades in quality and diversity of tourist offer can prevail when tourists are making a decision about visiting a destination (Stipanović, 2009). Traditional tourist offer 3S (Sun-Sea-Sand) is still very present in today's tourism flows, however, over the years it is being gradually replaced with selective forms of tourism which have been registering strong growth due to the fact that their uniqueness and specificity enables achieving satisfaction of needs of tourists of various profiles and ages (i.e. sports recreation in nature, staying in spas, or attending various forms of sports and cultural events). This form of tourist offer does not only enable higher level of satisfaction of tourists while staying in a destination, but it enables them also achieving value and experience for money, which will in the end result in positive "mouth to mouth marketing", increasing the level of recognisability of a destination and its repositioning on the world tourist market (Alkier et al., 2015).

Over the years, contemporary trends in tourism have highlighted the unique and specific cultural and artistic components of the tourism destination. Contemporary tourists are showing a growing interest in learning as much as possible about the culture of the destination in which they wish to spend their holiday. This led to the fact that cultural heritage and artistic offer is becoming more and more one of the key elements of the tourism offer (Težak et al., 2011). Events have become an important part, even the center of our culture as perhaps never before. Increases in leisure time and discretionary spending have led to a proliferation of public events, celebrations and entertainment. Governments have recognized and are supporting as well as promoting events as part of their strategies for economic development, nation building and destination marketing. Corporations and businesses embraced events as key elements in their marketing strategies and image promotion. The enthusiasm of community groups and individuals for their own interests and passions gives rise to a marvelous array of events on almost every subject and theme imaginable (Bowdin et al, 2006, p. 3). Tourist events based on culture enable strengthening the competitive positioning of a destination on the tourist market, but at the same time enables growth of sense of belonging of the host and the visitors. Cultural identity represents an important bond for creation of a tourist offer, which guarantees success on the contemporary market. The identity guarantees that the other will watch us in a way that is acceptable to the local community, and the local population will become aware of its particularity, by which at the same time grows total satisfaction with the way of life, it encourages inclusion of the local community into the tourist product, it strengthens the income and economic stability of a destination, by which additional funds are achieved for creation of new tourist events, which enriched by the elements of culture guarantee its preservation and improvement for future generations. Culture represents sort of a destination's identification card, an important foundation for development of new and innovative tourist products, which will enable for a destination to become more recognizable and unique, and position itself strategically on the tourist market as a leading destination (see more in Jelinčić, 2010). Over the years Croatia has recognized the importance of events as an element of a contemporary tourist product, considering that it possesses a tradition of organizing events of various types (sports, cultural, etc.), which enables for tourists to satisfy their needs for this type of tourist offer (Ivanović et al., 2016). The aim of this paper is to present the importance of events in achieving a strategic positioning of a tourist destination on the tourist market on the example of the cultural event Kastafsko kulturno leto which is being organized in the city of Kastav, in the County of Primorje-Gorski kotar.

Literature review

In the last few decades the globalization effects on world tourism trends have led to increased competition between destinations in search for the optimal positioning. In this scenario the events have become an essential element in the tourism development of destinations, attract visitors, encourage investment, improve image, and boost the local economy (Hernández-Mogollón et al., 2014, p. 83).

Often, festivals serve as a means of affirming local culture or traditions and offer communities the chance to promote their cultural identity. Festivals also help to support and promote local artists and to offer a concentrated period of high-quality artistic activity. Although, the aim of many festivals is to enhance the image of an area and to put it on the map there are many festivals which did not set out to attract tourists but have done so anyway. Today, although many festivals aim to cater primarily for the local community they succeed in attracting tourists and many festivals and special events are created with a tourist audience in mind. Different types of tourism, including festivals and special events vary according to their nature from place to place and as a form of tourism, they may be researched in regard to their socio-cultural context. Better understanding of host communities' cultural identities indicates that festivals hold a significant position. They celebrate a sense of place through the organisation of common activities in specific safe circumstances. Second, they provide communities with means to host visitors and display community accepted values, interests and aspirations. Third, they are an exterior manifestation of community's identity and represent a characteristic identificator of place and people (Dujmović & Vitasović, 2012, p. 1).

Events have become an important motivator for development of a competitive tourist offer, as well as an important figure within developmental and marketing plans of competitive tourist destinations (Getz, 2008).

According to Milohnić et al (2010), event management also has a significant role in achieving quality of a tourist destination, as well as enriching the offer in terms of defining new contents and increasing the level of competitiveness of a destination, which enables higher level of recognisability on the tourist market.

Worldwide, cultural manifestations and special events form one of the fastest growing and developing sectors within the contemporary tourism industry on world level. Numerous tourism organizations have made the organization of festivals and special events as a part of their destination development and marketing strategies, bearing in mind that organization of such events enables attracting the visitors to the destination, attracting media attention, enabling formation of a trademark of a destination, and enhancing the economy (Milohnić, 2012).

Management of cultural events includes various aspects of organisation and management of events, which are increasingly becoming an essential part of choice of tourist destination. While organising events it is very important to take into consideration the possibility of influence of other events, i.e. great attention is given to the coordination of event itself with closely associated business activities, as for instance, traffic, safety and similar. Fundamental tourist functions concern destination image making, better promotion, market expansion, extension of stay and tourist expenditure stimulation. Apart from its tourist function, events are also used for the purposes of urban revitalization, attracting agencies and head offices of multinational companies, but also for building of social identity and community spirit (Milohnić, 2010, p 164 according to Trošt, 2009).

The scientific community has also recognized high potential of development of event tourism. So far numerous scientific papers were written, and scientific and professional project

have been conducted, all with a goal of determining the best possible solutions which will contribute to the better understanding where to go and where to focus in developing a successful and competitive offer of event tourism (Ivanović et al, 2016.). In their research, Blešić et al (2014) included ten different events on the territories of Apatin and Sombor municipalities, with a goal of determining the attitudes of the local population towards organization of these events. The results of this research contribute to the better understanding of the importance of organization of such events, as well as developmental guidelines for the organizers. Drpić et al. (2014, 256) articulate in their paper that tourist events represent an important element of modern tourist offer, as well as an important factor in achieving competitive advantages on the turbulent tourist market. If their development is properly managed (while adhering to sustainable development principles), profiling, strategic (marketing) presentation and promotion of their offer on the tourist market, they will enable branding of the tourist destination. Pivac et al (2011) have conducted an empirical research during the 50th anniversary of brass bands music festival in Guca in the Republic of Serbia. The focus of their research was on establishing the model for the analysis of factors which influence customer satisfaction with the event, based on which they offered the guidelines for future improvement.

The authors have presented in this chapter theoretical considerations about the importance of events within a contemporary tourist offer, as well as the insight into the some of the important researches, which proved the positive effects of development of this form of tourism for a tourist destination, as well as achieving competitiveness on the tourist market. In the following chapter the authors will present the characteristics of the city of Kastav as a tourist destination.

Characteristics of the cultural tourist offer city of Kastav

The city of Kastav is one of totally twenty-two municipalities and fourteen cities in the County of Primorje-Gorski kotar, which belongs territorially to the space unit called Rijeka's Ring, along with the cities of Bakar and Kraljevica, and the municipalities Kostrena, Klana, Jelenje, Čavle i Viškovo. It is situated on the crossroads of the North-East part of the Istrian peninsula and the mainland, in the coastal hinterland on the most northern part of the Rijeka Bay. Its total surface amounts 11.40 km² (0.32% of the mainland's surface of the County of Primorje-Gorski kotar). Precisely, geographic advantage, traffic connections, and relatively, relief isolations enabled it to preserve the continuance of urban and cultural development throughout the history (The City of Kastav, 2015b, p.7).

Throughout the centuries, it has preserved its rich history, numerous monuments, culture and tradition, as well as its untouched natural resources. Kastav has a very rich cultural heritage, and cultural manifestations are the most recognizable mark of the city. It has a very developed musical tradition, and other forms mostly developed and based on the amateur cultural work. Some of the most famous cultural events are developed and based on amateur cultural work, of which it is important to mention Kastafsko Kulturno leto (eng. Kastav Cultural Summer), Guitar Festival as well as Kastav Blues Festival which are significantly contributing to the recognisability and tourism development of the city of Kastav. When discussing the event tourist offer of Kastav, it is also very important to mention the carnival tradition named "Pust" which is held from 17th of January (the holiday of St. Antonja) until Pepelnica (Pusna sreda). During that period, every Saturday masqueraded dances (orig. "pusni tanci") are organized, and on Pepelnica Pust (a colourful human sized puppet made of straw) is burned, as a symbolic guilty person for all the problems that were experienced by the inhabitants during the

past year. Also, Bela Nedeja (White Sunday) is a well known traditional holiday of white wine, the authentic "Belica". It is celebrated on the first Sunday of October, and a big fair is organized where it is possible to see the old crafts, wine fair, exhibitons, musical and scenic events, book promotions, tasting many traditional domestic dishes, etc. Out of other elements of cultural tourist offer of Kastav it is necessary to mention the Museum collection of Kastavština (which contains the archaeological artefacts, ceramics and jewellery found on the excavations, numerous documents about the history of Kastav. Vikotova bačvarija is a place decorated as an ancient barrel workshop in which the presentations of the craft are organized, and it is possible to taste the traditional Kastav's brandys and wines, etc. (The official website of Tourist Board of Kastav).

In the following chapter the authors will present how cultural events can contribute in achieving strategic and competitive positioning of the city of Kastav on the example of Kastafsko kulturno leto.

The influence of Kastafsko kulturno leto on a strategic and competitive positioning of Kastav as a tourist destination

Over the years the city of Kastav invested extensively in development of its tourist offer, which is being witnessed by the growing tourist turnover. Following, the authors will present the achieved tourist arrivals and overnights in the period 2010-2016.

Table 1. Tourist arrivals and overnights in the city of Kastav 2010-2016

	Arrivals				Overnights		
	Total	Domestic	Foreign		Total	Domestic	Foreign
2010	2.161	475	1.686	2010	4.203	865	3.338
2011	2.888	821	2.067	2011	5.590	1.391	4.199
2012	2.880	826	2.054	2012	6.477	1.410	5.067
2013	2.945	853	2.092	2013	7.531	1.455	6.076
2014	3.366	942	2.424	2014	9.758	1.942	7.816
2015	3.378	789	2.589	2015	11.409	1.704	9.705
2016	4.986	762	4.224	2016	19.675	2.180	19.675

Source: Tourist Board of the city of Kastav (data obtained by e-mail), 2017

In the period 2010-2016 tourist arrivals and overnights register a steady growing trend, but the highest growth was achieved in 2016, in which participated foreign tourists as a significant majority, which indicates that Kastav is being recognized on the international tourist market.

Cities that boast an important historical heritage are striving to enhance their appeal to tourists by organizing an array of complementary activities such as cultural festivals. By doing so they are seeking to strengthen their image as cultural sites, broaden the range of local facilities available and diversify tourist demand flow. Moreover, institutions charged with restoring and maintaining historical heritage have, in recent years, widened the scope of areas in which they are involved to embrace activities which promote culture, such as supporting music and the performing arts or sponsoring cultural events and tourist projects (Herrero, 2011, p. 640), all with a goal of conquering and maintaining the leading position on the tourist market.

In the city of Kastav, Kastafsko kulturno leto is the oldest summer festival according to the continuity. It was organized for the first time in 1992 by the group of enthusiast amateurs, and it was marked by drama programs of domestic authors and interpreters. The reactions of the attendees were positive, which resulted in continuing development of the manifestation in the following years by expansion of program. Today it consists of drama, arts and exhibition contents, and programs of serious and entertaining music. Over the years the number of foreign interpreters increased, but the festival became internationally characterized in 1997 when the Guitar Festival was organized. In 2006, Kastafsko kulturno leto society organized Chamber Music&Comedy Festival in cooperation with the Wienna Music&Comedy Company. The importance of this event, not only for cultural, but also for the economic development of Kastav has been recognized by the economy, which is proven by the fact that the sponsors of this manifestation are the city of Kastay, County of Primorje-Gorski kotar, as well as many economic subjects. In 2007 the Association of Kastafsko kulturno leto received a reward for a significant contribution to the development of culture and promotion of Kastav in the country and abroad (The City of Kastav, 2008) which clearly indicates that its particularity has been recognized on world level.

In order to present the diversity and quality of the offer of Kastafsko kulturno leto, following the authors will present the elements of its offer in 2017 (The official Website of Kastafsko kulturno leto):

- MUSICAL PROGRAM: diversity of interpreters by style and genre (male klapa Kastav with their guests, Tamburica orchestra of Croatian Radio Television and Damir Kedžo, Slovenian etno-attraction Saša Avsenik Ansamble, JazzIstra Orchestra with Ervin Baučić, musical evening "Zakantajte s name" dedicated to the creative work of Kastav author Zvonko Turak, master duo the accordion player Merima Ključo and guitar player Miroslav Tadić will present the Aritmia project with the use of wide spectre of musical material, from classical music to the complex Balkan ethno, itd.);
- RYTHME OF THE YARD: tourists get to enjoy the unusual Kastav yards, squares and gardens, as well as good music in the company of musicians, friends and neighbours;
- **GUITAR FESTIVAL:** this is a festival within a festival. This year the twentieth festival is marked by the interpretations of American jazz guitarist Russ Spiegel accompanied by the domestic guitar players. Also, there was classical music interpretations, as well as Flamenco interpreted by the Spanish band;
- FILM PROGRAM: a tour of the winning Croatian documentary films from the previous Liburnia Film Festival were presented this year;
- DRAMA PROGRAM: this part of the festival has positioned itself as one of the most important and the most visited ones. It enables for Kastav to turn into a summer theatre on an open stage of Crekvina, and the programs that are interpreted are from Croatia and the region;
- PARTNER PROGRAM: the goal is to enable and stimulate networking of associations and organizations from the cultural sector, more diversified cultural-artistic offer, strengthening in joint work, stimulation of production, as well as cultural-artistic creation;
- LITERARY PROGRAM: through organization of the Literature day the audience is able to enjoy the written work in the company along with open discussions about contemporary topics, but also about the work written on the local dialect;
- CHILDREN'S PROGRAM: children are being introduced to the world of theatre and culture with a goal of achieving positive influence on their development. Educative and

- entertaining shows by professional theatres are being organized for them and their par-
- WORKSHOPS: Multiple days free workshops are organized for all interested participants, no matter about their age or previous knowledge (guitar workshop, acting workshop, etc).

Previously presented program points out on its diversity and creativity in approaching organization and creation of events. It is necessary for destination management to conduct systematic market research with a goal of on-time adjustment to the needs and desires of tourists.

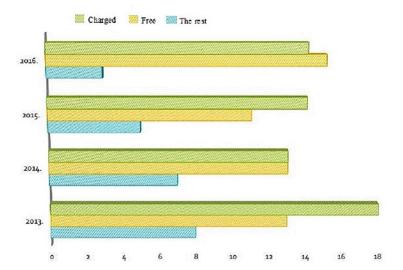


Figure 1. Number of programs within Kastafsko kulturno leto according to charging the attendance in the period 2013-2016

Source: Kastafsko kulturno leto Society (data obtained through e-mail)

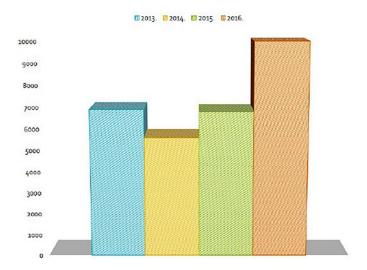


Figure 2. Visits to the Kastafsko kulturno leto in the period 2013-2016 Source: Kastafsko kulturno leto Society (data obtained through e-mail)

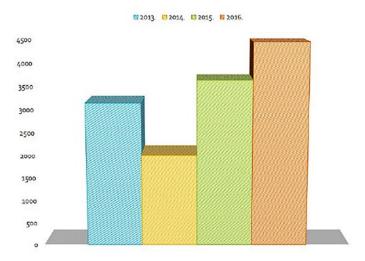


Figure 3. Tickets sold during the Kastafsko kulturno leto 2013-2016 Source: Kastafsko kulturno leto Society (data obtained through e-mail)

By the insight in the previous chart it is visible that in the last three years there was a growth of events that are free of charge, followed by the programs that are charged.

Previous chart indicates the growing interest for attending Kastafsko kulturno leto, considering that in 2016 the number of attendants was approximately 10,000 in relation to the year 2013 when the number was approximately 7,000.

In 2016 the number of sold tickets was little bit below 4,500 which indicates that attendants, who have the possibility to choose between attending just programs that are free of charge, are still willing to spend their funds in order to explore the uniqueness of the programs.

Another event that needs to be pointed out is Kastav Blues Festival which was organized in 2008 for the first time. It is being held in Kastav, Matulji, Kostrena, Viškovo, in duration of five days in August. The goal of this festival is the formation and realization of an attractive tourist product which through high level of program development and organization, as well as presentation of high quality musicians mostly in the domain of blues music promotes not only Kastav, but Kvarner as well, respectively the County of Primorje-Gorski kotar and Croatia as a competitive cultural tourist destination (the data of the Tourist Board of Kastav gathered by e-mail). Cansonfest, respectively the festival of the chanson is an event that is organized in the end of Kastafsko kulturno leto, during which numerous are performed singing on Čakavski dialect.

Previously presented information indicate that the offer of programs within Kastafsko kulturno leto, as well as the interest for attending it is registering growth. However, in order to achieve further development and competitiveness on the tourist market, it is important to determine which are the strengths and opportunities that need to be taken into consideration, as well as which are the weaknesses and threats that need to be reduced.

Table 2. SWOT matrix of the event tourist offer of the city of Kastav

STRENGTHS	WEAKNESSES
 Preserved resource base (rich cultural-historical heritage of Kastav); Events based on long tradition; Growth of interest of tourists towards event tourism offer; High level of authenticity of the event and the destination-host; Significant level of involvement of the local community; Good geo-traffic positioning; Differentiation of the (event) tourism offer on the tourist market; Long-term viability of the project. 	 Insufficient level of involvement of event tourist offer in the offer created at the county and national level; Insufficient involvement of destination management in further development of event tourism offer; Insufficient level of knowledge of all participants in tourist events; Lack of clear and measurable indicators which indicate the state of events tourism offer; Lack of clear marketing strategies.
OPPORTUNITIES	THREATS
 EU financial funds for development of projects of tourist events; Raising awareness among the citizens and businesses about the benefits of forming tourist events; Higher level of employment; Economic benefits for all the stakeholders in the destination; Further increase in product quality and recognizability; More available products and services to tourists/customers; Creation of special teams for tourist events in destination management. 	 Development of intolerance of the local community towards tourists; Pollution caused by tourism; Violation of authenticity of the event by tourist commercialization; Failure to adhere to the "value for money" and "experience for money" principle; Desire for quick profit; Low level of quality offer.

Source: Drpić et al., 2014.

Previously presented SWOT matrix indicates that the goal of the event tourism of the city of Kastav is to enable competitive positioning on the international tourist market, as well as attracting tourists who possess high purchasing power, and are willing to spend their funds while attending Kastafsko kulturno leto and staying in a destination. In order to achieve further successful development of Kastafsko kulturno leto, and event tourist offer of Kastav in general, the authors propose the following developmental activities.

Table 3. Developmental activities of Event tourism offer of the city of Kastav

Activities/measures	Enforcerer of the activities	Target group	Deadline	Possible financial resources	Target priority
Making promotion flyers, brochures, internet websites, promotive shows and spots	Ministry of tourism, specialised marketing agencies, interested scientific institutions and institute	Offer carries, Local community	Continuously	Ministry of tourism, Tourist Board of Kastav, community, PPP	Maximum
Seminars/educations with the topic of promotion of event tourism of Kastav- goals of promotion of Kastafsko kulturno leto, particularities of event tourism, possibilities of developing a brand	Ministry of tourism, experts in the area of event tourism, sustainable development and marketing	Offer carriers, local community	6 months- continuously	Ministry of tourism, Tourist Board, community, PPP	Maximum

Activities/measures	Enforcerer of the activities	Target group	Deadline	Possible financial resources	Target priority
Brochures with informations about possibility of financing project of event tourism	Business banks, HBOR, Local government, Ministry of tourism	Offer carriers	1 year	Ministry of tourism, European Comission Office in Croatia, business banks, tourist board	Maximum
Free marketing for event tourism offer carriers	Tourist Board	Offer carriers	Continuously	Tourist board, Ministry of Tourism, community	Maximum
Help in designing marketing strategy of an individual offer carrier	Tourist Board, Local government and self- government, Ministry of Tourism, interested scientific institutions and institutes	Offer carriers	Continuously	Tourist Board, Ministry of Tourism, community	Maximum
Designing and developing a brand	Tourist Board, Local government and self- government, Ministry of Tourism, interested scientific institutions and institutes	Offer carriers	1 year- continuously	Ministry of tourism, Tourist Board of Kastav, community, PPP	Maximum

Source: Drpić & Milojica, 2012.

Previously stated guidelines will enable easier repositioning of the city of Kastav as an attractive tourist destination of cultural tourism on the world tourist market. All the proposed activities are subject to upgrading and continuous change in order to achieve complete desired results in development of tourist events, and tourist destination.

Conclusion

The city of Kastav is marked by centuries old cultural heritage that was carefully preserved by the local community. Contemporary tourist movements indicate on the conclusion about the need of stronger inclusion of heritage and culture into the tourist product of a destination. Events in the city of Kastav present the link between heritage, culture and the way of life of the local community, and tourists who visit the tourist destination. In the paper it has been proven that tourist events based on culture have a positive influence on achieving competitive advantages of the destination Kastav, and its repositioning on the tourist market. Contemporary tourist is willing to get to know the heritage and culture of a destination in which he/ she is staying, and wishes to create the sense of belonging to the destination he/she is visiting, and experience the traditional way of life in a destination. Events in culture enable strengthening of the identity of a host, and development of awareness about the importance of culture in preserving and improving the identity of a destination, but also total satisfaction and quality of life of the local population, and indirectly the visitors of a destination. Kastafsko kulturno leto represents the basic tourist product of the city of Kastav on which foundation new forms of tourist offer need to be upgraded, with particular attention that they preserve the authentic character, and that they reflect the particularities of a destination in which they are held. Through previously pointed particularities of a tourist event based on culture a new market and promotion niche is being formed, for the city of Kastav, but also for a wider tourist region.

Previously stated will be achieved by application of strategic guidelines presented in the paper, which are presented based on previously conducted analysis of strengths, weaknesses, opportunities and threats of development of cultural tourism of the city of Kastav. From the stated it can be claimed that through minimization of threats and noticed lacks strengthening of recognisability and competitiveness of a destination will be achieved.

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New opportunities for tourism diversification by utilizing industrial culture – a case study from Graz, Austria

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Abstract

The present article intends to reveal the potential of industrial culture of Graz, Austria from the viewpoint of the diversification of the tourism supply. The authors believe that the utilization of abandoned, rehabilitated and living industrial sites for the purpose of tourism or recreation is one of the new contemporary trends in cultural tourism, however, a niche product. The city of Graz has a rich former and present industrial tradition and heritage; therefore, the individual sites should be considered as an endogenous chance for integration 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 have not been yet recognized as an offer for cultural tourism, but could satisfy the special tourism motivations towards industrial culture.

