



**CONTEMPORARY TRENDS
IN TOURISM AND HOSPITALITY, 2011**

Via Danube, the Main Street of Europe

Abstract Book

University of Novi Sad | Faculty of Science
Department of Geography, Tourism and Hotel Management

CONTEMPORARY TRENDS IN TOURISM AND HOSPITALITY, 2011

Abstract book

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Editor in chief

Prof. Neda Mimica-Dukić, Dean

Editors

Prof. Lazar Lazić
Prof. Snežana Besermenji
Prof. Jovan Romelić
Dr. Tatjana Pivac
Igor Stamenković, MSc
Đorđije Vasiljević, MSc
Miroslav Vujičić, MSc

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City of Novi Sad – Urban Heart of Vojvodina

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

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

cut across with wide and straight boulevards.

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

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

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



Department of Geography, Tourism and Hotel Management

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

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

Long lasting scientific researches have been conducted through several projects funded by governmental bodies, such as “Geographic research of municipalities in Vojvodina”, “Geomorphological map of Yugoslavia”, “Condition

and developing directions of Vojvodina”, “Loess-palaesol sequences in Serbia”, “Demographic transition in Serbia” and “Regional Water Resources Investigations In The Scope Of Sustainable Development” (funded by UN).

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

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

CONTEMPORARY TRENDS IN TOURISM AND HOSPITALITY, 2011

Via Danube, the Main Street of Europe

Conference Organiser

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

Conference Dates

29th & 30th September 2011

Conference Venue

Congress Centre "MASTER", Novi Sad Fair

Official Language

English

About the conference

"**Contemporary Trends in Tourism and Hospitality - CTTH 2011**" is international conference regarding research in tourism, leisure, hotel management, gastronomy and multidisciplinary studies. The CTTH is traditionally organised since 1997 during the International Fair of Tourism at Novi Sad Fair, for the 14th time this year. Until 2009 it was annual, when it was rearranged as biennale.

The scientific meeting comprised the following topics: contemporary tendencies in tourism, sustainable tourism development, cultural tourism, economical aspects of tourism and leisure, marketing and management, hotel management, specific forms of tourism, animation in tourism, hospitality and gastronomy.

The title of the CTTH 2011 is "*Via Danube, the main street of Europe*". From 14 Danubian countries, eight are EU members. This region is populated by 115 million people and development of tourism could contribute better positioning of each of the Danubian countries on tourism, and economic and business maps of Europe. Danube strategy is expected to bring more progressive economic and social devel-

opment of the Danube region and promote more balanced regional development and the quality of life. This year's scopes and themes could be seen.

International Scientific Board

- *Dr. Noga Collins-Kreiner*, Department of Geography and Environmental Studies, Center for Tourism, Pilgrimage & Recreation Research, University of Haifa, Israel
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- *Nemanja Davidović*, Department of Geography, Tourism and Hotel Management, Faculty of Science, University of Novi Sad, Serbia

Provisional Programme

Thursday, September 29th 2011	
09.00	Registration
10.00	Opening Ceremony (Main Hall) – participants will be welcomed by: Dr Bojan Pajtić, President of the Government of Vojvodina
	Prof. dr Goran Petković, State Secretary for Tourism at Ministry of Economy and Regional Development
	Gordana Plamenac, director of Tourism Organisation of Serbia
	Prof. Dr. Miroslav Vesković, Rector of University of Novi Sad, Serbia
	Prof. Dr. Neda Mimica-Dukić, Dean Faculty of Science, University of Novi Sad, Serbia
	Prof. Dr. Lazar Lazić, Director of Department of Geography, Tourism and Hotel Management, Faculty of Science, University of Novi Sad, Serbia
10.30 – 12.00	Plenary session (Main Hall)
12.00 – 12.45	Cocktail and coffee break
12.45 – 14.30	Visiting International Fair of Tourism
14.30 – 16.30	Danube – Resource For Future Development – Room 2
	Marketing and e-tourism – Room 4
16.30 – 17.00	Coffee break
17.00 – 19.30	Tourism Policy and Regional Development - Room 2
	Natural and cultural resources & Thematic routes - Room 4
	Motivation, Behavior and Human Resources in Tourism & Education and Innovations - Room 5
20.00	Conference Dinner at Alaska Barka Restaurant – Ribarsko ostrvo (Transfer will be organized from the Congress Centre “Master” at this time)
Friday, September 30th 2011	
09.00 – 10.45	Hospitality & Gastronomy – Room 2
	Student Workshop – Room 3
10.45 – 11.00	Coffee break
11.00 – 12.00	Hunting tourism – Room 2
	Student Workshop – Room 3
12.15	Conference Fieldtrip – Cultural Heritage of Vojvodina - One-Day Excursion (Expected return at 20.00)