Keywords: Industrial culture, heritage, tourism diversification, Graz

Introduction

The international contemporary trends in tourism tend to seek for newer, artificial or even more peculiar attractions and destinations. Moreover, it can be definitely stated that both natural and cultural heritage sites are appreciated among tourists (Csapó et al., 2010). However, apart from the ordinary and 'must see and visit' attractions, certain urban destinations can grab a niche product in order to diverse the tourism supply, reach economic benefit and increase the image. Therefore, the scope of this paper tends to focus on one of the new sectors within cultural tourism via the case study of the city of Graz, Austria. Industrial and industrial heritage tourism is one of the most unique forms of tourism because the old and vivid sights of the industrial milieu were not originally created for tourists. The Industrial Committee for the Conservation of the Industrial Heritage (TICCIH) declares that 'industrial heritage con-

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sists of the remains of industrial culture which are of historical, technological, social, architectural or scientific value. These remains consist of buildings and machinery, workshops, mills and factories, mines and sites for processing and refining, warehouses and stores, places where energy is generated, transmitted and used, transport and all its infrastructure, as well as places used for social activities related to industry such as housing, religious worship or education' (Nizhny Tagil Charter for the Industrial Heritage 2003). These destinations are related with strong industrialization where operating industrial facilities characterized the landscape for centuries (Cizler et al., 2014, Boros et al., 2013) or are still regional or national economic hubs with renascent facilities and change of attitude towards tourism to a certain extent. The former sites are the places of industrial heritage tourism, meanwhile the latter ones can refer to industrial tourism (Xie 2015).

Research methods

The key issue of the investigation was to specify the potentials of the spaces of industrial (heritage) tourism, so therefore the paper includes both secondary and primary sources as well. The research methods are well adjusted for the objectives of this article, so different methods were applied. As for the first step, primary research concentrated on the evaluation of the tourism sector in Graz. The contemporary trends of the tourism demand were conducted by a statistical data analysis, published by the Graz Tourismus und Stadtmarketing GmbH.. Moreover, in order to evaluate the current situation of the tourism supply and understand which tourist attractions have the biggest importance for visitors, a quantitative analysis of online content of various portals and webpages on tourism in Graz was applied. The goal of this analysis was to find out which tourist attractions in Graz have the biggest number of mentions in online tourist portals and travelling blogs. Based on the web pages which provided an additional ranking (e.g. the top 10) of the attractions, a combined cumulative ranking of the attractions was provided.

Additionally, a qualitative analysis was fostered by a structured deep interview with one of the representatives of the Tourism Association of Graz in April 2017. In order to measure the potentials of industrial tourism, several field trips were carried out in certain parts of city, as well.

The characteristics of the tourism sector

Tourism Demand

The statistical data analysis of the current trends of the tourism was carried out based on the Graz Tourismus und Stadtmarketing GmbH. It is definitely empasized that both the number of tourism nights and tourists have been continously growing since 2005 (Figure 1). One can observe a parallel increase, as the number of tourism nights increased generally by 1,5%, meanwhile the number of tourists grew by 1,6% per year. However, the same constant growth can be determined with a protrusion in 2003 when the city was the Cultural Capital of Europe. However, the increase cannot be observed concerning the average duration of stay, it has been rather stagnating or decreasing (1,91 tourism nights in 2005; 1,77 tourism nights in 2016). The annual distribution of the tourists reflects a picture of a typical urban cultural destination.

According to the statistics, the peaks of the tourism flow can be noticed in the summer season (June, July, August) and at the beginning of autumn (September, October), which can

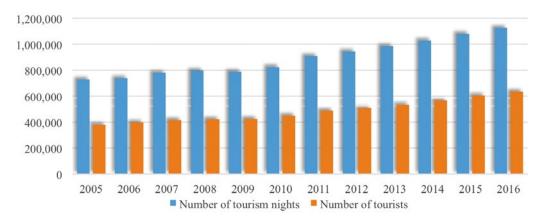


Figure 1. The trends of the tourism demand in Graz 2005-2016 Source: Graz Tourismus und Stadtmarketing GmbH

be regarded a two-stroke destination curve (Figure 2). Actually, it does not fall back extremely in winter season due to the fact that Graz is a popular tourist destination around Christmas and its surroundings (Schladming-Dachstein, Loser, Tauplitz, Murtal) are the typical places of ski tourism, as well. So the distribution of seasonality is much more consistent than in other urban destinations which assumes active cooperation within the Styrian region. It was also determined that almost half of the tourists (44%) are domestic ones, however if we add the ratio of the biggest sending country (Germany, 22,5%) it adumbrates a German speaking majority of tourists (66,4%). The rest of the foreign tourists come from Italy, Switzerland, the USA, United Kingdom, China, Hungary and Poland.



Figure 2. The distribution of seasonality Source: Graz Tourismus und Stadtmarketing GmbH

The online content analysis of the tourism supply

Destination viral marketing is an important and powerful way to influence destination preferences and choices of potential tourists (Lai and Vinh, 2013). Milman and Pizam (1995) assume, that the success of a destination depends on the level of awareness that people have about the certain place. In total 40 online sources were taken into account for this content analysis. These pages include the official web page of the Graz tourist office, worldwide popular touristic portals such as TripAdvisor or Lonely Planet, as well as local touristic sites and online blogs. To understand which destinations in Graz are interesting for the majority of the incoming tourists, also sources in English, German, Italian, French, Hungarian, Dutch, Chinese, Russian, Croatian, Czech and Japanese were considered, as they are the spoken languages for the absolute majority of tourist who visited Graz in 2015 (Stadt Graz, 2016).

The top 10 attractions in Graz by the number of mentioning are depicted in Figure 3. The following touristic sites were mentioned in more than half of the sources: Kunsthaus, Schlossberg, Schloss Eggenberg, Uhrturm, Murinsel and Dom. Figure 4 shows the top 10 tourist destinations in Graz by cumulative ranking. This ranking was created based on 17 internet sources that provided a top ranking of tourist destinations in the city. The least favorite sight was assessed with 1 point, second least favorite with 2 points and following this logic till the most favorable site on the top of the list, was assessed with the maximum points. As we can see from both rankings, 9 out of 10 top attractions are represented in both figures and the difference in these rankings are not significant.

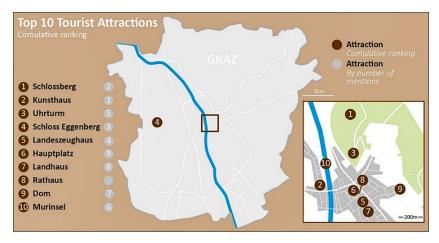


Figure 3. Top 10 tourist attractions of Graz by number of mentions in analyzed sources Source: own edition (D. Simić, 2017)

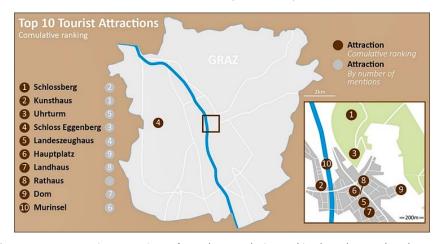


Figure 4. Top 10 tourist attractions of Graz by cumulative ranking based on analysed sources Source: own edition (D. Simić, 2017)

These top sights, except of the Eggenberg Castle, are located within the old city center of Graz or immediately close to the pedestrian zones and all represent tangible cultural assets. Most of the attractions are characteristic heritage of renaissance and baroque architecture. However, it is important to mention, that two out of ten sights – Kunsthaus and Murinsel – are modern buildings being less than 15 years old. Both were built in 2003, when Graz was the European Capital of Culture. Here it is important to mention the possible impact of such events and happenings for the development of the touristic landscape of a city or a region (Falk and Hagsten 2017, Gomes and Librero-Cano 2015). Within 15 years both futuristic buildings turned to the top attractions for tourists and new architectural landmarks of Graz.

Tourism Management of Graz

The tourism management endeavours to take into consideration all of the integrated parameters of tourism development which is far beyond of project management and tourism marketing. Actually, it refers to development, organization and marketing based on a common planning and leadership of the tourism supply of a certain region; that would like to achieve the equalization of conflicts of interests of different social groups (Aubert 2007). That is the reason why, systematization, networking and cooperation are essential to destinations to a certain extent in order to be competitive. The present study deals with the city of Graz a whole destination which can be regarded a geographical location:

- that is chosen as a target area of (a certain part of) the tourists.
- that possesses appropriate services for receiving tourists (accommodations, hospitality, catering, conditions of recreation and working).
- that has to be operated as the most important competition unit of incoming tourism: a Strategy Business Unit (Aubert 2011).

The Tourism Association of Graz (Steiermärkischer Tourismusverband) can look back a long history, especially because Austria took over concept of tourism management firstly in Europe from North-America (Aubert 2007). It has been responsible for tourism planning and management since 1993, by following the Styrian Tourism Act (Steiermärkisches Tourismusgesetz) and by joining forces with the organization that had been functioning before. Nowdays it is the second biggest stakeholder of Graz Tourist Office that can be regarded as a public interest body, an incorporation where the municipalaity, the airport and other companies and casinos hold an interest. Apart from planning and development, the association plays a core role in monitoring, establishment of cooperations and destinations marketing. It can be stated from the investigations that the institution has been becoming into destination marketing association, instead of a destination management association, due to city marketing is one of its key issues.

Utilizing Industrial Culture in Graz

As one can see above, the main tourist supply and attractions in Graz are located dominantly in the old city centre and represent tangible cultural heritage sites. These patterns are produced and reproduced by several factors. Visitors use different sources of information prior and during their stay in a location - among them guide books take a specific role. According to Schwegmann (2017) guide books shape our surroundings, by leading visitors to certain chosen places and keeping them away from others. They construct images of places and those images

are again used to promote these attractions creating a specific atmosphere. Additionally, guide books often educate the visitors and their behaviour. Gorsemann (1195) critically terms them 'perception-managers' and Müller (2012) talks even about 'visual schools'.

Against this mainstream there are several guides, maps and brochures made by locals, trying to show an authentic image of a place (Wendland 2016) - e.g. USE-IT (www.use-it.travel/), addressing especially young travellers. Nevertheless – besides several insight tips – even these innovative approaches focus – more or less – on the top sights in Graz mentioned above.

In the expert interview with the representatives of the Graz Tourist Office answers show that there is only a marginal interest to integrate former industrial sites into the tourist supply ('up to a very small extent'). As for general alternatives – such as industrial cultural sites – these were not yet taken into account at all. However, there is an interest to cooperate with vivid industries, despite this interest they are not promoted as a tourist attraction at the moment.

Generally, (old) industrial regions are not known for specific cultural offers and outstanding attractiveness and are rather considered culturally less attractive and fail to attract visitors. The utilisation of (post) industrial potentials gives the opportunity to change these dominantly negative images, improve the self-perception of such places and break or even play with some of the stereotypes (Harfst 2014). Following the interpretation of the Interreg CENTRAL EUROPE project InduCult2.o, industrial culture addresses a transdisciplinary holistic, societal concept building on tangible, material and intangible, non-material elements originating from the sphere of industrial production in the past, present and future. By linking the spheres of the industrial past to industrial present and future a dynamic system emerges, that can help to strengthen regional identity and tourism (Wust et al., 2017a). It can be utilized as a tool to unlock un-used potentials in such areas (Harfst and Simić 2017). However, industrial culture cannot be seen as the ultimate ratio for a tourist supply but can open a new niche for an alternative tourism. This niche can consequently lead to a change of the production and reproduction of the space and attract other positive developments (Harfst 2014).

Potential places for the diversification of the tourism supply by utilizing industrial culture can be divided to old industrial sights and vivid industries. Generally, both draw to the valorisation of endogenous potential using 'what there is' in contrast to other regional tourism and development concepts asking 'what should be there' (Moscardo 2008). The industrial atmosphere and built up industrial environments are interpreted as one of the main promoting assets for tourism instead of a barrier (Hospers 2010).

By the visitors Graz is not perceived as an industrial city, as the marketing strategy highlights titles such as the European Capital of Culture in 2003, UNESCO City of Design since 2011, City of the Festival of Austrian Film since 1998 etc. Nevertheless, Graz has a significant industrial heritage and current base, following there are several locations which could serve as a potential industrial tourism attraction. As in many other cities, these assets to develop a potential growth sector that could also strengthen the economic structure and increase the supply of attractions remain unused and decision makers fail to capitalize these assets (Otgaar et al., 2016). Therefore, introducing them to the touristic landscape of Graz should happen step by step. That's why the authors selected some special locations around which such development could take place (Figure 5).

First intention of the selection was to focus on the underrepresented Western of the city and (previously) industrial sites that shape the image of the immediate surroundings. This was easy, as (old) industries are located predominantly in that part of the city. Connectivity and accessibility also determined the decision along with the possibility of integrating the 'new'



Figure 5. The selected places for tourism diversification by utilizing industrial culture Source: own edition (D. Simić 2017)

tourist attractions in the already existing tourist offer (Tóth and Dávid 2009). Another consideration was to concentrate on places, which have a head start due to certain characteristics.

Some of the selected living industrial sites are world market leaders in their field i.e. the ANDRITZ Group, AVL, Magna Steyr or have already a tradition of showcasing their production to visitors such as the Bauer spirits and the Brewery Puntigam. In this type of tourism offers the visitors experience the tangible and intangible company's history, production processes and products (Otgaar et al., 2016), as well as worker stories, atmosphere, sounds, smell, taste and much more. Despite to Otgaar et al., who state that the development of industrial tourism depends largely on the abilities of a company to cooperate, the role of the tourist associations, tourist offices and other stakeholders cannot be left out and their responsibilities cannot be transferred to the firms only. This commitment of officials includes providing networks and infrastructure for exchange, assistance in creating joint goals, visions and strategies for the future and especially a common integrated image and marketing (Tötzer and Gigler 2005). Moreover, several side benefits may emerge e.g. raising interest for the youth for industrial culture and industries or binding work force and companies (Wust et al., 2017 b) and so local knowledge is transferred and saved. The selected old industrial sights embody the local history and culture and represent the characteristic industrial architecture and pattern of work organization of the time they were built in. They therewith produce a certain atmosphere and attract a potential visitor's curiosity. Even though the cultural value of such places is considered very high and irreplaceable and old industrial buildings and infrastructure are often under monumental protection, the preservation is a time-, resource- and money-consuming task and political stakeholders and public authorities often fail to provide sufficient support (Wirth et al., 2012). Utilizing them for purposes in tourism can help to raise awareness, clear responsibilities and allow for additional funds.

For the diversification of the touristic offer the Kunsthaus, Rösselmühle (old mill), Old Water Tower, Reininghaus and Seifenfabrik were detected as old industrial sights. The Kunsthaus was already mentioned above as one of the most popular tourist attractions of Graz and is mainly considered as a modern building. The front building - the Iron House - dates back till 1848 and was one of the first cast-iron buildings in continental Europe erected even earlier than the famous Crystal Palace in London (Universalmuseum Joanneum 2017). As this site

is already a successful part of the tourist supply only the industrial characteristics need to be integrated in the current offer.

In a 15 minutes walking distance; from the Iron House locates Rösselmühle, which was the last operating mill in Graz shut down in 2014. The mill is one of the oldest in Austria already mentioned in 1270 (Preis 2014). Currently there is no awareness of the potential of this building and the property situation represents another problem. With a higher commitment from the officials this area could be - step by step - integrated in the existing tourist offer and function as a magnet for the whole area.

The Seifenfabrik is a best practice example of a revitalization and after-utilization process. The former soap factory was revived by bringing new functions locating them within the area of the factory using the already existing infrastructure. The marketing concept draws to the history, charm and atmosphere of the factory and transforms it to an event location. This site is not yet integrated in the tourist offer and the accessibility should be improved to attract visitors.

Detecting the above mentioned new potentials for a tourism supply diversification one could ask the question about the concrete demand for alternatives in industrial tourism. As already mentioned utilizing industrial culture for tourism can open a new niche for example for already experienced tourists that have seen the 'must see attractions' or simply for tourists who are interested in a not 'traditional' visit of a place. Additionally, such offers represent attractions that cover also the domestic demand, relying on the local and regional population. Industrial culture can be used as a tool to diversify the tourist attractions for cites that already successfully attract visitors, providing a variation in the tourist supply (Otgaar et al., 2016).

Conclusion

The results of the analysis of the top 10 tourist attractions in Graz show that the main attractions are located in the old city center and represent tangible cultural heritage sites. These patterns of places of interest are consecutively reproduced by guide books, online portals, webpages and travel blogs which are the main source of information for visitors.

This paper detects potential sites for tourism diversification by utilizing industrial culture in Graz categorizing them in vivid industries and old industrial sights. These places were chosen following various factors like world market leader, accessibility, role within the local history, etc. With the utilization of (old) industrial sites underrepresented areas can be strengthened in the tourist offer and a 'new' niche in tourism can be offered, attracting also domestic visitors.

The officials play a significant role in introducing industrial cultural sites in the touristic landscape. Only with a strong commitment among the decision makers, the tourist agency, tourist office, etc. the needed networks can be established and a joint marketing can be created and integrated in the already existing offer. Step by step industrial sites could be used to diversity the tourist supply.

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Diffuse hotels as a factor for improvement of tourism image

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Abstract

Diffuse hotel as innovative concept in hospitality industry appeared in Italy, in the 80s of the 20th century. The term derives from the Italian term Albergo Diffuso - "scattered hotel" and signifies a set of accommodation units and social spaces that are located across some historical settlement. Thus, the key parts of such an property are arranged in different buildings located in the same village or town. Diffuse hotels meet the needs of tourists for staying in small attractive settlements and contact with the hosts and the local population, rather then 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. It is possible to valorize old and abandoned buildings and at the same time solving the problem of accommodation and catering shortage. 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. Through successful case studies, the aim of this paper is to present this innovative concept to a wider auditorium and to create the foundations for the future opening of this type of hotels in Serbia.

Keywords: Tourism, Hospitality Industry, Hotel Management, Social responsibility, Diffuse Hotels

Introduction

From the beginning of the first hotels, as a special type of hospitality facilities, the process that decisively influenced their diversity is the typization. The separation of particular types of hotels represents an integral part of the development of hotel industry. The existence of many different hotel types indicates a higher degree of hotel industry development. Typisation, in fact, represents the process of differentiation certain manifestation within the same class of hospitality properties. This process takes place under the influence of a large number of different factors (Kosar, 2008).

The impact of location factor stands out as crucial since it largely defines the impact of the other factors (the motive of the visit, the range of services, type of services, consumer categories / age, economic, social / etc.). If the account is taken of the dominant influence of the loca-

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tional factor, hotels are most often grouped into coastal, mountain, spa, city and transit hotels (Kosar, 2008).

In addition to location-based typization, the practice of hotel business imposes the need for the introduction of additional factors whose synergetic action leads to the separation of new types. Among the other factors of typization of the hotel, in the first place, the motive of the visit should be highlighted. There is no doubt that the motive of the visit is in direct relation with the location. The location and motive of the visit varies depending on the category of consumers that can differentiate according to different criteria (geographical, demographic, economic, socio-cultural, etc.). Under the influence of the needs of different categories of consumers, the assortment and manner of provision of services are determined, as well as the style of the building, bearing in mind the prevailing motive for the visit and the previously selected location. From the point of view of the most important consideration of the motive of the visit, the following types are most likely to appear in practice: resorts, business, conference, convention, casino and sport hotels.

The consumer category appears as a criterion of typization leads to following types of hotels: wellness, (once more) sports and family hotels. These three types, in accordance with market flows, allow further differentiation and separation of specialized variants.

The typization process in the hotel industry is not exhausted by the types shown. Further differentiation of hotels is based on the primary appreciation of the factors related to the design, equipment and the business models. In this context, aparthotels, boutique hotels, design hotels, destination hotels, theme hotels, eco hotels, residential hotels can be distinguished. New variants appear regularly. The new one is type of "diffuse hotels" (CECS, 2014).

Diffuse Hotels

Diffuse hotel is an innovative concept in the 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 centres 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 in 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.

Partly a house and partly a hotel, dedicated to those people who do not like hotel stays. Diffuse hotels meet the needs of tourists for staying in small attractive settlements and contact with the hosts and the local population, rather then 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 (Dragicevic and Letunic, 2015). 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... The 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 (they started appearing in Finland as well).

Since Italy is the hometown of diffuse hotels, the number of this kind of hotel structures, as well as the number of tourists interested in being accommodated in this kind of tourist structures, is increasing. The first experience of Albergo diffusion is attributed to the case of San Leo, in Montefeltro Italy (Deidda, 2003), where the municipality decided to promote the territory and its culture through the use and the restructuring of old but culturally relevant buildings, in the center of small historical villages, instead of building new tourism- oriented constructions (Mandelli and La Rocca, 2006).

Today there are more than 60 diffuse hotels all over Italy that favour the revitalization of abandoned houses and villages. Diffuse hotels in Italy are divided into three groups: hotels in historical districts/villages, hotels in rural ancient hamlets/villas and hotels in antique houses (Russo et al., 2013).

Case Study of the Italian Association of Diffuse Hotels

The mission of The Italian Association of Diffuse Hotels is to promote and to foster the development of diffused hotels in Italy, protecting their image and reputation in the eyes of public institutions, the press, intermediaries and the tourists' demand.

They have several objectives:

- to practice lobbying activities with the institutions and to promote funding projects;
- to promote cultural exchange and best practices amongst the members;
- to promote training activities;
- to promote diffuse hotels through the media;
- to publish an official guide for diffuse hotels;
- to promote the partner hotels on the Internet and in the other media.

Hotels, members of association have their own advantages: protection of diffuse hotel image, business presence in the target markets, greater visibility and notoriety on the Internet, greater clients' idealisation, business and marketing support from Association of Diffuse Hotels, growth of the tourist demand created through the Internet, professional growth through training and exchange activities and many others

In order for a hotel to become a member of Italian Association of Diffuse Hotels, it is required to fulfil certain criteria:

- the guest units have to be located not farther than 300 meters from the common areas;
- guest reception and assistance have to be guaranteed for at least 14 hours a day;
- the rooms have to be comfortable and welcoming, in line with the town/village context;
- informative material on the surrounding areas and on the other ADs has to be present in the rooms:
- diffuse hotels have to promote recreational, sports and cultural activities for their cli-
- breakfast has to be guaranteed in the morning, possibly in common areas;

- the use of bicycles or other transportation means has to be guaranteed to the guests, free of charge, in order to reach the area's main tourist sites;
- restaurant services have to be guaranteed to the guests inside or outside the main struc-
- organisation of evening an entertaining activities;
- diffuse hotels have to possess a unique and personalised atmosphere.

An Example of good Practice – Urbino Resort (Italy)

History

Urbino is a walled city in the Marche region of Italy, south-west of Pesaro, a World Heritage Site notable for a remarkable historical legacy of independent Renaissance culture, especially under the patronage of Federico da Montefeltro, duke of Urbino from 1444 to 1482. The town, nestled on a high sloping hillside, retains much of its picturesque medieval aspect. It hosts the University of Urbino, founded in 1506, and is the seat of the Archbishop of Urbino. Its bestknown architectural piece is the Palazzo Ducale, rebuilt by Luciano Laurana.

Urbino Resort is set in a beautiful natural setting on a 360 hectare organic farm. It has taken 10 years to restore the old farm houses of a village that otherwise would have been abandoned and thus deprived of their antique vitality. Therefore this was not simple restoration but a project that has given a new lease of life to an old rural village. At the beginning of the 90s, the village was in a critical state and was gradually being decomposed into the surrounding romantic landscape. Now, thanks to the meticulous and philologically respectful restoration by the architect Massimo Bottini and the passionate work of the Interior Designer Alberto Bruscoli, this antique peasants' village has now regained its sober elegance and opened its doors to the public in autumn 2007.

Thanks to previous restoration, the 14th century church of Saints Giacomo and Filippo has been reopened to worship. Particularly moving is the feast of the "Madonna del Giro", an antique tradition in the Metauro Valley dating back to 1428 which has always been of fundamental importance to this church.

In fact the small church is still today open to worship: mass is celebrated every Sunday and, as tradition, every 10 years the venerated painting of the Virgin Mary, the "Madonna del Giro", is housed here. It was after the 1993 anniversary that Antonio and Gianfranco Bruscoli started the restoration work. Since then work on restoring the antique village has never stopped: it evolved over the years, always respecting the natural landscape and its historical roots. The result is a resort which is an admirable mixture of contemporary taste with the intact atmosphere of past centuries.

The refurbishing has been carried out with humility and great patience, leaving nature and the old building to "talk" and guide the work. Restoration carried out with the conviction that man's intervention can improve the surrounding countryside only as long as it is guided by respect and love for nature. Bioarchitectural work using natural substances such as Albazzana and ground crock instead of cement and special techniques for protecting the bricks with mortar instead of plaster has made it possible to show the original structure without changing even the smallest details. Respect for nature and love of the countryside meant using eco-friendly systems to produce energy with solar panels, rain water for irrigating the fields and waste material is used as fuel for the wood boiler at the Resort.

The trust of the landscape Landscape is not static and cannot be reduced to a series of panoramic views. In other words, it includes both reality and what appears to be reality. From this point of view, the landscape is also a powerful language: there is no landscape without its representation and it is through this landscape that society demonstrates its aspirations. Three hundred and sixty hectares of land means one must account for the state of the art of the landscape. The Bruscoli family trust of the land near Urbino called San Giacomo in Foglia consecrates a centuries old agricultural cult which goes back for generations. The management plan of the SIC area within the hydro graphic basin of the river Foglia defines the safeguarding and conservation with land reclamation including hydraulic-agrarian, forestry-pastoral, reforestation and fauna interventions. The Renaissance farming traditions of Urbino are renewed in the terra vineata and in the viridarium of almonds, chestnuts, apples, figs, walnuts, pears, cherries, plums and pomegranates. Then from the plains, barley, oats and wheat, olive groves and small fields of alfalfa. In the heart of the landscape we can find nurseries with special seeds of rare species. The countryside around the 14th century rural church of St. Giacomo and Filippo marks antique working times sacred to the land. The oldest oaks seduce the eyes along paths to accommodate the surrounding variety. From the fluvial woods of the river Foglia to the slopes of the anthropicization of the territory on the high ground that descends into erosion furrows in the south, one can find the ruins of the tower-houses on the site of the Ca' Lombadia. These are symbolic of the medieval diaspora when the countryside was divided into farms and the town tower was transported outside the city walls to safeguard the "conquest" and protect the agricultural work in times of uncertainty and for defence. The share-cropping tradition of the XV and XVI centuries bore witness to the structural integration of antique tower-houses with the newly built farmhouses, where the emerging body served for dovecotes where doves were bred, omitting the defence function. The rich fertilizing guano of the birds was united with the delicacy of their meat. In 1583, the famous cabreo of the Sacred House of Loreto described the spreading of the new agricultural regulations and the installation of the new plans. The summit of the towers, symbols of medieval power, to which the power of the citizens counteracted by building low but strong walls, were able to survive in the manor houses and bear witness to their antique and never defeated symbol of power over the humble peasants' houses. The brickwork of the dove towers is renewed in the brise soleil of the architectonic windbreaks that mould into the restored village. In this way the arcades connect the pathways where one can walk quickly or rest in the courtyards or in the water of the swimming pool that looks out onto the southern viewpoint.

A fauna oasis and horse riding

Situated in the La Badia fauna oasis, a SIC area, the St. Giacomo and Filippo Estate consists of gently undulating clay hills, woods, river valleys and majestic century old oak trees. During winter a large number of birds can be seen: lapwings, wild geese, cranes, grey herons, wild geese, moorhens and even hen harriers, small birds that are found only at this oasis. With a view to these special characteristics, a special structure has been built, called the "Stables" where horse riding lovers can stay with their own horse and can use the Resort as a base for trekking in the area.

The resort, the interior and services

Flowers, Forgotten Fruits, Precious, The Aromatics, The Stables, are the names given to the 30 living units consisting of rooms, apartments and suites, where all natural materials and fibres have been used for the internal decoration.

Each of these living quarters has its own characteristics: In" Flowers", in English style, Laura Ashley fabrics have been used. Travelling through different worlds, "Aromatics" is in colonial style and "The Stables" in "poor" style, in keeping with the original style of the building. Old materials, for example a barrel, is used as a bedside table, a mattress cover as curtains and linen, delicate silks and pure cotton have been used in every room, each one very different from the other. Nearly all these furnishings have been specially designed and tailor made, just as each bathroom has its own connotation and differs from the others in its details.

Special care has been used in the bathrooms, using the contrast between the materials used and modern design in order to show the continuity between past and present.

Services and Technology of the rooms at Urbino Resort have been designed to unite all possible amenities with modern communication needs and comforts: self-regulated air conditioning, mini bar, telephone, wireless Internet connection, satellite and TV.

The Communal Areas of the hotel means guests can relax in comfortable reading corners or at the bar. For those who are health food minded, there is an Organic Bar, where fresh organic fruit juices and light snacks are served during the summer.

The Swimming Pool is set in an idyllic and harmonious frame, overlooking the botanical garden, where one can relax and "just do nothing" in the shade of a majestic cherry tree.

At the Wellness Centre, built inside the old hayloft of the village, you have a wide choice: Kneipp, hydrotherapy pool as well as the traditional sauna and Turkish bath. All treatments are carried out by specialised staff.

The ample parking facilities and Meeting Rooms for 25 to 120 people, fully equipped with the latest congress technology, make URBINO RESORT an ideal place not only for leisure but also for business.

Guests can also take advantage of a series of Personal Services: baby-sitting and play area for children, catering for ceremonies, meetings for groups (min 15 people), "chef at home", guided tours of Urbino, of the estate and the Badia Oasis, fishing, bird watching and mushroom picking.

The fitness centre

For a "full immersion" in nature and relaxing, Urbino Resort offers its guests the possibility to use its Wellness Centre, built on the 18th century hayloft of the village. The building is a light structure in total harmony with the surrounding landscape, built only of natural materials: wood, iron and glass.

The large glass windows going all round the building offer fantastic views of the gentle Montefeltro hills and, together with the sweet sound of the inside waterfall of the hydrotherapy pool, create the ideal conditions for extraordinary relaxing. All five senses will be activated even before the care of the highly specialised staff, giving new vitality not only to the body but also to the mind.

Besides the traditional sauna and Turkish bath, guests can also try kneipp, pools with water at different temperatures with stone floors that stimulate the legs and foot articulation with reflex and thermal stimulation for peripheral circulation; sensorial treatment, where the bare

foot comes into contact with grass, metals and stones, stimulates plantar perception and balance. The large hydrotherapy pool - where treatment is available on request - with its waterfall and counter-current jets increases natural massage and reinvigorates the whole body.

The centre offers a wide choice of treatments: from meditation and energizing to facial and body treatments. To regain lost energy there are anti-stress massages and Reiki treatments. On request, individual gym with Pilates and Yoga lessons.

Other good Examples

The other good examples of diffuse hotel business include italian and Croatian hotels. For the sake of transparency, the comparison of these hotels will be shown in the form of a tables.

Table 1. Comparison of the selected diffused hotels in Italy

	Sextantio	Forgaria Monte Prat	Comeglians
Region	Abruzzo	Friuli Venezia Giulia	Friuli Venezia Giulia
Type of initiative	Private entrepreneur	Cooperation of local house owners	Cooperative organisation
Number and type of accommodation units	29 rooms scattered around the village	19 rustic houses (all with equipped kitchen)	24 units in three villages
Total capacity	65 beds	81 beds	68 beds
Additional services	Cooking classes, Wellness, Baby sitting, Conference amenities	Guided tours of local archaeological sites, Tour of the medieval village, Free bike rental	Agreement with ski school and local wellness centre
Contribution to local community	Souvenir shop with local handicrafts, Using locally grown food in the restaurant, Long term cooperation with public institutions and real estate firms, Supporting new local entrepreneurship	Restoration of old houses, Agreements with local restaurants	Supporting new local entrepreneurship, Contributing to the decrease of depopulation in the area

Source: Đurkin, Kolarić, 2016.

Table 2. Comparison of the selected diffused hotels in Croatia

	Raznjevica Dvori	Horizontal hotel Sibenik
Region	Zadarska county (rural setting in the hinterland)	Sibensko kninska County (historical center; seaside area)
Type of initiative	Diffuse hotel – Private enterprise	Diffuse hotelrun by the Association of the private accommodation renters
Number and type of accommodation units	3 stone houses	22 locations within historical city centre
Total capacity	14 beds	100 beds
Additional services	Fully equipped kitchen, Shuttle service, Gift shop, BBQ facilities, Outdoor pool, Bike rental	Parking (surcharge)
Contribution to local community	No direct connection to the local community	Three restaurants, members of the Association provide meals for guests at discount prices Future plans include agreements with local agencies and guides.

Source: Đurkin, Kolarić, 2016.

Conclusion

Providing a unique experience has become an imperative for employees in the hospitality industry. On this path, hoteliers meet numerous challenges, such as the adjustment of the offer to all the more picky guests. Through the history of hotel industry, numerous concepts have emerged (and disappeared), and one of the latest is the concept of a "diffuse hotel". An unusual concept is trying to satisfy the needs of an atypical type of tourist - non-mass, responsible, socially and ecologically conscious, eager to get closer contacts and get involved in the life of the local community of the receptive destination. Hence the challenges, not only for hotel operators, but also for local authorities and the community.

Examples of good practice are the most common in the country of origin of diffused hotels - Italy, where experience speaks of a very good potential of this type of hotel. Possible forms of ownership (private entrepreneurship, public private initiatives, or corporate) are adaptable to the most diverse destinations.

There is still no such type of hotel in Serbia, although small initial capital investments enable them to be established in numerous small towns and villages. Of course, there is a need for more detailed research and recommendations on the best way of organizing the structure of future diffusion hotels in Serbia. Special attention must be paid to the benefits that the local community would have.

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The importance of the Falkensteiner international hotel chain on the afirmation of Stara Planina

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Abstract

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.

Keywords: Falkensteiner, Hotel, Tourism Destinantion, Afirmation, Stara Planina

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Introduction

Hotel chains play a major role in the hospitality industry. As complex organisations, they share the attributes of multinational enterprises and still have their specific characteristics as service industry organisations (Ivanova & Ivanov, 2015). Hotel chains attract a lot of attention by researchers and significant part of it is dedicated to the process of their expansion, especially abroad, usually referred to as 'internationalisation' (Alon, Liqiang, & Wang, 2012; Altinay, 2007; Chen & Dimou, 2005; García de Soto-Camacho & Vargas-Sánchez, 2015). The process of joining new hotels to chain's network requires equal efforts from both sides (the chain and the hotels); hence both points of view have to be considered (Xiao, O'Neill, & Wang, 2008).

As it has been an international crossroad for many centuries, Serbia has the potential for tourism development and therefore also for the development of hotel management. These above mentioned potentials result in an opening of facilities inside the hotel chains that exist in Serbia, and also make an offer of a higher quality. Thanks to its well based position, Serbia is becoming an interesting place also for the international companies. They see it as a good place for opening their hotel facilities. One of the places worth mentioning is of course Stara planina which represents the combination of the perfect nature and extraordinary natural heritage and history.

Stara planina represents a spacious mountain range called the Carpathian-Balkan system. In Serbia, there is only a smaller western part. The east-west direction of Stara Planina covers a space of about 100 km in our country, while the north-south direction covers 30 km. The highest mountain peak in Serbia is Midžor with 2169 meters above sea level. Stara planina is 330 km far from Belgrade and 70 km far from Niš (http://www.jpstaraplanina.rs/index.php/ sr/o-nama/). The area of Stara Planina was declared for the Nature Park in 1997, as an area of exceptional importance in terms of the diversity of the flora and fauna and their communities, as well as geological, hydrological and geomorphological characteristics. On Stara planina there are many waterfalls that complement the touristic attractiveness of this mountain. Koprenski waterfall with height of 103 m is among the highest waterfalls of our country (Mijović, 2003).

On Stara Planina tourists can find an accommodation in 2 hotels, 2 mountain huts or in some private households. The most popular activities on Stara Planina are skiing, hiking, cycling, extreme sports, as well as hunting and fishing. All these activities just confirm that Stara Planina can provide its guests with various contents throughout the year (http://www. toknjazevac.org.rs/zabava/rekreacija-2/).

Falkensteiner Hotels & Residences

Hotel Falkensteiner was founded in 1957. Maria and Josef Falkensteiner opened the first building in the Pusteral Valley of the South Tyrol region of Austria. Just 50 years later, from the owner of a small family hotel, the Falkensteiner family becomes the owner of an international hotel chain with over 1700 employees in 31 hotels in 6 European countries. The Falkensteiner Hotel chain operates, except in Austria and in Italy, Slovakia, Serbia, Croatia and the Czech Republic. Despite the fact that Austria is home country and country of origin of this hotel chain, today headquarters of company is located in Zadar, Croatia (https://www.falkensteiner.com/en).

Falkensteiner in Serbia

The international hotel chain Falkensteiner operates in our country at two locations: Novi Beograd and Stara Planina. Although they are under the cover of the same company, there is big difference between these two hotels. Firstly, the environment in which they are located is different, and on the other side, the profile of guests differs as well. The hotel in Belgrade has 170 rooms and suites and is intended for business tourists who come to our capital city. The hotel was ceremonially opened on December 6, 2012. It represents the direct investment of the hotel chain Falkensteiner.

On the other side, the Falkensteiner Hotel on Stara Planina is not owned by this hotel company. The investor of the construction of a hotel on Stara Planina is the Government of the Republic of Serbia and the hotel owner is the Public Enterprise for the development of mountain tourism Stara Planina, which aims to contribute to the growth of the tourism of the Republic of Serbia through the development of the mountain tourism center and also to the growth of employment rate and economic recovery of eastern Serbia (http://www.jpstaraplanina.rs/index.php/sr/o-nama/cilj-misija-vizija).

The hotel on Stara Planina opened a year before the hotel in Belgrade, it was opened on December 27, 2011. The Government of the Republic of Serbia and the hotel group Falkensteiner signed a professional management contract with a 15-year duration. In cases when hotel companies have a management contract, it's expected that new models of business are going to be accepted and implemented. In this regard, innovation management can contribute to positive changes in the domain of business philosophy and complete market physiognomy of hotel chains (Kosar and Bradic, 2014).

In the construction of the hotel, the Government of the Republic of Serbia invested 30 million Euros, while the construction was completed in 13 months. Also, this hotel is the largest Greenfield investment in Serbian tourism for the past 20 years.

Hotel Falkensteiner Stara Planina was opened on December 25, 2011. It is located on the part of the mountain called Jabučko ravište, municipality of Knjaževac. Just next to the hotel there is a 13-km ski slope - 4 blues, 3 red and 2 black. During the stay in the hotel, there are numerous possibilities for organizing excursions, visiting numerous waterfalls of Stara Planina, the town of Knjaževac, the archaeological site Timacum Minus in the village of Ravna, the Church of the Most Holy Mother of God in the village of Donja Kamenica and the Holy Trinity Monastery, ski rental and off-road vehicles. It is also possible to organize team building activities for groups, with the ability to customize the program according to the request. The total accommodation capacity on the Stara Planina Mountain is 694 beds. In the hotel Falkensteiner Stara planina there are 380 beds. Hotel Stara Planina is categorized as 4* hotel and it has 146 rooms and apartments (www.hotelstaraplanina.com).

The target groups of hotel customers are families who would come to rest and companies which going to organize business meetings at the hotel. For this reason, the hotel has 9 family suites, playgrounds and facilities for children and modern multimedia sales designed for business meetings.

The main service of the hotel is the full board services. Additional services include the possibility of organizing excursions, as well as seminars and business meetings. Due to the fact that the hotel was built around 5 years ago and that its construction was assessed as an exceptional significance for the development of Zaječar and Pirot districts, the hotel contains modern technology in all sectors. In addition to the modern congress center, which is described briefly in the text, the hotel is equipped with modern kitchen equipment with the application

of HACCP system. The front desk and reservation sectors use Fidelio Suite 8 - Property Management System for their daily work.

The main competitive advantage of the hotel is the lack of similar accommodation facilities in the area of southeastern Serbia. Also, the proximity of the Bulgarian border is the main factor for an increasing number of tourists from that country. In addition, the desire of tourists to see and try something new in the winter season is why the hotel on Stara Planina attracts an increasing number of domestic and foreign tourists.

The fact that this hotel is only one on Jabučko ravnište, and one of the few facilities that operates within the Stara Planina Nature Park, means that hotel respect all environmental principles in business. Also, the possibility for hospitality students to obtain practical experience at the hotel, to gain first work experience, clearly determine the social responsibility of hotel management.

A big attention is given to employees. One part of the hotel is dedicated to staff. There are rooms for employees (capacity from 2 to 6 persons), dining room (3 meals a day for each employee), as well as rooms for socializing (room with TV, computer, etc.). After 9 pm it is possible to use the spa and fitness center, gym, as well as the rooms where there are billiards, darts, table tennis and table football.

Unfortunately, on 23rd of December 2015, The Falkensteiner Group officially announced that it would withdraw from Stara Planina destination. As the main reason for this decision is change of general manager by the Public Enterprise for the development of mountain tourism Stara planina. At the same time, five other managers who were doing their job in accordance with the concluded management contract left the job (www.hotelstaraplanina.com).

Visit of domestic and foreign tourists at the Hotel Falkensteiner Stara planina

Before 2011, accommodation facilities on Stara Planina were modest and insufficiently developed. Tourists who came to the mountain were mainly researchers, nature lovers and people from nearby places. The situation has improved considerably with the construction of a modern hotel and modernly equipped ski lifts and ski slopes. The number of domestic tourists grows year after year, while foreign tourists are just starting to come. We can notice a significant number of foreign tourists from different countries of Europe. But, the biggest number of foreign tourists comes from closest countries - Bulgaria, Macedonia, Romania and Montenegro.

The number of domestic and foreign tourists at the Hotel Falkensteiner Stara planina (for the period from 2012 to the first half of 2015) is shown in Table 1.

Table 1. Total number of domestic and foreign tourists at the Hotel Falkensteiner Stara Planina

Year	The total number of arrivals	The total number of nights
2012	8.263	23.525
2013	8.967	26.842
2014	8.190	32.514
The first half of 2015	7.454	31.296

Source: Internal statistics of Hotel Stara planina, 2015.

Table 1 shows that the smallest number of tourists was noted in 2014, while the highest number was in 2012. For the first six months in 2015, the number of domestic and foreign tourists was significantly higher than in the first six months of any of the previous observed years. Furthermore, the number of overnight stays in the first six months in 2015 is higher than in 2012 and 2013. This can be linked to the fact that Stara Planina experiences full affirmation as a mountain tourism center, and the number of tourists is growing from year to year. Moreover, the number of foreign tourists is significantly increasing every year. That is also really important in terms of revenue. Despite the fact that majority of tourists come from Bulgaria, tourists from other parts of Europe are also notable. For example, a significant number of tourists from Russian Federation was noted in 2014. It is important for a young tourist destination such as Stara Planina to be able to attract guests from other destinations.

Tourist arrivals at Falkensteiner Stara Planina for the period from the beginning of 2012 until the end of the first half of 2015 are provided in Table 2.

Table 2. Number of arrivals of domestic and foreign tourists by month for the period 2012 - first half of 2015

	2012	2013	2014	2015
January	922	1.128	1.238	1.917
February	1.072	1.858	1.514	1.979
March	1.988	1.320	676	1.224
April	479	597	258	1.164
May	357	406	576	520
June	269	394	607	653
July	500	341	374	-
Avgust	565	490	1.045	-
September	540	690	594	-
October	650	547	/	-
November	/	34	/	-
December	921	1.162	1.308	-
Total	8.263	8.967	8.190	7.454

Source: Internal statistics of Hotel Stara planina, 2015.

Table 2 shows the movement of the number of tourists since the opening of the hotel until the first half of 2015. The data are presented collectively for domestic and foreign tourists. For 2015, data are showed for the first six months only. Table 3 gives the number of nights of domestic and foreign tourists.

Table 3 shows the movement of tourist nights from the opening of the hotel until the first half of 2015. The data are presented collectively for domestic and foreign tourists. For 2015, data are showed for the first six months only. It can be concluded that January and February are months with the highest number of overnights. Also, the number of overnight stays during the spring and summer period is not even at the approximate level, as in the case during the winter season.

Table 3. Changes in number of overnight stays of domestic and foreign tourists by month for the period 2012 - first half of 2015

	2012	2013	2014	2015
January	3.311	4.569	6.845	10.639
February	4.634	6.471	7.219	9.359
March	6.117	4.065	2.346	5.022
April	1.055	1.244	706	2.765
May	649	1.140	2.184	1.375
June	704	845	2.050	2.136
July	1.180	910	956	-
Avgust	1.399	1.509	4.249	-
September	1.130	1.544	1.872	-
Oktober	1.067	1.316	/	-
November	/	63	/	-
December	2.279	3.166	4.087	-
Total	23.525	26.842	32.514	31.296

Source: Internal statistics of Hotel Stara planina, 2015.

Based on the data presented in Table 4, it can be concluded that almost every fourth tourist is a foreigner in the Hotel Faklensteiner Stara planina. Their share in the total number of tourists was the highest in 2013, while their share in the total number of nights was the highest in 2014. Moreover, every fourth foreigner tourist comes from Bulgaria. Besides Bulgarians, the most tourists come from Macedonia, Montenegro, Romania, Bosnia and Herzegovina, Germany, Russia, Austria, Greece, Slovenia and Croatia.

Table 4. Share of foreign tourists in the total number of tourist arrivals and their overnight stays

Year	Total number of arrivals	The share of foreign tourists (in %)	The total number of nights	The share of foreign tourists (in %)
2012	8.263	25,13	23.525	20,6
2013	8.967	27,27	26.842	23,5
2014	8.190	24,91	32.514	28,47
The first half of 2015	7.454	22,67	31.296	27,41
Total	32.874	100	114.177	100

Source: Source: Internal statistics of Hotel Stara planina

The share of foreigners in the total number of tourists was the highest in 2014, while the smallest was during the first year of the hotel's business. Similar to the number of arrivals, a quarter of the total number of overnight stays was made by foreign tourists.