Presenters by Sessions

PLENARY		
Daniela Schily	Germany	Danube Competence Center - Example for International Cooperation and Networking
Pauline J. Sheldon	United States	Activating Change in Tourism Education
Noga Collins-Kreiner	Israel	Heritage Management: The Planning and Management of Shared Cultural and Heritage Spaces
Renata Tomljenović	Croatia	Tourism Roads and Routes: The Case of Labels without Product
Ahmet Aktaş	Turkey	Turkish Tourism in the Planned Periods (1963-2013) Tourism Investment Incentives and Evolution of Foreign Capitals
Thomas Pavlović	Serbia	Contemporary Trends in Hospitality Industry

DANUBE – RESOURCE FOR FUTURE DEVELOPMENT		
Krsta Pašković	Serbia	The “Danube Propeller” Master Plan for Regional Development of Nautical Industry and Tourism; A Project Founded in Reality
Aurelia-Felicia Stancioiu	Romania	Considerations Regarding the Marketing Destination Danube Valley
Nevena Ćurčić	Serbia	Danube as a New Strategic Product in the Serbian Tourism
Kristina Košić	Serbia	Tourism in the Valleys of European Rivers, the Case Study: the Loire Valley
Aleksandra S. Dragin	Serbia	Personal Limits for Nautical Tourism Product Selection
Sara Stanić	Serbia	Đerdap as an Excursion Destination - a Unique Offer in the European Tourism Market
Krsta Pašković	Serbia	Transport and Canal Navigation: Impact on Climate Change
Bojan Đerčan	Serbia	Possibilities of Regional Cooperation of the Danube River Basin Countries
Irma Erdeji	Serbia	Importance of Entertainment and Leisure Organization on the River-Cruise Ships on the River Danube for the Guest Satisfaction

MARKETING AND E-TOURISM		
Artur Bobovnický	Slovakia	Relationship Between Country Brand Image and Willingness to Recommend
Barbara Gligorijević	Australia	Online User Generated Travel Reviews - a Core Component for Building an Online Marketing Strategy
Elizabeta Mitreva	Macedonia	Measuring Business Outcomes Within Macedonian Travel Companies
Hajnalka Kanya	Romania	Romanian Banks' Online Marketing as Facilitator of Tourism Development
Marta Plumed Lasarte	Spain	To Brand or not to Brand a Tourist Destination
Nicholas Wise	United States	Headlining Dubrovnik: Unmaking, Remaking, and Restoring Dubrovnik's Image, 1991-2011
Szabo Orsolya	Romania	Facebooking in the Stable? Online Marketing Strategies Applied by Rural Touristic Pensions in Romania
Tanja Armenski	Serbia	IPA Now and How - Revision of Important - Performance Analysis
Zoran Strezovski	Macedonia	Branding Macedonia as a Tourist Destination in Europe – What Is Done and What Shall Be Done
Željko Anđelković	Serbia	Museums – Active Approach Towards (Tourism) Market
Ilija Morić	Montenegro	The Challenges of Branding Montenegro as a Rural Tourism Destination
Tabitha Njeri Mugo	Kenia	Adoption of Information Communication Technology in Small and Medium Tourism Enterprises (SMTEs) in Eldoret Town, Kenya

TOURISM POLICY AND REGIONAL DEVELOPMENT		
Biljana Petrevska	Macedonia	Planning and Forecasting Tourism Demand in Macedonia
Đorđe Čomić	Serbia	Environmental Monitoring and Management of Heritage in Tourism
Jacek Borzyszkowski	Poland	Large Football Events as an Area of the Activity of National Tourism Organizations
Mirosław Marczak	Poland	Influence of Terrorism on the Development of International Tourism in the Years 2000-2010 on the Example of Selected Tourist Destinations
Nuria Recuero Viroto	Spain	Spain from Sea Paradise to Cultural Delight. Shifting to the Stendhal's Syndrome Tourist Experience