Conclusion

According to the data available in the annual statistical reports of the Republic Institute for Statistics (in Serbia), there are no data showing the number of tourists and their overnight stays for the period prior to the construction of the Falkensteiner Stara Planina Hotel. On this basis, it can be concluded that Stara Planina was not recognized as a mountain tourist destination prior to the construction of a hotel by the Government of the Republic of Serbia and the arrival of the international hotel group Falkensteiner. After just one year of business, 8967 tourists stay at Hotel Falkensteiner Stara planina in 2013. The total number of tourists staying on the mountain is 12411 who made 35907 overnights. According to this, only 3444 tourists who come to Stara planina, were not guests of Hotel Falkensteiner Stara planina. Therefore, Stara Planina was positioned among the most important mountain tourist centers in Serbia in only two years. According to the data for 2014, Stara planina was ranked the sixth most visited mountain tourist center behind Zlatibor, Kopaonik, Tara, Divčibare and Golija (including Javor). Nevertheless, this is a significant result, given that only three years earlier, data on tourist visits/overnights on Stara Planina could not be found in republic statistical reports. As far as foreign tourists are concerned, Stara planina is on top-five list, behind Zlatibor, Kopaonik, Tara and Avala (http://webrzs.stat.gov.rs/WebSite/userFiles/file/ Aktuelnosti / StatGod2015.pdf).

Whether the hotel chain Falkensteiner is responsible for these results of tourism development on Stara Planina, the following period will show. As this renowned hotel company has been withdrawn from the mountain, special attention should be paid to further operations of the Hotel Stara planina. Tourist demand from Western and Central Europe can be very sensitive to the fact that the international hotel chain Falkensteiner has withdrawn from a young tourist destination such as Stara Planina. Stara planina represents a separate tourist region with extraordinary tourist potentials expressed through natural and anthropogenic tourist values. Therefore, Stara planina is classified in the first category of potential tourist centers on the mountains of Serbia. After the make of the Spatial Plan of the Republic of Serbia, activities related to the profiling of Stara Planina as a tourist destination continued. The competent institutions, such as the Republic Ministry and the Public Enterprise for the development of mountain tourism Stara planina, hired experts who contributed to adequate tourist infrastructure development, which will be in accordance with the plan of sustainable tourism development. Therefore it should be emphasized the role of the Austrian hotel chain Falkensteiner for contribution to the development of tourism and attraction of domestic and foreign tourists.

Keeping in mind all these activities and the previous results of the Hotel Stara Planina, it is expected for this mountain to become another important tourist destination in Serbia. In addition, Stara planina can serve as an example for other mountain tourist centers how to build tourist facilities and develop sustainable tourism in untouched nature.

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The influence of education on workplace motivation and job satisfaction in hotel industry

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Abstract

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 and job satisfaction in hotel industry as well as to examine the influence of education on work motivation and job satisfaction 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 industry 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 industry gave significantly higher marks to the questions regarding the factor "working conditions".

Keywords: job satisfaction, working motivation, education, hotel industry

Introduction

Motivation is the common concept of all internal factors which consolidate intellectual and physical energy, initiate and organize individual activities, modify behavior and determine its intensity and duration (Maslow, 1987). In order to achieve a maximum level of motivation of employees, managers should be familiar withthe needs and motives of the people they superintend and should know how to provide their satisfaction (Vesić, 2013). Authors Buble (Buble, 2006) and Čerovic (Čerovic, 2003) have similar approach to workplace motivation research. Buble thinks that motivation in its broadest sense is manifested as every influence which causes, directs and maintains desirable behavior of people.

The aim of this paper is to give insight into theories of motivation and job satisfaction which are implemented in hotel management, as well as to examine differences among the employees of various educational levels in terms of their workplace motivation. Survey with this aim was conducted on the sample involving the employees in the "Falkensteiner" Hotel in Stara planina.

There are two hypotheses set in this paper:

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H1-There is a positive correlation between workplace motivation and job satisfaction and H2-There is a negative correlation between workplace motivation and desire to quit job.

Literature review

Theories of motivation

The concept of motivation has long been the central topic of psychological research, including various approaches - physiological, psychological and philosophical (Petri and Govern, 2006). Research on motivation has its application in understanding human behavior and it could be found in literature of various disciplines. Thus, in tourism industry the concept of motivation has its use in understanding tourists' behavior, and the results of research on motivation could be indicative for the development of tourism industry. Motivation explains the reasons of tourist migrations and it is directly connected to tourist demand and tourists' behavior (Lomine and Edmunds, 2007).

Theories of motivation could be divided into two categories: content theories which suggest that all individuals possess the same group of needs and process theories which point out differences regarding people's needs and they are focused on cognitive processes causing such differences (Suša, 2009). Currently, there are the following content theories prevailing in literature: Maslow's hierarchy of needs theory, Alderfer's ERG model, McClelland's theory of needs and Herzberg's two factor theory.

Maslow's hierarchy of needs theory. According to this author, motivation is influenced by five groups of needs: physiological needs, safety needs, belongingness and love needs, esteem needs and self-actualization needs. Maslow observed that one should go through the hierarchy of needs in the stated sequence, starting from fulfilling lower-order needs and thus paving the way for higher-order needs. This way of satisfying needs Maslow called progress through satisfaction. Maslow believed that an individual has to satisfy their physiological needs by 89%, safety needs by 79%, belongingness needs by 50%, self-esteem needs by 40% and self-actualization needs by 10% (Locke, 1976). Once the employees satisfy their basic physiological needs, they move on to satisfy safety needs. Once the job is steady, the employees move on to satisfy belongingness needs, and once this group of needs is finally satisfied, they want to be self-actualized at workplace (Mašić, 2010).

Alderfer's model of needs or *ERG model* starts from three types of needs: Existence needs, Relatedness needs and Growth needs. Similarly to Maslow's model, existence needs are the lowest and strongest hierarchy level and they are related to physical survival. Beside physical and physiological needs from Maslow's model, here are also included needs referring to physical security, i.e. maintaining physical integrity. Relatedness needs include creating such interpersonal relations as those providing emotional support, respect, recognition and feeling of belongingness, i.e. all equal to social needs from Maslow's model. Growth needs include needs for self-assessment, self-respect as well as needs for personal and other development through full engagement of one's own capacities. In Alderfer's model there has been 'softened' the rigidity of strict hierarchy order from Maslow's model. Alderfer allows the center of motivation to move up and down and vice versa more easily, thus the three levels of needs get the characteristics of continuum (Čomić, 1990; Čerovic, 2011).

David McClelland's theory of achievement motivation. Some needs have arisen as a result of life experience: need for achievement, need for affiliation and need for power through the

control over others. Each of these needs is significant and management should recognize them in order to make work organization function well. The task of management is to assign complex pieces of work to those who have a strong need for achievement and then to provide suitable working environment in order to satisfy this need.

Herzberg's theory of motivation starts from two groups of factors: hygiene and motivational factors. The main contribution of this theory is in its discovery that satisfaction or dissatisfaction of people at workplace is influenced by various factors. Presence or absence of dissatisfaction is determined by hygiene factors, while presence or absence of satisfaction is determined by motivational factors or motivators. It is implied that, instead of one scale with two conditions- satisfaction and dissatisfaction, there are two scales with four conditions. Scale of employees' dissatisfaction where the ends are dissatisfaction and absence of dissatisfaction and scale of employees' satisfaction where the ends are satisfaction and absence of satisfaction (Herzberg, 2010).

Process theories of motivation are: expectancy theory of motivation, goal-setting theory and equity theory of motivation.

Expectancy theory of motivation – Vroom as the author of this theory points out that motivation is a cognitive process in which an individual decides freely and rationally whether and which actions to perform depending on their own judgment about the effects of these actions (Hoynala, 2009). Porter and Lawler have expanded this theory. They think that if the reward for certain performances is equal to or exceeds the perception of such an reward, employees will be motivated to repeat the same work performances, otherwise they will not be motivated (Baic, 2007).

Goal-setting theory. Locke suggested that people are motivated to be successful in achieving goals which are highly valuable for them. The main idea of this theory is that setting a goal is a mechanism of motivation, because, in that way, an individual is put in a position to compare their competences to those required for attaining a goal. When they have a clear goal to attain, employees exactly know how much effort they should put in achieving it (Nedeljković, 2011).

Equity theory of motivation. This theory starts from the idea that people compare themselves to other employees. The result of this process is threefold and presented in a following pattern:

- 1. Equity (fairness) —an individual perceives that input-output ratio is equal to the referent individual's ratio
- 2. Under-rewarded- an individual perceives that they have more input then the referent individual, but they are rewarded less
- 3. Over-rewarded an individual perceives that they have less input and are rewarded more than the referent individual who made the same effort (Adams, 1965).

lob satisfaction

Satisfied employees are the cause and consequence of customers' satisfaction (Day, 1998). The concept of job satisfaction is comprised of feelings and attitudes which an individual has about some job (Obiora and Iwuoha, 2013). According to Lock, job satisfaction exists to a level at which people are satisfied with the outcome of the work, and it is also influenced by expectations and satisfaction with particular dimensions of job (Lock, 1976). The common view of job satisfaction is related to a degree at which the requirements are complied with the provisions of an organization for its employees and the expectations of the employees about the organization.

There are the following theories of job satisfaction in literature: theory of variation or deviation and job characteristics model.

Theory of deviation is based on a simple idea which states: if you want X from your job, then you are satisfied with the level of work which provides you with the X degree. The main drawback of this theory is certainly the fact that employees often do not know what they want from their job.

Job characteristics model demonstrates that job satisfaction is caused by objective characteristics of a job. Hakckman and Oldham suggest that jobs differ from each other in terms of involvement in next five dimensions: skill variety, task identity, task significance, autonomy and feedback on a performed task (Hackman and Oldham, 1976).

Methodology and research description

A survey was conducted in the period from April to December 2013 and it included all employees working over that period of time in the "Falkensteiner" hotel in Staraplanina. Surveying of the employees was done via online survey. A questionnaire was e-mailed to addresses of 65 employees, 51 of which answered it (78,5%).

For the purpose of this research there has been used a model designed by De Beer and associates and it is comprised of 43 items and nine dimensions: Work Content, Payment, Promotion, Recognition, Working Conditions, Benefits, Personal, and Desire to quit job (De Beer et al, 1987). Interviewees marked their agreement with the statements on a three-degree scale: Yes (1), Not sure (2) and No (3). The questions of the last factor, Desire to quit job, were formulated negatively.

Workplace motivation was measured by the question: "I am motivated to work and I put a maximum effort in work performance". Interviewees marked their level of motivation on a three-degree scale: Always (1), Sometimes (2), Never (3).

Sample description

Proportion of males and females in a sample is approximately equal (Table 1). Many research confirm that tourism and hotel management are the industries which mostly employ younger people. This fact is also confirmed in this survey where up to 94.1% of the interviewees belong to the category under 36 years. Level of education of the employees in the "Falkensteiner" hotel in Staraplanina is high, up to 64.7% of the employees have college or university degree, while 43.1% have received education in tourism and hotel management. About 67% of the employees are from Eastern Serbia, Southern Serbia and Knjaževac, whereas only 2% are from Western Serbia. Significant number of the employees is from Northern Serbia (Belgrade) and comprises 17.6% of the sample. Employees from Belgrade mostly take leading positions in the hotel. Regarding work experience in hotel management, 41.2% are the employees of less than 5 years' work experience, while only 11.8% are those of more than 10 years' work experience.

Table 1. Sociodemographic characteristics of respondents (N = 51)

Gender			Education		
Male	26	51%	Secondary education	18	35.3%
Female	25	49%	College	19	37.3%
			Higher education	14	27.4%
Education in the f	field of tourism and h	otel management		Age	
Yes	22	43.1%	18-25	9	17.6%
No	29	56.9%	26-35	39	76.5%
			36-45	3	5.9%
Working expe	rience in tourism and	hotel industry	Place of residence		
Up to a year	9	17.6%	Northern Serbia	9	17.6%
Up to five years	21	41.2%	Eastern Serbia	13	25.5%
Up to ten years	15	29.4%	Southern Serbia	12	23.5%
Over 10 years	6	11.8%	Western Serbia	1	2%
			Central Serbia	7	13.7%
			Knjaževac	9	17.6%

Results and discussion

Up to 51% of the employees answered to be always motivated to work and that they put a maximum effort in work performance. One third of the respondents is sometimes motivated. while 16% of the respondents stated that they are never motivated to work and do not put a maximum effort in work performance. Regular payment, steady job and benefits from any kind of job mainly influence motivation of employees.

The highest values of arithmetic means at questions regarding the last factor indicate that the employees do not have strong desire to quit job. In comparison with the last factor, the first eight factors were formulated in a positive context, with the mark 1 being the highest (answer Yes), while 3 is the lowest (answer No). Thus, Payment with the highest arithmetic mean was marked the worst, while the factor Supervisor with the lowest arithmetic mean was marked the best.

Table 2. Results of descriptive statistical analysis

Factors and items		Std. deviation
(F1) WORK CONTENT	1.5629	.28655
I am interested in my work	1.1373	.34754
My work consists of a variety of work	1.1569	.41821
I receive training daily which teaches me something new	2.1569	.85726
My work is easy	2.4510	.75667
The amount of work is easy to handle	1.4706	.73083
I control the amount of work I do myself	1.4118	.72599

Factors and items	Mean	Std. deviation
I am completely independent of others	2.2157	.83220
I regard the content of my work as responsible	1.0588	.31060
I know exactly what my mistakes are	1.2157	.46103
I am allowed to decide on the methods for doing the work	1.7451	.79607
I am proud to say what kind of work I do	1.3922	.60261
My work is the way to future success	1.5490	.72976
I will not be dismissed without good reason	1.5882	.72599
I have the opportunity to take part when decisions are made	1.5686	.80635
I feel that my work is of value in my department	1.1569	.46358
There is not time for idleness	1.6275	.77358
I have a certain degree of authority in my work	1.6667	.81650
(F2) PAYMENT	2.0294	.58019
My salary is satisfactory in relation to what I do	2.3725	.72002
I earn the same as or more that other people in a similar job	1.9804	.86000
The basis of payment. for example overtime payment. is reasonable	1.8627	.80049
Salary increases are decided on a fair manner	1.9020	.78115
(F3) PROMOTION	1.8824	.65260
I will be promoted within the next two years	1.6863	.73458
Everyone has an equal chance to be promoted	1.9608	.79902
Staff are promoted in a fair and honest way	2.0000	.77460
(F4) RECOGNITION	1.7990	.64230
I am praised regularly for my work	1.7647	.81457
I receive constructive criticism about my work	1.8235	.86501
I get credit for what I do	1.8431	.83361
I am told that I am making progress	1.7647	.88517
(F5) WORKING CONDITIONS	1.6993	.45828
My working hours are reasonable	1.7255	.77662
I am never overworked	2.1961	.89487
I get the opportunity to mix with my colleagues and to communicate on aspects of our work	1.1765	.43386
(F6) BENEFITS	1.7124	.53342
My pensions benefits are good	1.6667	.68313
My medical scheme is satisfactory	1.5686	.72815
I never have problems with my arrangements for leave	1.9020	.85452
(F7) PERSONAL	1.6471	.65798
I am given work in accordance with my qualifications and skills	1.8431	.90272
I work in the department of my choice	1.4510	.75667
(F8) SUPERVISOR	1.2598	.35341
Is satisfied easily	1.2941	.54015
Will support me if there are problems	1.2157	.54088
Can be convinced and persuaded	1.2941	.46018
Is a warm-hearted person	1.2353	.51335
(F9) DESIRE TO QUIT JOB	2.2876	.72117
I have considered changing jobs	2.1569	.80926
I have been looking out for another job	2.2353	.88517
Thate been tooking out for unother job	2.4706	.78366

Applying analysis of variance (ANOVA) there has been examined whether there is statistically significant relation between dependable variables (questions regarding job satisfaction) and undependable variable (educational level). Results of one-way analysis of variance ANOVA indicate that, at the level of significance p<0.05, there are statistically significant differences between educational categories at the factor Recognition. In order to have insight between which groups there are significant differences, there was applied LSD post-hoc test (Table 3). Post-hoc LSD test showed that the respondents of secondary school education (group 1) gave significantly higher marks to the factor Recognition comparing to the respondents group 2 (college) and group 3 (higher education). As for other factors, there is no significant difference in respondents' answers regarding their education.

Table 3. The results of ANOVA according to education

Factors	Mean			F	Р	LSD post hoc
	group 1: Secondary education	group 2: College	group 3: Higher education			test
Work content	1.6013	1.5820	1.4874	.681	.511	-
Payment	2.2361	1.8289	2.0357	2.405	.101	-
Promotion	2.0185	1.7368	1.9048	.868	.426	-
Recognition	2.1528	1.6579	1.5357	5.077	.010*	1>2.3
Working conditions	1.8148	1.6491	1.6190	.897	.415	-
Benefits	1.7963	1.6316	1.7143	.431	.652	-
Personal	1.7500	1.5263	1.6786	.546	.583	-
Supervisor	1.3889	1.2237	1.1429	2.162	.126	-
Desire to quit job	1.9815	2.5088	2.3810	2.825	.069	-

*p < 0.05

In order to show relation between workplace motivation and job satisfaction determinants, Pearson's coefficient of correlation was applied (Table 4). There has been calculated positive relation of the middle strength (Cohen, 1988) between workplace motivation and the factor Recognition at the level of significance p<0.05. Employees who are recognized by the companies they work for, as well as respected and appreciated by their supervisors, expect recognition or their achievements, which increases their workplace motivation.

Table 4. The results of Pearson's correlation

I am motivated to work and I put a maximumeffort in work performance					
Factors	Pearson's correlation coefficient	Р			
Work content	0.040	.390			
Payment	-0.057	347			
Promotion	0.146	.153			
Recognition	0.299*	.017*			
Working conditions	0.093	.258			
Benefits	0.058	.342			
Personal	-0.035	.404			
Supervisor	0.166	.123			
Desire to quit job	-0.043	.382			

*p < 0.05

Based on the above, it can be concluded that Hypothesis H1 is partially confirmed. because there is a positive correlation with the factor Recognition but not with all the other factors, while Hypothesis 2 is rejected. There is a negative correlation between workplace motivation and desire to quit job, but it is not significant.

Conclusion

Knowledge and motivation of employees as well as their creativity are the greatest strength and potential on which a level of labor productivity depends, thus influencing a degree of business success. Some authors consider that precisely motivation should be the most important and the only task of human resources management. Having motivated candidates in an organization means having people who use their full potential in order to perform tasks in the best possible way, because motivated people are equivalent to satisfied employees.

Workplace motivation is closely tied to employee's accomplishment. Every company should work on individual studies of job satisfaction, which would help them hire and keep their employees.

The research as shown that education influences workplace motivation, especially regarding Recognition. Employees of higher educational level often have higher expectations and accordingly expect to receive higher recognition. This survey has concluded that in strategies of employees' motivation, their educational level should be considered, as well as whether they are professionally educated in order to calculate on the most appropriate stimulation factors influencing their motivation.

Hypothesis H₁ is partially confirmed regarding positive correlation between motivation and the factor Recognition. There is no correlation between motivation and Desire to Quit Job, while the results show high workplace motivation among the respondents. It is assumed that the reason for such results is the problem of a small-scale sample (survey was conducted in the period out of season) and high fluctuation of the employees in the "Falkensteiner" hotel in Staraplanina. Based on these results, authors suggest conducting a survey on a bigger-scale sample and using other models for measuring workplace motivation which are complied with an integrative approach to motivation together with an individual approach to every respective employee.

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The importance of understanding world chefs society culinary rules for young chefs culinary competitions

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Abstract

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 Societes 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.

Keywords: Culinary, competitions, World chefs societies, young chefs.

Introduction

Competitions give you a chance to showcase your skills as a chef, to compete with fellow professionals. It is an essential part of professional the development of young chefs. (www.austculinary.com.au).

For professional culinary educational programs to be successful, it is essential that the designers of these programs and the educators responsible for implementing and delivering them undertake an analysis of what elements of educational programs contribute maximal-

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ly to effective learning (Abdusalam, 2015). Getting experience through practical work is the essence. Many juniors can learn from their mentor who have lots of experience, from basics to complex cooking operations (Gisslen, 2004). Professional competence refers to the repertoire of skills needed in the workplace, including individual skills required for the successful completion of job responsibilities.

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.

Literature overview

The World Association of Chefs' Societies, or World chefs in short, is a global network of chefs associations first founded in October 1928 at the Sorbonne in Paris. Today, this global body has 100 official chefs associations as members that represent over 10 million professional chefs worldwide (www.worldchefs.org). Young chefs club was established within the WACS. The mission of this association is to support, encourage and inspire young chefs. The goal of the organization is to exchange experiences and establish friendly relationships among young cooks from all over the world (www.worldchefs.org). In cooperation with national associations, WACS organizes global, international, continental and national competitions for young chefs according to the rules and propositions chosen. The most important are the culinary Olympic Games, the Culinary World Cup, the Young chefs challenge and the global competition for young pastry chefs. Goals of approved culinary competitions are continually raise the standards of culinary excellence and professionalism, nature of creativity, individual skills, techniques and styles (www.acfchefs.org).

The importance of professional competence

High individual professional competence helps to ensure successful accomplishments in post-graduation workplace, contributing to long-term success in career (Feather and O Brien, 1986). Professional competence refers to the repertoire of skills needed in workplace, including individual skills required for the successful completion of job responsibilities (Ko, 2012). Professional competence integrates knowledge, special characteristics, motivation, social standing, and interpersonal relationships, resulting in outstanding on-the-job performance (Perdue et al., 2000; Kane, 1992). Culinary training teacher competences as professional chefs were also composed of explicit and implicit components, including personal characteristics, quantification skills, culinary knowledge, and communication skills (Ko and Hsiao, 2008).

Basic rules of culinary competitions

The World Culinary Association has published the "Rulebook on hygiene and health food safety", which stipulates dress code, personal hygiene, use of food and beverages for personal needs during the competition, health food safety (HACCP), food storage and hygienic sanitary conditions. The dress code requires wearing white kitchen blouses, cooking caps, aprons, professional shoes and neck scarves (Hygiene and Food Safety Guidelines, 2012). In addition to aesthetic, above all, uniform has a protective purpose (Lambensky and Hause, 1999).

The most important criterion of food quality is health safety (MacLaurin, 2001). The rules of safe and healthy food handling include the mandatory application of the basic principles of the HACCP system, the temperature recording of perishable foods, proper storage in temperature regime between -18°C and + 4°C, which create inhospitable conditions for the development of certain groups of microorganisms (Tešanović, 2010). Poor personal hygiene of food handlers could be the main factor for the contamination of food by the microorganism (Jeinie et al., 2016). Prepared food must be stored at temperature of 65° C for a maximum of two hours. During the transport of food to the place of competition, it is very important that everything is in adequate packages, which will enable sustainability (Tešanović, 2010) and in order to prevent the risks of food contamination (FAO, 2003; FAO, 2005).

Hygienic gloves can be worn if competitors handle food that leaves intense color or scent on their hands and have to be changed properly before next operation. The gloves are used as the protection from bacteria that may remain on the hands. The power of gloves to protect food from bacteria depends solely on the quality and the way they are used and worn when working (Tešanović, 2010). Any person with open cuts, sores, or wounds is strictly prohibited from food preparation and/or service (Bas et al., 2006). Dishes that are ready to serve and which do not have a temperature of at least 65°C must not be in contact with bare hands. Such cold dishes must be served with plates, grips, wands or hands with hygienic gloves on. The knives must be clean and disinfected (Hygiene and Food Safety Guidelines, 2012). In order to achieve maximum results in competitions, professional responsibility of all participants is required, which is most often emphasized by the usage of HACCP, ISO 22000: 2005 - Food Safety Management Systems Standard etc (Paster, 2007). Proper storage of food is an important element of health safety and is a priority in standardization and modernization of work processes (Barrows and Powers, 2009), as well as easier provision of food from contamination (Bas et al., 2006).

In process of competition training, young chefs further improve elements that affect health food safety. The evaluation of food at culinary competitions is a complex process consisting of several important segments and rules of evaluation. Judges are assigning points based on visual appearance, presentation, sensory experience, innovativeness, composition of dishes through combinations of different foods and flavors, proper professional preparation and serving dishes. The presentation of the dishes implies a visual impression that encompasses the simultaneous registration of the level of expression of several product properties, such as appearance, color, shape, surface, structure, sensitivity (Kivela and Crotts, 2006). Sensory analysis of taste is the segment that includes the highest amount of points. Proper professional preparation involves a set of grades that are assigned based on work hygiene, professional techniques and skills as well as work organization. Participating in a culinary competition is not only dealing with cooking. Creations designed and produced for a culinary exhibition should follow other guidelines and standards (www.saiprograms.com).

Methodology

The survey sample consists of employees in position of cooking teacher in secondary hospitality schools, hospitality colleges and faculties of gastronomy management in Serbia. For the research purposes, literature in the field of gastronomy, cookery and food safety was used, as well as survey research and method of descriptive statistic analysis. Table displays and charts will be used to present data and research results. Previous research (Radivojevic, 2016) included 33 questions while the authors in this paper identify four questions related to this research

in this paper. The survey was anonymous. In total, 39 respondents participated in the research. The questionnaire consists of three parts. The first part of the questionnaire is the respondent's consent to fill in the questionnaire. Filling out a questionnaire is anonymous. The second part relates to the socio-demographic characteristics of the respondents. The third part of the questionnaire refers to participant's attitudes related to: knowledge of cooking in theory and practice, past experience in training young chefs, knowledge of basic elements and conditions of importance for training and competition. The information obtained from the interview were sorted and processed in order to determine the competence of the participants to train young chefs, in order to create high quality teacher training programs and mentors that would follow WACS requirements.

Survey results and discussion

Socio-demographic characteristics of the respondents

According to the data, 56.4% of teachers are male and 43.6% are female. Of the total number of respondents, the highest numbers of teachers are 31 to 50 years old, representing 66.7% of the respondents. The largest number of teachers interviewed has Bachelor degree (46.2%); 23.1% of participants has Master Degree. Secondary school diploma has 2.6% of surveyed teachers. College or Bachelor diploma has 28.2% of the surveyed teachers. According to years of professional service, 41% of respondents have between 11 and 20 years of experience in cooking, 20.5% have between 6 and 10 years, as well as over 20 years of experience, while 17.9% of interviewed teachers have up to 5 years of experience. The question of how many years of service in the position of teacher they have, most of them answered up to 5 years (43.6%), between 6 and 10 years of service had 35.9%, between 11 and 20 years 17.9% and over 20 years in position of the teacher spend only 2.6% of respondents.

Analysis of knowledge and skills of cooking teachers

Based on the response of 24 respondents, they assessed their theoretical knowledge as high, 10 of them described their knowledge as medium and five of them with very high theoretical knowledge. Practical knowledge was assessed by 22 teachers as high, 9 with medium grade and 8 response to have very high practical knowledge. According to the obtained data (Chart 1) it is shown that teachers assess their practical knowledge better in relation to theoretical knowledge.

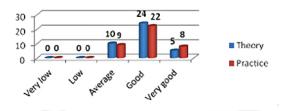


Chart 1. Personal assessment of the theoretical and practical knowledge of cooking teachers

Analysis of the participation and engagement of teachers during the training of young chefs

Chart 2 shows data related to the participation of mentors in competitions during the education, as professors and their engagement as junior trainers. Based on the answer, results show that 59.5% of the surveyed teachers participated in competitions as pupils or students, and 67.6% of them has trained young chefs for junior competitions. Only 30.6% of teachers in the survey said they still participate in professional chefs competitions. It is a very encouraging fact that most of the examined teachers participated in competitions when they were younger and that they transfer their experience to young chefs today.

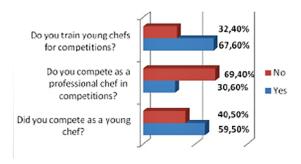


Chart 2. Analysis of the participation and engagement of teachers during the training of young chefs

Analysis of the knowledge of WACS rules among cooking teachers and mentors

In quality training of young chefs for junior competitions, the teacher's or mentor's knowledge of the competition rules is of crucial importance. Table 1 shows the results of teachers' knowledge of individual rules. Respondents responded correctly to the question of storage temperature (83.9%) and to the question which is the first obligation of the competitors when return to the competition box (97.3%). Less accurate answers (64.9%) were given to the question about the time and temperature of keeping and service of prepared dishes, and 78.4% of teachers are familiar with the rule that food prepared for consumption which is colder then 65°C should not be touched with bare hands. Great majority, 86.1% of teachers know that a competitor needs to change hygienic gloves when working with new groceries.

Table 1. Analysis of teachers' knowledge of WACS rules for training chefs for junior competitions

Nº	Question	Number of answers	%			
	Food storage temperature					
1.	from +4°C to +8°C	3	8,1%			
1.	from 0°C to +5°C	31	83,8%			
	from -18°C to +4°C	3	8,1%			
	If a competitor leaves his box during competition, the first thing to do when comes back is:					
2.	He will wipe his hands	-	-			
۷.	He will wash his hands	36	97,3%			
	He will continue to work	1	2,7%			
	For how long hot dishes can be kept?					
2	Not longer than 4 hrs in temperature of 75°C	13	35,1%			
3.	Not less than 2 hrs in temperature of 100°C	-	-			
	Not longer than 2 hrs in temperature of 65°C	24	64,9%			
	Food that is ready for tasting, below 65° C, can not be in contact with:					
	Cold plate	8	21,6%			
4.	Grabber	-	-			
	Wooden spit	-	-			
	Bare hands	29	78,4%			
	A competitor who is using hygienic gloves must:					
5.	Constantly wear a glove on his hand that touches the food and has to change it often	5	13,9%			
	Always changes gloves when working with new groceries	31	86,1%			
	It's OK to wear the same gloves during the competition	-	-			
	When sorting groceries in the fridge, the competitor must takes care that:					
	Fresh meat is stored in the upper shelve	9	25,7%			
6.	Vegetable is stored in the lower shelve	-	-			
	Makes sure that the groceries in the upper shelve do not drip on the groceries below	26	74,3%			

Analysis of conditions for training of students and preparation for competitions

Proper space or a kitchen for preparation and training of young competitors is a basic precondition for training. The survey data show that 80.6% of the respondents have provided conditions for training, 11.1% sometimes have adequate training conditions, and 8.3% do not have the required conditions.

Conclusion

Professional competence of teachers is a key element of influence to proper development of young chefs. The experience and knowledge that teachers transfer to young chefs represent the foundation of eduction and influences further professional development. Research results show that the teachers are largely familiar with the specific rules that must be followed in competitions organized by WACS and that educational institutions have adequate space, kitchen and equipment for preparation and training young chefs (80.6%).

Study limitations can be a number of participants. Only 39 respondents took part in the survey, therefore a greater number of respondents should be considered in future researches. Also, the research was conducted by the e-mail and thus excludes other methods of research. Future research should include culinary competitions and scientific conference where a large number of respondents could be interviewed personally.

The obtained results rely on one-year research. However, more complex conception of research would be more appropriate to conduct multi-year surveys with the same group of respondents and repeat measurements to form a clear and precise image of knowledge improvement in the area of WACS rules. The results of multi-year research would have significant implications for the selection of a junior international competition team (Culinary Olympic), especially from the aspect of long-term planning and development of teacher's and mentorship's training programs that would follow WACS requirements.

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Food as an important segment of tourist events

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Abstract

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 examinations 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.

Keywords: Manifestations, food, gastronomy, event tourism, hospitality

Introduction

A significant agricultural region with a diverse structure of agricultural, food and gastronomic products that attract the attention of many tourists is Vojvodina. Event tourism is mentioned as a special industry – the events industry, distinguished by the variety of contents of tourist events in many locations that tend to specialize in organizing and hosting special events (Bjeljac and Ćurčić, 2007).

Research by Rand et al. showed that regional food events can play an important role in economic development (Rand et al., 2003; Rand and Heath, 2006) and are used as the promotion of local products (Cela et al., 2007; Sharples, 2008; Kalenjuk et al., 2012a). In addition, events contribute to the creation of a positive image of the destination, complement the tourist experience, affect the extension of tourists' stay (Baum and Hagen, 1999), represent an important potential for tourism development.

The subject of the work is food and beverage, which are promoted in different ways through tourist events. The aim of the paper is to examine what agricultural, food and gastronomic products are the topic of tourist events organized in the territory of Vojvodina. The aim of

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the paper is to get information on products that have an impact on economic development by increasing the number of tourists' visits and sale of local products.

Literature review

Food as a tourist attraction

The development of gastronomic tourism was influenced by regions where there were no significant changes in the way of food and drink production caused by technological development and globalization (Hjalager and Richards, 2002). It is becoming an important sector of the tourism industry, whose popularity has been known worldwide for several decades (Santich, 2004). During the visit, gastronomic tourists prefer to ask about local specialties, to enter kitchens of hosts, to find out where foodstuffs and spices from dishes of visited destination can be obtained from (Kalenjuk et al., 2012b). A significant contribution to local restaurants, grill houses, bakeries, pastry shops, agricultural and food industry, and thus the economy of the destination, is contributed by the tourist consumption of food (Pyo-Sung et al., 1991), that is, the consumption of agricultural and food products in regions, which are processed and prepared inside hospitality facilities.

Gastronomic products are key motivators in the movement of tourists, which include many agricultural and food products. Agricultural products are foodstuffs that come from primary agricultural production, while food products are obtained by processing agricultural products in the food industry plants, craft workshops and households. Both products, within hospitality kitchens, with changes (cleaning, cutting, heat treatment, decoration, serving) become gastronomic products (Tešanović, 2009; Portić, 2011).

Event tourism

Event tourism is an important form of selective tourism. It covers events, festivals or events that are organized in all settlements that have an interest in it, achieving the tourist effects and goals. They are clearly open to the public, with a central theme and limited by the days of opening and closing, organized by different structur es and containing numerous activities (Avramovski, 1996; Bjeljac and Ćurčić, 2007).

The number of gastronomic events in the world is constantly increasing, they represent a very interesting form of recreation and tourist attraction (Wargenau and Che, 2006), which are beneficial to food producers and local businesses, as they attract a large number of locals and tourists and contribute to the economic impact in regions. In addition, they also increase awareness of the area as a tourist destination and promotion of local products (Lee and Arcodia, 2011). The food and emotions present at the events are important for tourists who will use the presented products, because in this way, partly, they can identify themselves with the life style of the locals (Hjalagar and Corigliano, 2000; Hall et al., 2003).

Events are also used as a means of branding a destination (Chalip and Costa, 2005). Regional branding of destinations has become important because regional brands can evolve as competitive advantages for a country (Crockett and Wood, 1999). Regional events are reflected in expressing their unique traits and differences through well-prepared events and city celebrations (Wood and Long, 2009).

Destinations can also be further promoted as destinations of wine tourism, through development of wine festivals (Wargenau and Che, 2006) and destinations of gastronomic tourism, through

development of food festivals. Food or beverage events offer the possibility of tasting local/regional food or beverages, these are events in which communities engage in public celebration and promotion of local specialties and drinks (Everett and Aitchison, 2007; Kalenjuk, 2013).

Food festivals, one of the common types of regional events (Sharples, 2008), by adding value to already existing products they promote, can be an alternative opportunity for the development of tourism in regions (Getz and Brown, 2006). Food and gastronomic tourism represent significant opportunities for the development of regions (McBoyle, 1996).

Methodology

The place of the research is the territory of A.P. Vojvodina, with division of regions into districts; Vojvodina consists of 7 districts with 45 municipalities. The research included analysis of tourist events of food and beverage, as well as those in which food and beverages are one of the elements.

The research covered 204 events. It was based on determining the structure, type and location of tourist events of food and beverage that were held in 2015, but also products that are recognized through them, and it was made using the data obtained from the Tourist Organization of Vojvodina, that is, the guide for tourist events of Serbia (Tourism Organization of Vojvodina, 2017).

The data that were obtained were statistically processed, discussed and graphically presented in the paper.

Results and discussion

Analysis of tourist food events in Vojvodina

It was found that food is an integral part of many events that take place in the territory of Vojvodina. On the basis of the data showed in Figure 1, it can be concluded that the majority of events are food-based 55% (111 events), while 35% of events (72 events) include food or beverage as an integral part of an organization that has different thematic character. Most often these are ethno-festivals. There are only 10% (21 events) of events dedicated exclusively to beverage (wine, beer, or spirits)

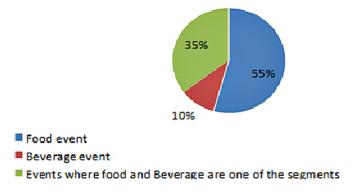


Figure 1. Structure of events in Vojvodina

Analysis of gastronomic products at touristic events of Vojvodina

At tourist events, affirmation of food is done in different ways. Analyzing the type of tourist events, the following data were obtained: 58% of events (119) have different character, that is, food and drink are not in the foreground, 28% of events (57) have a competitive character, mainly in the preparation of Vojvodina's national dishes such as fish soup, goulash, paprikash, bean soup and the like, and 14% of events have an exhibit character (29), as shown in Figure 2.

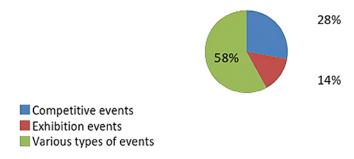


Figure 2. Structure of events in Vojvodina by characteristics

Analysis of types of gastronomic events by districts of Vojvodina

The number of events held in districts corresponds to the size of a district itself (Table 1). Analyzing events by the districts, it was noted that the largest number of events is held in the South Bačka District, which is logical considering the number of municipalities that belong to it and the influence of the administration of A. P. Vojvodina in Novi Sad, where the seat of the district is located.

	•		
District	Food event	Beverage event	Events where food and Beverage are one of the segments
South Bačka	35	5	23
Srem	18	5	13
South Banat	16	3	14
North Banat	14	3	10
North Bačka	10	3	5
Central Banat	10	2	1
West Bačka	7	1	6

Table 1. Types of events within Vojvodina's districts

There are 35 food-based events in South Bačka District, 5 beverage-based events and 23 that include food and beverage as one of their segments, out of the total number of events that took place in Vojvodina in 2015.

The Srem district has 18 food events, 5 beverage events and 13 related events. The South Banat district organizes 16 food events, 3 beverage events and 14 events that include food and beverage. The North Banat district organizes 14 food events, 3 beverage events and 10 events with food and beverage elements. The North Bačka district has 10 food events, 3 beverage

events and 5 other events related to food and beverage, the Central Banat district has 10 food events, 2 beverage events and one from a group of other events and the West Bačka district has 7 food events, one beverage event and 6 with elements of Vojvodina's food and beverage.

It can be noted that the Central Banat district has the largest share of food events, regardless of the number of municipalities that it encompasses, the Srem district has the largest number of beverage events, while the West Banat district has largest number of events containing food and beverage, based on the obtained data on the structure of events by the districts shown in Figure 1.

Analysis of food that is affirmed at tourists events of Vojvodina

Significant promotion of local products is performed through events with regional or local specialties (Everett and Aitchison, 2007) and they play an important role in the economic development of regions (Quan and Wang, 2004). This part of the research was focused on food products that are affirmed through tourist events and can be interesting to gastronomic tourists.

Among food events in the South Bačka district, the most prominent are events based on authentic meat products such as kulen (Bački Petrovac, Novi Sad), sausages (Srbobran, Bačka Palanka), čvarci (Kać, Bečej), aspic (Rumenka), tripe soups (Žabalj), then competitions in preparation of dishes in a pot such as: bean soup (Temerin, Bačka Palanka), fish soup (Bečej, Žabalj, Novi Sad, Bačko Gradište, Pivnice, Beočin), paprikash (Žabalj, Bač, Titel), lamb with cabbage (Bečej), balls paprikash (Šajkaš) and others. Then, the events dedicated to pastry and cakes such as pie (Bačka Palanka, Bački Jarak), pancakes (Bačko Gradište), strudel (Bačka Palanka), national cakes (Sremski Karlovci) and others, as well as events dedicated to cucumbers (Bačko Petrovo Selo), watermelons (Silbaš), cabbage (Futog) and pumpkins (Temerin).

Food manifestations in the Srem district promote meat products produced in these regions: kulen (Erdevik), sausages (Sid) and ham (Krčedin), and among competition events – preparation of dishes in a pot (Surduk, Stari Slankamen, Krčedin, Zasavica, Belegiš, Šatrinci). The events of honey (Sid, Indija, Ruma, Stara Pazova), evens of melons (Rivica, Sašinci) and events of Srem's cakes in Ruma should also be mentioned.

The South Banat district is characterized by events dedicated to the promotion of goulash (Debeljača, Baranda, Omoljica), competitions in preparation of soups and dishes cooked in a pot (Pančevo, Ivanovo, Kovin), South Banat bacon (Pančevo), ham (Omoljica), and among dishes pastry and desserts, it is characterized by cakes in Cepaja, ritual bread in Starčevo and a strudel in Dolovo. With their number of events, North Banat, North Bačka and West Bačka districts can attract the attention of a significantly smaller number of gastronomically motivated tourists, affirming much less of their gastronomic potentials.

The North Banat district is characterized by it events dedicated to pork dishes, then the preparation of lamb perkelt, venison stew, goulash, bean soup and fish soup. It also has significant events of honey and caramel, as well as bakery products - such as bread and pasta from this region and the surrounding area. The North Bačka district is characterized by events of preparing dishes such as bean soups and lamb stew, then by ham and honey.

Events in the competition of preparing dishes in a pot like goulash, stew, bean soup, as well as events dedicated to cakes, strudel and pastry are typical for the Central Banat district. The West Bačka district is characterized by kulen, dishes cooked in a pot and honey.

Conclusion

Reviewing national and foreign literature and based on the resulting data with the application of the established scientific methodology, the following conclusions were reached:

- successful affirmators of gastronomic specialties of regions are gastronomic events in Vojvodina,
- the number of events is proportionate to the size and development of the district, which could be improved and
- the number of events is still insufficient in relation to the total potential of Vojvodina.

Considering that there is an increasing number of events, it is assumed that in the coming period, the number of events promoting agricultural, food and gastronomic products will be higher, which would significantly affect the economic development of regions.

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Microwave heat treatment of food in hospitality

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Abstract

Microwave is a form of energy that manifests itself 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 millions of times every second. Penetration of microwaves and heating food with microwaves is instant. 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 is 896 MHz. The microwave technology is used in food industry and in hospitality – in various food processing cases: sterilization and pasteurization, cooking, baking, maintenance, drying, lyophilization, blanching, and more.

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

Keywords: Microwaves, heat treatment of food, food safety, hospitality

Introduction

Heat treatment of food is the most sensitive part of food processing in hospitality. They directly affect all aspects of quality, especially safety. With the aim of preserving the nutritive quality, time and temperature are strictly controlled depending on the foodstuff which is treated with heat. Reducing the time of heat treatment to a minimum affects the energy efficiency which gives microwaves a priority compared to heat treatments such as radio frequencies, ultrasound or infra-red radiation (Chan and Reader, 2000).

Microwaves are a form of energy which is manifested as a result of one or more energy transmissible mechanisms (Schiffmann, 1996). They are initiated with a magnetron, a device which transfers low-frequency electrical energy into a magnetic field with positive and negative centers, which changes its direction millions of times in a second. Penetration of microwaves into food and heating food is instant with microwaves. Conversely, conventional methods of heating transfer heat energy from the surface to the center 10 to 20 times more slowly (Mudgett, 1989).

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Microwaves are electromagnetic waves with frequencies ranging from 300 MHz to 300 GHz (Singh and Heldman, 2001). A frequency between 1 and 300 MHz is expressed as frequency radiation (dielectric), and frequency over 300 MHz as a high frequency (microwave). There are two available frequencies for microwave heating: 915 and 2450 MHz. Their wavelengths in the air are 33.0 that is 12.2 cm (Kletner, 1975; Schiffmann, 1986). These frequency ranges are above the radioactive radiation area (Seale, 1971; Tilgner, 1974) which makes microwave use safe in this regard.

Authors Seale (1971) and Mudgett (1989) are of opinion that it is important to know dielectric constants in microwave heating. The dielectric constant of the environment represents a product of dielectric constant of the vacuum and relative dielectric constant of the environment (Zornić, 1976; Ivanović, 1980). The relative dielectric constant represents a ratio of the capacitance of the capacitor when there is a vacuum between its electrodes (Ivanović, 1980). The relative dielectric constant is larger than the unit for all dielectrics and it ranges from the values which are slightly different from the unit (for air ϵ ' = 1.000594) to very high values (water 81.07).

When a substance is in the microwave field, it can reflect these waves, which is a case with metals; the waves can pass through it (glass, ceramics etc.) or the substance can absorb them. The substances which absorb microwaves are called *dielectrics*, providing that their electric qualities are equal in all directions.

When a dielectric substance is placed in an electric field, all charged particles in atoms and molecules are exposed to the effect of electrostatic forces. Under the effect of these forces, positive particles are moved in the direction of the field, and negative ones in the opposite direction. The movement of positive and negative particles from the position of balance is limited to microscopically small lengths, because the effect of electrostatic forces of the outer field is opposed by inner atomic and molecular forces of elastic character. The described electric process in atoms and molecules of a dielectric substance is called the polarization of dielectrics. In other words, dipoles will oscillate around their balance position and due to oscillation the dielectric is heated, that is, according to the kinetic theory, the medium kinetic energy is increased. The energy is supplied through a high-frequency field, it is converted into heat through oscillation and the sample is heated (Popov-Raljić, 1999).

Dielectric qualities of foodstuffs are not constant, but depend on the temperature and chemical composition (content of water, fat, protein, salt).

The content of water significantly affects the relative dielectric constant of the environment, it has little effect if the water content is below the critical 20%, the effect is greater between 20 and 45%, and it is reduced again over 45%, with a given temperature of o to 1°C, 25°C and 80°C, with a frequency of 915 MHz.

Goldblith (1972) states that if the quantity of water in a product is larger, the relative dielectric constant is also larger, i.e. the loss factor, so the heating is faster.

With the increase of the salt content (ash), the relative dielectric constant also increases. Ivanović (1976) ascertain that the temperature of the saline solution increases much faster that the temperature of distilled water, when the frequency of 2450 MHz is applied.

With the increase of the fat content between 10% and 35% in chopped beef, with the constant ratio of protein and salt, as well as water content of over 45%, the relative dielectric constant of the environment decreases (Goldblith, 1967).

We should point out those electric and physical properties of food which affect the microwave heating change drastically at temperatures below the freezing point (Mudgett, 1989; Schiffmann, 1986). While water has a great power of absorption and heats well, ice has a small

relative dielectric constant and does not heat well. Therefore, it is better to heat frozen foodstuffs with some of classical processes close to the melting point, and then defrosted with microwaves, than to use only microwaves to defrost (Bengtsson and Risman, 1971). Reich et al. (1975) provided a comparative representation of the absorbed microwave energy depending on the temperature of certain foodstuffs (water, meat, dipping and edible oil). Meat whose temperature is -20°C, as Ohlsson claims, absorbs microwaves ten times less than meat heated to 20°C. Oil whose temperature is -20°C absorbs microwaves twice less than oil heated to +20°C. Defrosted foodstuffs have greater absorption power than the frozen ones, which negatively affects the uniformity of heating. There is a dependence between the thickness of the layer (7.65cm) of microwaves and the temperature of the foodstuff and frequency.

Generally speaking, with the increase of the temperature and the frequency, the thickness of the absorption layer decreases (Popov-Raljić, 1999).

Application of microwaves in hospitality

Nowadays, microwaves are used in a series of industry branches (Schifffmann, 1986; Mudgett, 1989) and, to a large degree, in hospitality. Schifffmann, (1986) lists only a part of possibilities for using microwaves when processing raw materials and semi-products into food: heating in order to change the original properties of semi-finished products (baking sour dough; boiling vegetables; cooking all sorts of dishes, etc.); dry foodstuffs in a vacuum or moist pressure; destroy the micro flora.

Mudgett (1989) believes that food processing can be classified in six basic and important operations for achieving specific, desired sensory characteristics (Table 1). The same author also shows a typical commercial use of microwaves, at a frequency of 915 MHz, with a possibility of combining with conventional heat with the aim of improving certain sensory properties of a finished product (texture...) (Table 2).

Table 1. Basic effects of operations of applying microwaves

Operations	Basic effects of the operation
Blanching	Inactivation of the enzymes
Cooking	Modification of taste and texture
Dehydration	Reducing the content of moisture
Pasteurization	Inactivation of vegetative microorganisms
Sterilization	Inactivation of microbial spores
Tempering	Increasing the temperature above the freezing point

Source: Popov-Raljić, 1999

Table 2. An overview of procedures of commercial application of microwaves

Operations	Frequency (MHz)	Power (kW)	Conventional heat
TEMPERING • pastry	915	30	not applicable
DRYING • dough	915	30	hot air
BOILING • bacon • poultry • meat pie	915	30	steam not applicable infra-red rays
VACUUM DRYING	915	30	

Source: Popov-Raljić, 1999

Decareau (1986) expands the possibilities for application of microwaves in food industry (Table 3).

Table 3. Possibilities for application of microwaves

Process	Product
Tempering	Meat, fish, poultry
 Cooking 	Bacon, meat pates, sausages, ready meals
 Drying 	Dough, onion, eggyolk, express dishes
 Vacuum drying 	Orange juice, cereals
 Defrosting 	Meat, vegetables, fruit
 Pasteurization 	Bread, yoghurt
 Sterilization 	Packaged food
Baking	Bread, doughnuts, meat
Frying	Meat, fish, vegetables
Blanching	Cereals, potato, fruit
Melting	• Fat, chocolate

Source: Popov-Raljić, 1999

Tempering frozen meats with microwave appliances - The problem of defrosting meat has drawn attention of science and practice in food production in hospitality for a long time. Even from the fact that it takes about twice as much time to defrost meat than to freeze it, we can make a conclusion about the practical significance of this problem. It does not occur rarely, especially with large chinks of meat, that meat is spoiled on the surface, whereas the central layers are still frozen.

In order to mitigate the negative effects of defrosting meat, the process of tempering frozen meat before processing is introduced, which facilitates further food preparation in hospitality facilities.

Microwave tempering can be used in numerous purposes, among others for production of meat loafs, minced meat, portioned meat of different types and parts, preservation of meat, frozen ready food and others in hospitality.

Due to the solid aggregate state, it takes more energy for microwave defrosting. The greatest amount of microwave energy is required to thaw foodstuffs whose temperature ranges from -1 to 1°C, and the given energy is exclusively used as the energy of changing the aggregate state and does not lead to a rise in temperature.

Some examples of defrosting meat are shown in Table 4.

Table 4. Defrosting different types of meat in a microwave oven

MEAT	Weight (kg)	Time (min.)	Standing (min.)	Time (min.)	Standing (min.)	
Beef						
ChunksMinced beefIndividual chops	≈ 1,5 ≈ 1 ≈ 0,5 ≈ 0,225	10 5 5 5	20 10 10 15	5 2,5 2,5 4	20 5 / 10	
Pork						
ChunksIndividual chops	≈ 1,5 ≈ 0,5 ≈ 0,130 × 2	10 2,5 2,5	20 10 5	5 2,5 2,5	10 / 5	
Poultry						
PiecesChicken chops	≈ 6 ≈ 1 ≈ 0,225	20 10 5	30 20 10	10 5 2,5	20 10 10	
Mutton and lamb	Mutton and lamb					
ChunksIndividual chops	≈ 2,5 ≈ 0,225	10 2,5	20 5	5 2,5	10 5	
Veal	Veal					
• Chunks	≈ 1,5	5	10	5	10	

Source: Popov-Raljić, 1999

Thanks to the application of a microwave continuous circulating heater, the homogenous distribution of energy is enabled, where whole pieces of fruit, such as cherries, raspberries, strawberries and others can be pasteurized and applied in the production of high-quality yoghurt with whole fresh fruit, as well as in other products.

Microwaves and food safety in hospitality

Food safety is one of the most important requirements in hospitality (Popov-Raljić and Blešić, 2016). In the microwave oven the degree of heating depends on the strength of the oven and water content, thickness and quantity of the heated food. The microwave energy does not penetrate thicker pieces of food well, which can lead to a health hazard if food parts are not heated enough for elimination of potentially dangerous microorganisms.

Another concern of users of microwave heating systems, including domestic microwave ovens, is exposure to microwaves leaking from those heating devices. The FDA strictly regulates the manufacture of domestic microwave ovens (Food and Drug Administration, 2008).

Chemical risks of microwave heat treatment

Some consumers associate microwave heating with radioactivity and are seriously concerned about possible harmful chemical reactions caused by microwaves (Tang, 2015). Processes of heat treatment of food, especially the high temperature ones (grilling, baking, etc.) are known to induce the production of potential carcinogens. There have been concerns that microwave cooking may also increase the production of carcinogens or mutagens in foods.

Currently there is no scientific evidence that the production of any carcinogenic substances would increase upon the application of microwave heating. Microwave cooking did not produce significant amount of heterocyclic amines/HCAs (Skog and Solyakov, 2002), nitrosamines (Lee et al., 2003) or polyaromatic hydrocarbons/PAHs (Phillips, 1999) in meat products. The use of microwave cooking to precook meats before grilling or barbecuing has in fact been recommended so as to minimize the formation of HCAs and PAHs. It is probably due to the lower cooking temperature (temperature of microwave cooking normally would not exceed 100°C) and shorter heat treatment time of microwave heat treatment.

Microbiological risks associated with microwave heat treatement

Nearly all foods may be contaminated by microorganisms to a certain extent. Concerns have arisen regarding whether microwave heat treatment can kill the food-borne pathogens as effectively as conventional methods since microwave cooking generally requires shorter times and may sometimes result in lower temperatures at the food surface. Results of many studies concluded that the effectiveness of microwave heat treatment in killing microorganisms and spores is comparable with conventional methods provided that appropriate temperature and time are reached (Welt et al., 1994, Celandroni et al., 2004). The same temperature-time relationship applies to both heat treatment methods, i.e. it is generally advised that raw animal food should be heated to a temperature of at least 75°C for 15 seconds in order to kill any food borne pathogens that may be present in the food. Studies that indicated opposite results can be attributed to uneven heating of foodstuffs, which could have been avoided by ways including covering the food during microwave heat treatment (Decareau, 1992). Therefore, when designing a microwave oven and microwave heat treatment instructions, the heating process and characteristics of microwave heat treatment have to be taken into account to ensure that adequate temperatures are reached to kill microorganisms.

Conclusion

In order to speak about the application of microwaves in hospitality, it is required to know the basic principles on which the usage of high-frequency energy is founded.

The main difference between heat treatments with microwaves and conventional heat treatments is that the microwave energy penetrates deeper into food and reduces the time interval of preserving the warmth of food, which shortens the total heat treatment time.

Food which is heated in a microwave oven is of an appropriate quality and it is safe.

On the basis of more recent literary citations, the possibilities for application of microwave ovens in hospitality and not exhausted, but they are constantly improved and innovated. One of the more interesting areas of microwave heat treatment is based on the effects of the so called "micro-emulsion systems" which enable the appropriate sensory properties (an acceptable surface colour, a characteristic crispness et al).

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The influence of the ethnic structure of the province of Vojvodina on the gastronomic offer in tourism

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Abstract

The ethnic structure of Vojvodina significantly influenced the formation of diverse gastronomy. Historical events and a large number of the Austro-Hungarian population have influenced 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, Rusynian, Romani, Croatian, Ukrainian, Macedonian and other ethnic groups. The problem is 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 local and regional ethnic structure. The previous research has proven the dominance of Hungarian dishes. 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.

Keywords: Ethnic structure, food, gastronomy, tourism, restaurants, hospitality, Vojvodina

Introduction

Tourism is an important economic activity in every region in which tourists, regardless of the reason for their visit, have a physiological need for food. This is exactly what should be used in order to increase the experience of destination and economic profit through the sale of homemade, that is, local agricultural, food and gastronomic products (Kalenjuk et al., 2011; Kalenjuk et al., 2012a).

The structure of food offer is one of the most important factors in the development of tourism and has been influenced by numerous elements among which the most important is popula-

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tion that has created through history its specific gastronomic norms. The complex ethnic structure of Vojvodina has significantly influenced the formation of a diverse gastronomy. The cuisine of Vojvodina is a mixture of different influences of ethnic groups living for centuries in this area. The food and preparation of food in Vojvodina was mostly influenced by the arrival of the Germans, who brought dishes, customs, preparation of winter food, wine, and fruit growing, and the local population in Vojvodina adopted a lot of their specialties. Also, Hungarian, Romanian, Slovak and other surrounding cuisines, as well as Turkish cuisine, had a significant impact (Totović, 1974; Radulovački, 1996; Ivkov, 2004; Ivkov at al. 2007; Janjetović, 2009; Hadži-Zarić, 2010).

When forming an offer in the hospitality industry, a large number of employees in the restaurant business try to create a unique offer and struggle with the interpretation of the origin of certain specialties. The problem often is minimal differences in the way food is prepared, and sometimes the only difference is the name of the dishes. In addition to Hungarian, Serbian and Turkish dishes, the offer of the restoration facilities of Vojvodina should include specialties of Slovaks, Rusyns, Romanians, Croats, Ukrainians, Macedonians and other ethnic groups that make up a significant share of the population.

The influence of ethnic groups is expressed in different ways and often intertwined with other ethnic groups, so it is often difficult to determine the true origin of certain cultural characteristics, which makes it difficult to determine the origin of food and to understand habits in ways of consuming and preparing.

Research conducted so far has proven the dominance of Italian cuisine, reflecting modern eating habits, with the only significant share of Hungarian cuisine compared to other ethnic groups. Surely, this offer is not transparent for the development of tourism and the offer of a unique gastronomic experience. Dishes of ethnic groups that inhabit Vojvodina in order to develop tourism must find their place in the offer of restaurants.

The subject of the research is the influence of ethnic groups in Vojvodina, on the structure of gastronomic offer in restaurants. The task of the paper is to examine the structure of the offer of sampled restaurants on the territory of Novi Sad as a significant tourist destination and to observe the presence of local, national and international specialties, as well as dishes of local ethnic groups. The aim of the research is to get to the knowledge of the extent to which the dishes of certain ethnic groups are represented in the offer of hospitality facilities, or how much it is aligned with the ethnic structure of the population.

Literature review

The influences on gastronomy of Vojvodina

Throughout history (from prehistory to the Austro-Hungarian period), Vojvodina represented a stage for many nations and ethnic groups who formed their countries here and entered neighboring countries repressing various Germanic and Slavs tribes in front of them. The events influenced the shifts of lords of this territory, the shifts of nations, their cultures and state forms. Changes in the Vojvodina population were frequent because the periods of demographic and economic prosperity shifted with periods of recession and depopulation. According to Đerčan (2017), major demographic changes were caused by: migrations of nations, numerous wars, epidemics and extermination, unorganized and organized migrations, changes of states and state borders, various economic opportunities, industrialization, urbanization, etc. Regardless, it was the food what bound them and differed significantly.

According to the Population census in 2011, 1,931,809 inhabitants lived in the territory of the Autonomous Province of Vojvodina. Two-thirds or 66.75% of the population are Serbs. Among the ethnic groups, the Hungarians are the most numerous, who make up 13% of the population of Vojvodina, then the Slovakians 2.6%, Croats 2.43%, Romanians 1.31%, Rusyns 0.72%, Ukrainians 0.72% and Germans 0.17% (Kicošev and Njegovan, 2013). In addition to various external influences, each of them managed to maintain the food and customs of their ancestors in their households.

Vojvodina is, by types and varieties of soil, one of the most fertile areas of Serbia, part of the granary" of our country, agricultural land makes up 84% of its territory. It is mostly used for" the cultivation of grains (Bosić, 1989), as well as other industrial and vegetable plants. In some areas of Srem and Banat, viticulture has been developed, one of the oldest in Europe. Saline soil is covered by pastures that were particularly favorable to the development of livestock breeding in the past. The fishery was developed on the Danube, Tisa, Sava and their tributaries (Padejski, 2011), and the forests enabled the presence of game dishes (Bosić, 1996), which are now presented somewhat less in the diet. Good conditions for the development of agriculture and livestock breeding in this area were favorable for the production of various food products, which also reflected on gastronomy.

The relationship between food and tourism

Preserved authentic agricultural, food and gastronomic products are key segments of different ethnic groups that can be used in tourism, attracting true food lovers - gastronomes (Kalenjuk et al., 2011).

Activating a certain tourist area contributes to the agricultural and food industry and the hospitality industry, making food an important tourism resource (Henderson, 2004; Quan and Wang, 2004). Authors emphasize the special importance of food because the expenditures for food and drinks in tourism amount to more than one-third of the total tourism consumption of global tourism (Meler and Cerović, 2003), therefore the relationship between food and tourism is one of the important issues in tourism.

The relationship between food and tourism can be viewed from different perspectives that include culture, authenticity, cuisine, strategy, participation, and support of the community at the destination, etc. (Horng and Tsai, 2010), and the value of this relationship is seen in the fact that among all possible travel expenses, tourists are least willing to reduce the food budget. This suggests that tourist consumption of food makes a significant contribution to local restaurants, grill houses, bakeries, pastry shops, agricultural and food industry, and thus the destination economy (Pyo et al., 1991).

Types of dishes by the origin of the recipe

Many tourist destinations, noting the importance of tourism development, have started to offer and promote their local specialties and cuisine (Du Rand et al., 2003; Henderson, 2004; Kivela and Crotts, 2005; Du Rand and Heath, 2006; Hashimoto and Telfer, 2006; Okumus et al., 2007; McKercher et al., 2008) by forming a unique offer within their hospitality facilities. The dishes, which can be found in the offer of a hospitality facility, are divided by the authors based on their origin, to local, national and international dishes.

Dishes of local origin are seen those that have been created in individual households or represent the specialties of a particular restaurant or are related to one city, and are prepared

from authentic local foodstuffs such as stuffed steak in the manner of the chef Marko, "Leskovački voz", Banjalučki ćevap, the specialty of Salaš 132 and many others (Kalenjuk et. al., 2015).

National dishes represent regional food items that have been established on a wide territory of a country. Regardless of whether they have been established on a wider territory of a country from where they were once adopted, or were created in that territory, they are considered to be national dishes. Such dishes are Karadjordje's seak, sarma, goulash, roasted pork, gibanica, salčići, dumplings and many other dishes in Vojvodina. Often it happens that a local dish is a national one as well, such as the Leskovac grill, or even that one dish is local, national and international like Viennese and Parisian steaks (Tešanović at al., 2009; 2010).

International dishes are recognized foods of various world cuisines that are accepted all over the world, such as cordon bleu, chateaubriand, pizza, Stroganoff, Dobosh cake and countless others, recognizable in the global hospitality industry.

In offer of dishes of hospitality facilities that should attract the attention of food-oriented tourists in the first place are dishes of local and then of national origin; dishes of ethnic groups residing in Vojvodina can be included here. It is considered that the ratio between all kinds should be equal, because only in this way, the demand of all tourists can be satisfied (Tešanović et al., 2010; Kalenjuk et al., 2012a; 2012b).

Research methodology

In order to get data on the structure of dishes that are offered in hospitality facilities of Novi Sad from the perspective of authenticity, direct collection of menus were made in restaurants of local - national - international cuisine. Analysis and synthesis were done on 758 dishes in 5 hospitality facilities. Based on origin, the dishes were grouped into local, national and international, followed by statistical observation. The obtained data are graphically presented in the paper and discussed. The structure of foods in the analyzed hospitality facilities varies, so for the purpose of this research, the usual grouping was carried out into: cold appetizers, soups and broths, warm appetizers, ready meals, meat meals including dishes a la carte and grilled, fish meals, side dishes and stews, salads and desserts, or grouping according to the order of consumption.

Results and discussion

Based on the collected menus, all dishes were identified and classified into three main categories, based on which further analysis was carried out, which resulted in the knowledge of the extent to which local, national and international dishes were represented. McKercher et al. (McKercher et al., 2008) emphasize the importance of local, authentic specialties and the formation of a unique offer within hospitality facilities for a successful development of gastronomic tourism. This is the reason for research into the structure of dishes in order to explore the extent to which the offer includes recognizable, authentic, local and national products, and whether the products of certain ethnic groups are represented. Figure 1 shows the results on the offer structure in restaurants of Novi Sad.

Observing the offer of cold appetizers in restaurants of Novi Sad, it was noted that the international cold appetizers stand out by 45%. National cold appetizers are represented by 34% while local cold appetizers are the rarest (20%).

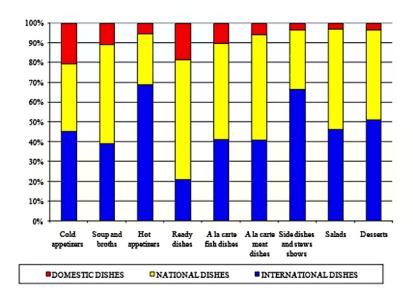


Figure 1. Dish offer structure in restaurants (Source: Authors)

The obtained data indicate that local cold appetizers are not enough represented in the offer of caterers in Vojvodina. According to Radulovački (2004), different authentic products are not sufficiently utilized, from meat, milk, and vegetables that are typical for Vojvodina. If one goes into deeper analysis, it is noted that Vojvodina has many authentic hospitality facilities such as fish restaurants on the water, farms, local cuisine restaurants, hunting houses and the like, whose offer should be dominated by local cold dishes as well as other dishes whose share should be raised over 50% (Kalenjuk, 2014).

Insight into the structure of the offer of soup and broths shows, as with cold appetizers, a small representation of local products of only 11%, while soup and broths of national origin have 50% which is satisfactory. Positive examples are Serbian ragout soup and Hungarian goulash, which are offered in Novi Sad's hospitality facilities. The overall analysis of the structure of the offer of soup and broths in Novi Sad's hospitality facilities showed an unsatisfactory offer of local specialties.

Analysis of the offer of dishes from the group of warm appetizers shows a worrying fact that in the total offer there are only 5% of local dishes. Most of the warmest appetizers are of international origin, 69% which in no way supports the promotion of local gastronomic tourism. Rare facilities offer dishes listed by Dodić (Dodić, 2011) noodles with cabbage, noodles with minced ham, noodles with sour cream, noodles with potatoes, noodles with cheese and the like, which are true representatives of Vojvodina's cuisine.

Analysis of the offer of ready dishes shows the dominant presence of dishes of national origin 61%, while local and international dishes are approximately equal to 20%. Ready dishes represent one of the few groups of dishes in which international dishes do not dominate the offer. Nationally accepted dishes, such as sarma, goulash, paprikash, pörkölt and beans, are represented in a satisfactory number of analyzed hospitality facilities, while local dishes require addition.

Gulash, paprikash and pörkölt are the most important representatives of Hungarian cuisine. The aforementioned national dishes originally originate from Hungarian cuisine, which is a reflection of history and dominance among the national minorities of Vojvodina. The basis of Hungarian cuisine is meat, pork, veal, beef, and poultry, due to the nomadic spirit of this nation in its early years and turbulent migrations. In addition to meat, there are Hungarian peppers, pork and goose fat, garlic, onions, sour cream, walnuts, and poppy. The offer of national specialties from the group of a la carte dishes and grilled dishes are represented at a satisfactory level with 49%, however, the offer of local dishes is extremely low, only 10%, and requires addition with local meat specialties such as local sausages and meat dishes originating from the visited district (Kalenjuk et al., 2015). Meat from Mangalica, which, due to its nutritional composition, is gaining popularity, can take a significant place in the offer.

Observing the structure of the offer of a la carte fish dishes, there is a small percentage of local specialties amounting to 6%. There is the largest share of national dishes with 49%. The offer of local specialties from fish meat is unsatisfactory. The offer of international dishes is dominated by sea fish and seafood dishes, while in the favour of tourism among national specialties, there are those listed by Totović (1974) and Hadži-Zarić (2010) and these are: carp in Apatin style, catfish with sour cabbage, starlet in Srem style, Vojvodina roasted carps, perch with butter and potatoes, catfish casserole, catfish's heads in white wine, and others.

Analysis of the structure of the offer of side dishes and stews shows a small share of dishes of local origin, 3%. International side dishes and stews have the highest share, as much as 69%. Such an offer structure cannot be considered satisfactory given that Vojvodina is a farming country with a significant volume of vegetable production and consumption (Dodić, 2011: Tešanović et al., 2013). Hospitality facilities require the addition in their menus with authentic stews and side dishes, in addition to specialties of residing ethnic groups.

Analysis of the obtained data, similar to the previous groups of meals, shows a noticeable low participation of local salads of only 3% while the national and national salads have approximately the same shares. A discussion on a small share of local specialties from the salad group may be related to the previous discussion on stews and side dishes which is also unsatisfactory, in relation to national and international whose offer is satisfactory.

Based on the results, it can be concluded that the offer of the facilities has a satisfactory share of national desserts, 117, but that local desserts are completely neglected 3%, and their offer should be improved in order to enable visitors to enjoy authentic tastes within the entire region. The offer of national desserts consists of various types of cakes and pastries, pies, strudel and other bakery and confectionery products, which according to Dodić (Dodić, 2011) and Radulovački (Radulovački, 1996) are typical for Vojvodina households, which originate from the Austro-Hungarian period.

Conclusion

The gastronomy of Vojvodina emerged as a reflection of the multicultural nature of this area. Ethnic groups managed to impose certain gastronomic specificities, but these are not well-used for attracting tourists through the offer of hospitality facilities on the territory of Novi Sad, which is clearly showed by the results of the paper. The results clearly show that the structure of the population is not in correlation with food offers, where Italian cuisine and the influences of the West dominate. Tourists are looking for authentic experiences, which can be used, but it requires a better promotion of gastronomic specialties of ethnic groups inhabiting these areas.

The offer of food of restaurants is a reflection of the food culture of a nation that reflects the influences from the time of the Austro-Hungarian Empire and the Ottoman Empire, so only their influences can be recognized in the offer of dishes. In order to develop tourism and attract tourists, it is necessary to influence the placement of more authentic dishes in the hospitality industry. Only an authentic offer can provide profit in tourism, whose potentials are clearly visible but still unused.

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What can affect food consumption at the destination?

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Abstract

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, autors 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.

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

Introduction

Food consumption, as one of the most important form of tourist spending, has not been present enough in the hospitality and tourism literature (Cohen and Avieli, 2004). One of the main reasons for this neglect is that some authors (Clarke and Godfrey, 2000) assert that food complements destination's attractiveness, so it can be labeled as a 'supporting resource', while on the other side, according to the conventional view, food can be an extension of tourists' daily routines and represents a 'supporting consumer experience' (Quan and Wang, 2004). A literature review dealing with tourism reveals that existing studies about tourist consumption is

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largely related to the field of food service (Nield et al., 2000; Sheldon and Fox, 1988), local consumption of food (Kim et al., 2009; Ryu and Jang, 2006; Torres, 2002), the food and gastronomic experience in the tourism industry (Chang et al., 2011; Kivela and Crotts, 2006; 2009), and travel and food preferences (Chang et al., 2010; Torres, 2002).

Based on the results presented in the above-mentioned studies, it is evident that a particular set of factors can influence the behavior of tourists when it comes to food consumption. These potential factors can be classified into the following categories: religious and cultural influences, socio-demographic factors, food-related personality traits, exposure and past experience, and motivational factors (Mak et al., 2012). Based on the evidence from the tourism literature and theoretical insights from food consumption, authors analyzed two factors: food-related personality traits and exposure and past experience. 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.

Literature review

Food-related personality traits, defined as individual characteristics that have influence on food consumption, have been recognized as important psychological variables affecting broad range of food-related behavior (Kim et al., 2009; Cohen and Avieli, 2004). In particular, two main types of traits can be identified from the tourism literature: food neophobia and variety-seeking (Chang et al., 2011; Quan and Wang, 2004). While humans are willing to try various food products, on the other side, they will be very cautious not to ingest toxic or harmful food sources (Pliner and Salvy, 2006). Food neophobia, therefore, is described as a 'natural biological correlate of omnivorous exploratory behavior' (Köster and Mojet, 2007, p. 99). According to Pliner and Salvy (2006), food neophobia can affect consumer to prefer more familiar over novel foods, but this choice depends on individual differences (Cohen and Avieli, 2004).

Another food-related personality trait that can affect tourist food consumption is variety-seeking. Variety-seeking can be defined as 'the tendency of individuals to seek diversity in their choices of services and goods' (Kahn, 1995, p. 139). VARSEEK scale was developed by van Trijp and Steenkamp (1992) and has eight items used for measuring the trait. Variety-seeking tendency has been used in many studies connected with food consumption. For instance, author Inman (2001) found out that consumers preferred more flavor (as a sensory attribute) rather than brand (as a non-sensory attribute) of tortilla chips and cake mixes. Research indicates that variety-seeking behavior occurs frequently in the case of hedonic consumption (Ratner et al., 1999). Hedonic products evoke emotional responses since their primary benefits are fun, pleasure and enjoyment (Carroll and Ahuvia, 2006). Tourism and gastronomy can be considered as hedonic products, and thus, can be subject to the influence of variety-seeking behavior.

The mere exposure effect refers to a 'positive repetition-affect relationship that results from exposure alone' (Obermiller, 1985, p. 18). The exposure effect and past experience are found to be important factors affecting tourist food consumption. Increasing preferences and the familiarity toward local cuisine at the destination can be gained by tourists' exposure to the local cuisine and especially if they already visited that destination. Repeat visitation can positively correlate with the number and range of tourists' culinary explorations, while first-time visitation has negative correlation (Tse and Crotts, 2005). This is also confirmed in Ryu and Jang's study (2006) where it was found that past experience can predict tourists' intention to consume local cuisine in destinations.

Beside experience gained at visited destination, globalization increased exposure to different foreign cuisines. Thanks to globalization, tourist become more mobile and food they consume more international (Mitchell and Hall, 2002; Richards, 2002). Tourists have become more familiar with foreign cuisines even when they are in their home settings, since ethnic restaurants and information about foreign food are available before traveling to chosen destination (Cohen and Avieli, 2004). This might lead to changes in their travel food consumption behavior.

Methodology

The survey was launched on June, 2017 using Survey Monkey and the services of Survey Sam-

The target sample was foreign tourists whose visits were registered in the territory of Novi Sad during June and July 2017. These two months were selected because Novi Sad was the most visited during these months and in the last ten years. The survey was ended on August 1st 2017, and resulted in a total of 433 usable responses for the analysis.

An online survey was developed to measure variety seeking behavior, as well as to gather data about consumer characteristics, values, and their relationship with food choices in terms of consumption frequency, preferred varietals, as well as purchasing behavior.

For the purpose of this study, and based on the previous research (Van Trijp and Steenkamp, 1992), the VARSEEK scale (Variety Seeking Behavior) with eight items developed by Van Trijp and Steenkamp was used.

The questionnaire was composed of three parts. The first part was an agreement of respondents to fill in the questionnaire. The questionnaire was anonymous. The second part referred to demographic characteristics of respondents: gender, age and country of respondents. The last part of the questionnaire is VARSEEK scale. The answers were measured by using the Likert scale, as follows: 1 - Strongly disagree, 2 - Disagree, 3 - Neutral, 4 - Agree, 5 - Strongly agree.

Results

The study included 433 respondents. Out of the total number of respondents, 51.3% were male and 48.7% female. Almost half of the respondents are younger people, 18 to 30 years of age. Almost half of respondents (N = 206) come from Western European countries: United Kingdom (45%), Austria (25%), The Netherlands (20%) and Germany (10%). The next category comprises of respondents (N = 236) coming from Southern European countries (N = 104): Cyprus (20%), Albania (25%), Greece (35%) and Turkey (20%) and Eastern European countries (N = 123): Poland (15%), Russia (15%), Bulgaria (20%), Czech Republic (15%), Hungary (20%) and Slovakia (15%).

The results of the measures from the VARSEEK scale are listed in Table 1, along with the means and standard deviations. The Cronbach's alpha for the scale was .764 providing evidence of internal reliability among the eight items.

Table 1. Measures of Variety Seeking Behavior in food choice

	М	SD
1. When I eat out I like to try the most unusual items, even if I am not sure I would like them.	4.50	.75
2. While preparing food or snacks, I like to try new recipes.	4.21	1.02
3. I think it is fun to try out food items that I am not familiar with.	4.13	1.29
4. I am eager to know what kind of food people from other countries eat.	4.05	1.38
5. I like to eat exotic food.	3.96	1.42
6. Items on the menu that I am unfamiliar with, make me curious.	4.30	1.23
7. I prefer to eat food products I am used to.R	4.20	1.41
8. I am curious about food I am not familiar with.	3.81	1.16

^{*}Total score is calculated by summing ratings from all items. Ratings for items marked with letter R need to be reversed before calculating the total score.

Next, analysis was used to identify distinct market segments based on their food variety seeking behavior. Using this approach simplifies data structures and facilitates discussion of marketing activities directed at discreet target market segments. A solution with three market segments was selected for interpretation in this study. A three-segment solution allows researchers to adopt the polar extreme approach of comparing the two extreme groups.

The three segments were labeled with Western European countries (N = 206), Southern European countries (N = 104) and Eastern European countries (N = 123).

Table 2 presents findings of the analyses used to identify the nature of the three groups, while the ANOVA analysis was used to describe their members.

Table 2. ANOVA Analysis for Variety Seeking Measures

Variety Seeking Measures	Western European countries (N = 206)	Southern European countries (N = 104)	Eastern European countries (N = 123)	F	Sig.
1. When I eat out I like to try the most unusual items, even if I am not sure I would like them.	4.21	4.15	1.90	1.662	.001
2. While preparing food or snacks, I like to try new recipes.	4.50	4.33	2.64	3.669	.004
3. I think it is fun to try out food items that I am not familiar with.	3.90	4.03	2.01	2.662	.003
4. I am eager to know what kind of food people from other countries eat.	4.01	3.95	2.85	1.662	.005
5. I like to eat exotic food.	3.67	3.87	2.65	4.669	.020
6. Items on the menu that I am unfamiliar with, make me curious.	4.10	4.05	1.96	1.662	.002
7. I prefer to eat food products I am used to.	2.50	2.67	1.67	3.669	.003
8. I am curious about food I am not familiar with.	3.75	3.99	2.35	4.669	.015

The results of the ANOVA showed that respondents coming from Western European countries differ from those coming from Southern European countries and Eastern European countries, in items 1, 2, 3 and 4. The respondents from Western European countries have slightly

^{*}Cronbach's alpha .764

more variety seeking behaviour compared to respondents from Southern European countries and Eastern European countries. The possible differences can be explained on the basis of previous research where it is mentioned that the food choices are based on an individual level and that they are associated with the aspects of personality, mental health, and socio-economic factors. Specifically, results indicate that there is no difference in items 5 and 8 between countries. The results indicate that there are no differences between countries in items "I like to eat exotic food" and "I am curious about food I am not familiar with". This can be explained by the fact that respondents are only willing to try familiar food. Furthermore, results indicate that respondents from Western European countries and Eastern European countries differ from Southern European countries in items 6 and 7.

According to the authors' knowledge, there have not been any studies conducted so far in Novi Sad related to variety seeking behavior, so this study provides a new insight into significance of food choices at the analysed location.

There are several limitations of this study. The first involves the sample of those selected (i.e., bias of the sample selection) or invited to complete the survey. In a non random, convenience sample, one must be cognizant of the fact that those who were invited to complete the survey may not be representative of the general population. A second limitation is the self-selection bias of those who chose to complete the survey. Specifically, among those who were invited to complete the survey, are those who chose to complete the survey representing general wine consuming population. Both sample selection bias and self-selection bias can limit the generalizability or external validity of our results to the overall food consuming public.

Conclusion

The significance of this research comes out from the fact that no similar studies have been carried out in the Republic of Serbia, meaning Novi Sad so far. Results of this study pointed out the importance of variety seeking behavior in food. The obtained results indicate that respondents from Western European countries are more willing to taste familiar foods rather than novel foods. The obtained results indicate that scale "Variety Seeking Behavior" is important for future plans of development and promotion of a concrete destination at the target market.

There is an abundance of theoretical and empirical literature dealing with the topic of food consumption at the destination. Those studies provide both theoretical background and practical research. A review of relevant literature indicates that personality traits, exposure and past experience are determinants which can be used for analyzing food consumption at the destination (Mak et al., 2012).

Bearing all this in mind, it is crucial to raise awareness of employees in hospitality and hotel management about the benefits of using different models for analyzing the characteristics of tourists in regards to food consumption, because they could offer a competitive advantage and long-term business success.

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Potential development of wine tourism in Montenegro

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Introduction

The development of tourism is considerably more than in other activities conditioned by the quality of the environment, its natural and cultural values, because the degree of preservation and attractiveness of the environment directly reflects the possibilities for tourism development (Stanojević, 2005). Wine tourism includes a tourist trip that includes a visit to the vineyards, wineries, wine festivals and wine fairs, where wine tasting and/or experience and attraction of wine growing regions are the primary motivation for the trip. For Montenegro, as a tourist destination that is oriented towards elite tourism, wine is an extraordinary tourist resource, which contributes to the attractiveness, development and recognition of the tourist destination. Wine tourism in Montenegro is still on the rise, but the existing potentials can positively influence the development of wine tourism, and the development of wine tourism can complete the tourist offer of our country. The International Organisation of Vine and Wine (OIV), headquartered in Paris, defines wine as follows: "Wine is exclusively a drink resulting from total or partial alcoholic fermentation of crushed grapes or grapemust with an alcohol content which can not be less than 8.5% vol. Sometimes, taking into account the climatic conditions, soil or varieties, specific factors of quality or tradition characteristic for some vineyards, minimum alcohol content can be reduced to 7.0% vol. by special legal regulations of some regions." (Milosavljević and Jović, 2004). Drinking wine does not represent an instinctive thirst quenching, but pure enjoyment, and for this reason it is necessary to drink carefully and moderately with respect and love (Borovac, 2008.). Today there are more and more wine connoisseurs, and it can be said that this has largely become a part of the general culture.

The nature of the wine industry itself leads to a unification with tourism, providing a tourist with the opportunity to experience history, food, culture, new fragrances, sounds and tastes, as well as a combination of culture, lifestyle and the area.

Wine tourism can also be (www.dgt.uns.ac.rs/download/vintur):

- culturally authentic (including lifestyle associated with wine and food, festivals and events, wine villages, architectural heritage)
- romantic (based on the fact that wine, food and an attractive environment stimulates romance)

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educative (tourists want to learn more about wine and culture)

In many European countries, great importance is given to wine tourism, the promotion of national production, and thus other tourism and other potentials of a country or a region. There are many tourist routes in Europe, and among them a very significant place occupy the Wine Roads, which primarily aim is the promotion of local wine producers or some special wine-growing regions.

Wine tourism is present in the most famous winegrowing regions such as Tuscany and Piedmont in Italy, Burgundy and Bordeaux in France, the Rhineland in Germany, the Burgenland in Austria, California in the USA etc. (Savić, 2006). 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 science that deals with the research and production of wine is called oenology, so this type of tourism is often called oenological tourism (www.crnogorskavina.com).

Interest in visiting the wine cellars is on the rise, but the idea itself is still developing. Following the example of neighbors and countries in the region, Montenegro could enrich its tourist offer with wine tourism. Autochthonous varieties, powerful wines from the south and a growing number of quality wines are the potential for the development of this type of tourism in Montenegro.

There are a large number of projects of the European Union for the development of wine tourism. One of the largest projects are"Vinest", the Kiev Initiative "Wine Culture Tourism Exchange (WCTE)" and "RECEVIN (Red Europea de Ciudades del Vino)" (www.dgt.uns.ac.rs/ download/vintur):

The implementation of the project includes the following activities:

- Setting up the network, including the organization of a data bank;
- Selection and renovation of traditional wineries for the spotlight to be put on a "living museum".
- Establishing a European festival for the tradition of winemaking, which would be hosted in all Member States during the grape harvest and involving the exchange of cultural events and groups between the region;
- Introduction of different events, e.g. seminars on wine tasting and evaluation, through exhibitions, wine tours.
- Stimulating economic activities focused on wine by promoting marketing activities through the network, including the production of guides for understanding wine, inter-regional wine exhibitions, seminars and conferences.

"Vinest"

It represents a unique network that promotes small European wine regions in order to protect and improve the diversity and specificity of its wines, land and culture. It is a European network for the exchange of experience and knowledge in the wine sector, promotes communication and cooperation between wine regions, protects the territory, and maintains traditions. The aim is to improve the quality of products in each area, increase the presence of tourists in small wine production areas, increase the number of young people working in the wine sector, protect the area from any changes that can be harmful, as well as to preserve tradition. The

partners are from Austria, Italy, Slovenia, Hungary, Spain and Germany. The project was started in 1998, and since December 2004, "Vinest" network is a registered association.

The Kyiv Initiative "Wine Culture Tourism Exchange (WCTE)"

This project explores how the wine and cultural tourism develops, and includes Armenia, Azerbaijan, Georgia, Ukraine and Moldova. Greece has taken an important role in the project from the very beginning, and Turkey is now an active member. The countries of the region that showed interest and participated: Serbia, Bosnia and Herzegovina, Bulgaria, Croatia, Montenegro, Macedonia, Romania.

"RECEVIN (Red Europea de Ciudades del Vino)"

It represents a network of wine producing towns whose aim is to improve the living standards of residents in these towns through the promotion of wine culture and the development of wine tourism. More than 800 European wine towns mainly grouped in national associations are included in this network.

Strategic analysis for the planning of wine tourisms

Pastel analysis of wine tourism in Montenegro

Elements that are most often associated with environmental analysis are: political, economic, social and technological, and purposeful manipulation of them is known as PEST analysis (Political, Economic, Social, Tehnological factors). Therefore, Pest analysis represents a comprehensive analysis of the most important elements of the environment and the wider environment. This form of analysis also occurs in the form of PESTEL analysis, which besides after mentioned elements also includes environmental factors and legal factors. PESTEL analysis is best combined with SWOT analysis.

Political Factors:

Advantages: - peace in the country and the region; -good political cooperation with the countries in the region;- authorities interested in developing this type of tourism;- the existence and functioning of the Montenegrin Tourist Organization.

Disadvantages: -political instability; -frequent changes of authorities and responsible persons in certain functions in the Municipal Tourist Organizations;- poor cooperation between the private and the public sector;- insignificant "investments" in the development of tourism in Montenegro.

Economic factors:

Advantages: - the possibility of economic growth (higher investment from abroad, an increase in wages and the like.); -stability of the euro;-greater opportunities for employment (many representative offices are opened).

Disadvantages: - high unemployment in some municipalities; -less large and strong companies; -insufficient funds are allocated for aid to winegrowers and winemakers.

Social factors:

Advantages: - hospitality of the population; - long and rich tradition; - quality and educated personnel in the field of tourism; - better standard of living.

Disadvantages: - negative rate of natural increase; - the passivity of the population

Technological factors:

Advantages: - use of new technology in production; - introduction of information technology;- investment in infrastructure (roads, hotels).

Disadvantages: - poor use of the opportunities provided by the Internet; - poor infrastructure in the areas where wine tourism develops.

Environmental Protection:

Advantages: - existence of awareness among the population about environmental protection; - preserved nature.

Disadvantages: - illegal dumps (especially along the important routes); - treatment with chemicals in agriculture.

Legal factors:

Advantages: - the possibility of faster opening of the company;- incentive measures for rural tourism (construction, upgrading of facilities).

Disadvantages: - non-compliance with laws and other legal acts; - strong centralization (poor informing in the area of Montenegro).

SWOT analysis of the Montenegro Wine Region

In order to be able to respond to changes and challenges that come from the environment, that is to ensure its continuous growth and prevent surprises, it is necessary for wine tourism to use different methods, concepts of "tools" and techniques in the process of strategic analysis. For strategic planning of wine tourism we will use SWOT analysis. SWOT represents the abbreviation for English words: Strength, Weaknesses, Opportunities and Threats. The most important external and internal factors for the future of wine tourism are called strategic factors. They are summed up in a SWOT analysis. The external environment consists of variables (opportunities and threats) within which it develops, in this case wine tourism. Strengths and weaknesses are identified in the inner environment. The aim of the SWOT analysis is to present the tourist advantages and disadvantages, as well as the potentials for the development of wine tourism, based on the data obtained by the primary and secondary research of the natural, anthropogenic characteristics of the regions, existing infrastructure, offer and demand of wines. These potentials can become a strong side of this type of tourism with conscious and planned development, and the dangers that can create serious problems shall be also listed.

Internal factors:

Strengths:- Spatial benefits (mutual proximity to the observed regions); - Close to major city centers;- Wealth of complementary natural values; - Wealth of cultural and historical sights; - Good traffic connection with land roads;- Creation of Tourism Organizations in every city;- Events dedicated to wine and grapes; - The warmth, kindness and hospitality of the population; - Possibility for tourists to engage in wine production; -Healthy and varied foods - Montenegrin specialties; - Indigenous varieties of grapes; - A long history of viticulture development;- A wide assortment as well as the offer of high quality wines of limited production.

Proposed measures for better utilization of the potentials:

- The formation of a single product;- Creation of a wide range of tourist programs (wine programs);- Using natural and anthropogenic values and their inclusion in the offer (a complex product)-hunting, fishing, cultural tourism etc.;- To promote the image (positive image for wine regions);- Creating better websites, travel films ;- Better regulation of the wine cellars (Tourist trim);- Creating a pleasant ambience;- On tolling ramps share free brochures, brochures related to wine roads;- Promotion of wine roads during domestic and international tourism fairs;- Disembarking of tourists from ships, visiting wineries, returning to the ship;- Linking tourism organizations, travel agencies with producers of wine.

Weaknesses: - Bad roads; - Insufficient and poor-quality accommodation basis (recipes);-Lack of promotional material;- Lack of marketing, management and information systems;- Lack of information boards, road signs for wineries and wine roads;- Lack of finances of individual producers;- Insufficient rationalization of the content of stay.

Proposed measures depending on weaknesses:

- Education for wine producers (organizing seminars, debates);- Enabling winery to give and placement services, private accommodation;- Giving certain incentives to winemakers who want to develop wine tourism.

External factors:

Possibilities:- Construction of regional programming packages in order to achieve the arrival of more tourists, continuing their retention and incentive programs that influence the amount of money spent;- Making development plans and feasibility studies;- Increased interest in domestic and foreign circles for wine tourism;- Investing in promotion;- Joint appearance on the market, fairs;- Improving production technologies;- Creation of short circular walking tours around existing tours;- Identify and equip resorts;- Enabling vineyard houses.

Possible reaction:- Cooperation between local government and tourism entrepreneurs;-Development of tourist guides;- Maximum advantage of the opportunities provided by the Internet (making web sites);- Organizing professional tours;- Organizing participation in seminars and consultations.

Threats:

- Slow development of the infrastructure; Insufficient openness of the country to abroad; - Lack of incentives by the government.

Reaction:- Highlighting the importance of the infrastructure development, lobbying;-Better cooperation among individual producers with officials from the government. SWOT analysis of wine tourism has drawn attention to strong and weak points, as well as to the chances and threats from the environment. The environment should raise strengths and opportunities to a higher level so that they can be compared with other European and world cities. Also, all weaknesses and threats should be mitigated and overcome as soon as possible. SWOT analysis has a time dimension, and whenever it is possible, it is useful to compare and monitor the SWOT analysis, ie, monitor changes in condition.

Wine road in Montenegro

The first wine roads were created in Germany at the end of 1920, encouraging tourists to enjoy the products of the region through which they travel. This coincides with the development of automobiles (a larger number of privately owned cars) and the construction of modern roads from cities to the interior of the country. Since the 1960s, the interest in wine and food has increased thanks to the publication of various chefs and similar editions, as well as broadcasts on this topic on radio or television. European destinations France, Italy, Spain, Germany and

Portugal have been facing increasing competition from the New World wine producing countries - South Africa, Australia, Chile and New Zealand.

In Montenegro, the wine has always been an integral part of the food and it was much appreciated. In support of this thesis, an edition of the newspaper Voice of Montenegrins from 1891 mentions wine: 'As science and our faith confirm, wine is the most beneficialalcoholic beverage, so grapes as a crop, from which wine is made, among all fruits, mustbe considered as the most valued. "(Mirković, 2009). However, although historically important regarding tourism in Montenegro wine today does not take the place it deserves.

People's psychological needs and travel motives must be explored deep enough to reveal their real travel motives, identify the experiences they are looking for, and understand the type of destination they would satisfy them. The focus on wine and food, among other things, is the element on which Montenegro can build a diversity of its tourist offer (Savić, 2012). The project "Wine Road of Montenegro" started in 2008., modeled on some other countries and their experiences, with the aim to identify and promote Montenegrin wine regions. The first edition of the tourist information brochure Wine Road was published, which is the first edition that officially provided the necessary information and knowledge about Montenegrin wine cellars and wineries. In 2009, the publishing of Wine Road brochures continued (www.crnogorskavina.com) in a supplemented and enlarged edition, a new tourist flyer was created, primarily intended for local tourist organizations and tourists. A modern web portal was created that will promote exclusively Montenegrin wines and wine tourism. The Wine Road Project should contribute to the affirmation of traditional Montenegrin wines, especially wines from autochthonous varieties such as Vranac, Kratoshiya, Krsach in the region, but also wider and to provide sustainable sources of income to winemakers.

The comparative advantage of wine tourism in Montenegro is certainly the vicinity of the sea coast and tourist centers, as well as the existing large number of hiking & biking routes in wine regions, as well as the well-known tourist routes around Skadar Lake. An inseparable factor in the development of wine tourism is the development of local communities, most often rural areas and the improvement of the micro-economic situation in a particular region. In that sense, it is easy to conclude that wine tourism not only results in improving the image of one country, and its positioning on tourist maps but also represents one of the fundamental pillars of the development of particular local communities.

There is a significant number of such local communities in Montenegro, such as Crmnica, Komani, Bjelopavlići, as well as many villages around Skadar Lake. In the past several years, several festivals have been organized to promote the national wine production and wine tourism, such as the traditional Mimosa Festival in Boka Kotorska, as well as the Festival of Wine and Bleak in Virpazar, the Festival of wine in Igalo and the Crnogorski Pazar in Nahija.

The info center and the Winery are open in Virapazar, where wine producers from the region can be found. Contacts and cooperation have been established with relevant organizations working on the promotion of wine tourism in the countries of the region and Europe. One of the priority goals in the future will be a stronger connection with organizations dealing with wine tourism abroad. Comparison and exchange of experiences, as well as visitation of wine roads. The most important project in 2010 and 2011 is the marking and complete labeling of wine roads in Montenegro, through tourist info boards and traffic signs, as well as other types of signs. Tourist map of wine roads has been also done and every tourist who comes to Montenegro will get it in local tourist organizations, hotels and tourist agencies. All those who work on the development and promotion of wine tourism should be convinced that in this way, the image of our country will be further built and improved.

Viticulture and enology of Montenegro

History of wine in Montenegro

The cultivation of wine grapes dates back to the pre-Roman period. In the era of the Illyrian state on the territory of today's Montenegro, vines were grown on the banks of Lake Skadar. Montenegro's viticulture was later enhanced by the Romans who left numerous records of varieties and methods of grape vine cultivation. More organized work on viticulture of Montenegro began during the reign of King Nikola (1860-1918). The first vine nurseries were established and the first regulations in the production of grapes and wine were set. The period between the two world wars was characterized by further development of viticulture (www. plantaze.com). The first specialized winegrowing and wine cooperatives were opened (Godinje-Crmnica, 1918) and they laid the foundations of modern viticulture and wine production in Montenegro.

Wine quality awards in that period were: in 1907 at a wine exhibition in London where Montenegro won the first prize and in 1928 at a wine exhibition in Belgrade where it was among the top six wines in the state. The turning point in the further development of Montenegrin viticulture and wine production was the realization of the project "Ćemovsko polje" (1977-1982). With this project, Montenegro received 1500 hectares of vineyards, as well as a modern wine cellar with a capacity of 2000 wagons. Today, Montenegro has about 4300 hectares of vineyards, of which 2310 hectares are owned by the company "13 Jul Plantaže", the leader in grape and wine production in the region.

About 70% of the vineyard is planted with the Vranac variety, whose wine has become a national brand and at the same time the best and most recognizable product of the company "13 Jul Plantaže" which promoted Montenegro as an important wine destination (Žunić, 2003).

Autochthonous cultivars in Montenegro

The autochthonous assortment of this area thanks to ambient and agrotechnical conditions, which enabled the full manifestation of potential opportunities of the varieties, has created a basis for the production of grapes of characteristic composition and properties that give the distinctive character to characteristics of wine and it quality. Of all autochthonous Montenegrincultivars the most interesting are the black variety Vranac and the white variety Krstach (Žunić, 2003).

The favorable agroecological conditions of the south of Montenegro, the Skadar Lake basin and the Adriatic coast enable the successful cultivation of grape varieties of all periods of maturation and purpose of use. In addition to wine grapes (90% of total production) intended for the production of red and white wines, table grapes (10% of total production) are also produced, which is intended for consumption in fresh condition (Savić, 2003, p.152).

Climatic, land and topographic situation of the south of Montenegro, Lake Skadar basin and the Adriatic coast make two entities, defined as two regions where the grapevines have been grown:

- 1. Montenegrin basin of the lake of Skadar (subregions: Podgorica, Crmnica, Rijeka, Bjelopavlići and Katun)
- 2. Montenegrin coast (subregions: Bay of Kotor, Budva-Bar, Ulcinj, Grahovo-Nudol)

There are several divisions of wine. According to color, they are divided into white, pink, and red. According to the sugar content can be dry, semi-dry, semi-sweet, sweet (Macicevic and Todorović, 2005). According to the quality, there is table wine, table wine with a geographical origin, quality winewith a geographical origin and top-level wine geographical origin. As already mentioned above, Montenegro is dominated by wine varieties (90%) and table varieties (10%). The varieties for the production of red wines (70%), the autochthonous varieties Vranac and Kratošija that are dominate and the introduced varieties are the following: "Cabernet Sauvignon", "Merlot", "Syrah" and i "Grenache". The main table varieties (10%) are the following: "Cardinal" (prevailing), "Alfonso Lavalle", "Muscat Italia" and "Victoria". (www.plantaze.com).

Tourist offer and events

In the rural area, the tourist offer can be expressed, among other things, through wine tourism. The variety of tourist offer in such a small area as Montenegro is what makes this country different from competitive tourist destinations. It gives it the opportunity to combine various forms and types of tourism within the coastal, continental and northern regions, within a less than 200 km of airline range. In the old Montenegrin villages, located in the shore of Skadar Lake, at the foothills and slopes of the high karst mountains Sutorman, Rumija, Lovćen, Garc, Ostrog and others, with special love, the centuries-old tradition of two autochthonous vines varieties growwas passed from the generation to the generation: Vranac and Kratoshiya, supplemented with varieties Žižak and Lisičina.

Authentic cellars, located in the stone houses, with wine of traditionally good quality from their own production of the host, provide warmth and welcome atmosphere for every guest.

The National Association of Winegrowers and Winemakers of Montenegro represents the interests of winemakers in Montenegro at the national and international level and in cooperation with local tourist organizations, the national association of the sommeliers of Montenegro and other partners, organizes professional meetings, seminars and events, etc. Only some of the events characteristic for this area and the region are listed, such as Riječka noć, traditionally organized in July. The event is of a multifaceted character, and primarily aims to promote Rijeka Crnojevića as a place together with its recognizable gastronomic offer, its wine, brandy and fish. The event includes a rich music reporter, such as folklore ensembles, music groups, etc.

The event "Meetings of winemakers, fruit growers and beekeepers farmers", along with a convenient cultural and entertainment program, promotes agricultural products from the region of Skadar Lake. It is held at Virpazar in early September. The promotion of tourism on Skadar Lake is manifested in the event "Days of ecology, tourism and culture", held in Murići. In July, the traditional "Festival of Wine and Bleak" is held in Virpazar every year in December. The wine fair traditionally held in the last Sunday of February or in the first Sunday of March.

According to the UNWTO (World Tourism Organization) fore at the global level by 2030, tourism will develop at a rate of 3%, and Montenegro recognizing its development opportunity and continuing its development trend of the fastest growing tourist destination, must rationally use its own resources (UNWTO, Global Report on Food Tourism, 2012).

Conclusion

Tourism enables the promotion of wine, but wine also enables the development of tourism, mostly in those areas that are not sufficiently known to tourists. This combination is one of the ways of developing sustainable tourism for the whole year, improving the entire economy and the rural area of a country. Tourism is a great development opportunity of Montenegro, with great potential to launch the entire chain of cross-sectorial development of the economy (agriculture, trade, transport, etc.).

For the successful development of wine tourism in Montenegro, it is necessary to connect the relevant representatives of the tourism industry regionally and to stimulate modern market strategies for the placement of a tourist product. A small number of quality wine cellars, the lack of connection between winemakers and tourist agencies, and the absence of promotion are currently the biggest obstacles to the development of this type of tourism in Montenegro. Through the National Association of winemakers and winegrowers of Montenegro, winners must create a common basis for the use of development funds. In the normative part, it is necessary to define the concept of predominantly own production and to enable the agricultural holdings to carry out additional activities, and by tax regulations to allow a flat-rate taxation of tourism and catering as additional activities. Some winemakers, with the quality of their products, must contribute to wine tourism in the region. Nowadays, it is necessary to bring contemporary market strategies for tourism product placement, with the development of rural tourism and the special role of wine tourism, following development and innovation in tourism. We have the potential and interest of tourists for visiting wine cellars and there are a couple of them that will be the first part of the offer of local tourist agencies during the next year. Concrete support for wine tourism and domestic winemakers would be its higher offer in domestic restaurants and hotels, which is not the case at the moment. In a national association of 300 producers, with 50 registered wine types in wine tourism, they see a large market for the sale of their products, promotion of attractive wine regions from the edge of the Skadar Lake and beyond, but also as a significant source of income. In Montenegro, wine tourism is still in development. So, education was done, and then some Wine Roads in Montenegro were marked. Now there is another action-marking of these wineries that meet the basic conditions in order to receive a certain number of tourists. We also believe that the development and full swing of wine tourism is an inseparable part of Montenegro's overall tourism development, and we all need to give full contribution in the future period.

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CIC points as a tourist potential for the "Karadjordjevo" hunting ground – VU Morović

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Abstract

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 meets the given criteria and that many tourists come precisely to this hunting ground. Considering the fact that this hunting ground is known as being promoted 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 games 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 get the best quality and most prized trophy game. Based on assessment sheets in its records, the results of recently conducted research have shown that the hunting ground "Karadjordjevo" - VU Morović has recorded trophies which had a medal.

Keywords: CIC points, hunting ground, Karadjordjevo, tourist potential

Introduction

The "Karadjordjevo" hunting grounds is within the jurisdiction of the Military Institution "Morović", although it is located in the municipality of Bač and Bačka Palanka. The reason for this is that the hunting grounds "Karadjordjevo" belong to the Serbian Army Forces, so that priority in determining its use belongs to a military institution.

Collection of data on the hunting grounds "Karadjordjevo", as well as a study, were made in an attempt to show, trophy hunting of game in the rank of medals. As well as to look at its

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tourist and hunting appeal which is of importance both at the local, national and international level.

In addition to hunting tourism, the Military Institution "Morovic" is also involved in agriculture and forestry, although hunting tourism is at the top of the list when it comes to achieved income. The reason for this lies in the fact that tourists who choose the "Karadjordjevo" hunting ground for their relaxation and recreation belong to an elite society of good financial standing, as well as tourists from abroad.

About the "Karadjordjevo" hunting ground

Karadjordjevo is located in the South-Western part of Bačka, about 50 kilometers from Novi Sad. It was established in 1885 by the Austro-Hungarian Monarchy as a state estate with a stud farm founded by the famous Hungarian horse farm "Mezchegues". Soon after, when the presence of rare plant and animal species were discovered, part of Karadjordjevo was proclaimed a special nature reserve, a status it has maintained until the present day (http://www.karadjordjevo.rs/malo-istorije.html).

To prove that tradition stands behind the "Karadjordjevo" name, in 1924 by a decree of King Aleksandar Karadjordjević State forest-hunting estate was founded. It was reestablished after World War II, this time as part of the Federal People's Republic of Yugoslavia. As the number of game was at an enviable level, a diplomatic hunting trip was organized here in 1948. In 1973, the "Hunting-Forest Agricultural Property" was given up for use to the Yugoslav National Army when it received the name "Military Establishment of Karadjordjevo". Thus, the "Karadjordjevo" hunting ground have, until today, remained under the authority of the army, i.e., the Ministry of Defense. The same year the hunting grounds were given to the army, a holiday villa was built which would for the next 23 years be regularly visited, and hosted by, Josip Broz Tito (http://www.karadjordjevo.rs/malo-istorije.html).

Until the 1970s, the "Karadjordjevo" hunting ground served the needs of State bodies. The then President, Josip Broz Tito, took a personal interest in its operations and development as he was known for being a great admirer of game, especially rare animals. This fact played a major role in fallow deer, white-tailed deer, mouflon and other rare species being brought to "Karadjordjevo".

Up until 1980 access to the hunting ground was closed to the public, from 1980 it has been open to commercial purposes. Political turmoil which ensued a few years later resulted in diminished wildlife number at the "Karadjordjevo" hunting ground as well as neglect of infrastructural facilities which had, and which can have, a major role in achieving profit, as well as cultural development.

The natural characteristics of the "Karadjordjevo" hunting ground make it a special ecosystem on the territory of Bačka. Human activity has certainly changed its original state, which was formed after the drying out of the Pannonian Sea, but efforts are being made to preserve the same. Construction of embankments as a form of defense against floods also has a different function. It seeks to create natural boundaries between nature and the area where human activities are performed.

Rich plant flora has contributed to the appearance of many arthropods, fish, mammals and birds. The hunting grounds are home to a number of indigenous species which are, unfortunately, under threat, the reason why "Karadjordjevo" has been separated into different degrees of protection, to prevent their complete extinction. Thanks to the preservation of rare species, one may find eagles, hawks, otters, beavers, weasels, black storks and many other animals in the hunting grounds.

The nurtured game species in the "Karadjordjevo" hunting ground are: European red deer/ Cervus elaphus Linnaeus, 1758/, fallow deer - Cervus dama, Linnaeus, 1758/, wild boar/Sus scrofa Linnaeus, 1758/, white-tailed deer/Odocoileus virginianus Zimmermann, 1780/ and mouflon/Ovis aries musimon Pallas, 1811/(The Hunting Basis of the "Karadjordjevo" Hunting Grounds, 2007).

Planned and achieved culling of game, per trophy, at the "Karadjordjevo" hunting ground - VU Morović

When planning the culling of game, what is also planned is the culling of those specimens which are ranked as medal ranks according to the CIC point system point. That allows us to have insight into the number of game with trophies as well as protection of the same from excessive culling.

Some tourists-hunters come to the "Karadjordjevo" hunting ground solely for the purpose of hunting game with a trophy value or medal rank. On the basis of a culling plan, management at the "Karadjordjevo" hunting ground gives the permit for the culling of a specific species of game or forbids the same.

Table 1. Planned and achieved culling of the Red deer, pertrophies, at the "Karadjordjevo" hunting ground between the period from 2012 until 2017

	UP TO	MEDAL			TROPHY	CULLING			TOTAL		
HUNTING YEAR	P*	A**	BRONZE		SILVER		GOLD		Р		
	P	A	P	Α	P	Α	P	Α	Ρ	Α	
2012/13	5	7	4	1	2	3	1	1	12	12	
2013/14	2	1	3	3	1	-	1	-	7	4	
2014/15	10	1	6	2	4	1	2	-	22	4	
2015/16	10	2	6	2	4	-	2	-	22	4	
2016/17	11	2	6	-	6	1	3	-	26	3	
TOTAL	28	13	25	8	17	5	9	1	89	27	

Source: Annual plan from management at the "Karadjordjevo" hunting ground

According to data from Table 1, it can be concluded that each year the number of planned game culled, with a trophy in a medal rank, increases. In particular, an increase in the number of red deer with a silver medal according to the CIC point system, is planned. This means that the hunting ground has very high-quality trophy game. On the basis of Table 1, it can also be concluded that of the planned culling of 51 heads, from 2012 until 2017 in the trophy medal rank, only 14 specimens with a medal trophy were culled. An analysis of the trophy list for the respective period found that out of eight bronze trophies there is one death. This is a great loss for the "Karadjordjevo" hunting ground as a lot of effort, time and money has been invested in its game. Unlike the "Karadjordjevo" hunting ground, the "Plavna" hunting ground, located in its immediate vicinity, projected a small number of deer to be culled for each year from 2012 until 2017: 1 gold, 2 silver and 3 bronze trophies, and it has failed to meet this goal in any of the observed years (Stojnović, 2008, 30).

^{*} Planned trophy culling of game; ** Achieved trophy culling of game

Table 2. Planned and achieved culling of fallow deer, per trophies, at the "Karadjordjevo" hunting ground between the)
period from 2012 until 2017	

	TROPHY CULLING							TOTAL			
HUNTING YEAR	p *	.**	A **	BRO	NZE	SIL	VER	GC	LD		
	Р	A**	Р	Α	P	Α	P	Α	P	A	
2012/13	7	12	8	4	5	2	3	3	23	21	
2013/14	8	3	8	2	5	1	2	1	23	7	
2014/15	13	6	5	-	5	-	2	-	25	6	
2015/16	13	3	5	1	5	1	2	-	25	5	
2016/17	17	4	12	-	6	1	2	-	37	5	
TOTAL	58	28	38	7	26	5	11	4	133	44	

Source: Annual plan from management at the "Karadjordjevo" hunting ground

Unlike red deer, the planned culling of fallow deer with a trophy value according to the CIC point system in a medal rank, for the period from 2012 until 2017, is 24 specimens more and stands at 75 specimens. It is believed that the "Karadjordjevo" hunting ground has better quality fallow deer than red deer. That's why the culling number for this type of game is greater. The "Karadjordjevo" hunting ground has a high quality, of this game species, primarily because the hunting ground was inhabited with such of exceptional trophy quality who left behind them the same, perhaps even higher, quality of offspring. An additional worry regarding this game was how it would adapt to the natural conditions at the hunting grounds, which also partly contributed to the quality of the trophy fallow deer.

On the basis of trophy sheets for the period from 2012 until 2017, it was found that only 16 medal trophy such were culled, which is 59 less than planned for that rank. As indicated in Table 2 for the 2014/15 season, not a single game was culled for a medal trophy. It can also be concluded that the last gold medal trophy fallow deer was culled in 2013/14. As well as that the last medal trophies culled had only one individual.

Comparing data for trophy fallow deer in the medal rank at the "Vorovo" hunting ground for the seasons 1967/68 to 1970/71, it can be noticed that almost the same number of fallow deer with trophy medals were culled at the "Karadjordjevo" hunting ground between 2012/13 and 2016/17. Namely, from the 1968/69 to the 1970/71 hunting season, four gold medals, one silver and eight bronze fallow deer were culled at the "Vorovo" hunting grounds. Which amount to a total of only 13 trophy game with a medals.

For the period from 2012 until 2017, management's annual plan projected that a total of 64 boars with a trophy rank would be culled at the "Karadjordjevo" hunting ground. The largest planned culling of trophy game was to be the 2014/15 and the 2015/16 hunting year, 20 medal specimens. The smallest culling list for trophy boars was planned for 2013/14, with only four specimens. As the largest in number at the "Karadjordjevo" hunting ground, it can be said that it is not considered as the most trophy worthy. The wild boar is considered an indigenous species in this area so that it is probably expected that the game will produce high-quality individuals on its own. And planning culling, especially in smaller numbers, can also later have an impact on a reduction in the value of this game at the "Karadjordjevo" hunting ground.

^{*} Planned trophy culling of game; ** Achieved trophy culling of game

Table 3. Planned and achieved culling of wild boars, per trophies, at the "Karadjordjevo" hunting ground between the
period from 2012 until 2017

	UP TO MEDAL			TROPHY KILL						
HUNTING YEAR	p *		BRO	BRONZE		SILVER		GOLD		
	P**	A**	Р	Α	Р	Α	P	Α	Р	A
2012/13	7	4	3	-	1	-	1	-	12	4
2013/14	5	8	2	-	1	-	1	-	9	8
2014/15	21	6	10	-	6	-	4	-	41	6
2015/16	21	14	10	-	6	-	4	-	41	14
2016/17	8	12	7	1	4	1	4	-	23	14
TOTAL	62	44	32	1	18	1	14	-	126	46

Source: Annual plan from management at the "Karadjordjevo" hunting ground

Data for achieved culling of wild boar in Table 3 shows that for the period from 2012 until 2017, only two boars with a trophy medal value were culled during the 2016/17 hunting years. The two boars assessed according to the CIC point system ranked for a bronze and silver medal. During the same period, 44 specimens were culled whose trophy was below the rank of a medal.

Conclusion

The overall conclusion after viewing and analyzing the planned and achieved game culling, with a trophy value, is that a far higher number was planned than achieved, especially in the rank of medals. This may be a consequence of a decrease in the financial power of tourists-hunters, which affected a decrease in the demand for hunting top quality game. But when viewing the achieved culling of game whose trophies ranked as medals, and the number of tourists-hunters, the hunters can easily reach a different conclusion. Gold medal trophy for the red deer, fallow deer and wild boar, whose trophy is in the silver medal rank, were hunted by domestic tourists-hunters. This may give the impression that the most trophy worthy specimens are for domestic hunters alone, which will further negatively impact the demand for hunting at the "Karadjordjevo" hunting ground, particularly the demand for culling for trophy medals.

An encouraging circumstance is when tourists-hunters come to the "Karadjordjevo" hunting ground with a desire to shoot high quality trophy, their main goal is to implement some kind of personal control of the hunting ground. Then they have an opportunity to see that the "Karadjordjevo" hunting ground really does have high-quality game. Although culling may not occur, because a game's cunning and desire for life outsmarts even the most experienced hunters. In fact, according to a report from the game keeprs who accompany the hunters during the organization and the hunt hunters did not cull the game because it got mixed up among the rest of the game and there was a risk that if they shot at it they would shot or wound game not desired for culling. On this basis, the conclusion is that tourists-hunters saw game they wanted on their culling list, or as their personal confirmation that the "Karadjordjevo" hunting ground has high quality trophies to offer. And that as a result of personal insight they give a promise, when leaving, some even making a reservation, for a future hunt.

^{*} Planned trophy culling of game; ** Achieved trophy culling of game

Data analysis presented in the annual management plans for the presented period found that game was culled whose trophies ranked as medals. The "Karadjordjevo" hunting ground meets the attractiveness criteria precisely due to the appeal of it's available game, which achieves a medal trophy according to the evaluation criteria. Which is actually propaganda in it self as it influences the consciousness of tourists-hunters, because there is that one fact that the basis for every hunter hunting is for him to kill the best and most valuable game trophy.

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