Radu Daniel Pintili	Romania	Tourism as a Structurant Activity of the Emergent Economic Areas in the Metropolitan Area of Bucharest
Rose Wairimu Burugu	Kenia	Tourism, an Economic Pillar for Kenya's Vision 2030; A Mirage or a Reality - a Case of Tourism and Hospitality Operations In Kenya
Snežana Štetić	Serbia	Canals of Vojvodina Recovery Chance for Sustainable Tourism Development of Serbia
Milan Ćulić	Serbia	Fast Forward Regional Initiative
Stephanie Carretero	Spain	Accessible Social Tourism in Tourist Spaces
Aleksandra Vujko	Serbia	The Influence of "Danube Cycle Route" to the Development of Sports and Recreational Tourism of Fruška Gora Mountain (Serbia)
Nada I. Vidić	Serbia	Position of Tourism in Spatial Plans of National Parks in Serbia
Bojana Kovačević	Serbia	Opportunities for Organization Multiple Sport Activity Holidays in Šajkaska as Part of Sports-Recreational Tourism Development
Sayyed Khalil Sayyed Ali Pour	Iran	Tourism Development and Exchange of Cultures
Nako Tashkov	Macedonia	Tourism Policy, Place Image and Planning for Investments

CULTURAL AND NATURAL RESOURCES		
Merciu Florentina-Cristina	Romania	Capitalization of Industrial Heritage in Situ Between Preservation, Controversy and Cultural Recognition Worldwide. Case Study: Rosia Montana Mine (Romania)
Romana Franjić	Croatia	Danube Story of the Vučedol Orion - Transmodern Cultural Tourism and the Transformational Power of Myth
Jasna Jovanov	Serbia	Banovina Building Complex as a Potential for Development of Urban Tourism
Vedran Slijepčević	Croatia	Monitoring of the Eurasian Lynx (Lynx Lynx) Population in Gorski Kotar in Croatia Using Digital Trail Cameras
Bogdan Janjušević	Serbia	Protection of the Medieval site Dombo and its Potential for packaging the tourism product
Sanja Božić	Serbia	Touristic Assessment of Spiritual Sites - Case Study of Novi Sad Churches
Nika Dolenc	Croatia	Analysis of the Touristic Valorization of Park Maksimir in Zagreb

Uglješa Stankov	Serbia	The Assessment of Land Cover Ecological Significance in Tourism Zones of Fruška Gora Mountain (Vojvodina, Serbia)
Djordjije A. Vasiljević	Serbia	Geosite Enhancement Circle – Everlasting Cycle of Geoconservation and Geotourism
Miroslav D. Vujičić	Serbia	Further Development of GAM's Concept – More Space for Upgrade?
Giorgio Andrian, Ph.D	Italy	Tourism in Natural and Cultural Heritage Sites: The Challenge of their Sustainable Management
Medet Yolal	Turkey	Geotourism and Geoparks: the Case of Kizilcahamam-Çamlidere Geopark, Turkey
Ana Stranjančević	Montenegro	Natural Tourism Values of Budva's Subregion – Significant Resource for Development of Sport And Recreation in Tourism
Huba Tolgyesi	Serbia	Artificial Lakes on The Bačka Loess Plateau as a Touristic Resource of Vojvodina
Časlav Kalinić	Serbia	Correlations of Climate Changes and Ski Tourism Development

THEMATIC ROUTES

Dario Šimičević	Serbia	Gastro Tour Effect on Destination Product of Rural Areas
Tanja Angelkova	Macedonia	On The Roads of Natural and Cultural Heritage - the Trail "The Little Two" - Zabrđe, Municipality of Dimitrovgrad, Serbia
Bojana Spasojević	Serbia	Creating Religious Route Through Synergy of Cultural and Natural Assets - Case Study of Ovčar-Kablar Gorge Monasteries
Ivana Ćuruvija	Serbia	Criteria of Touristic Spots Selection for Cultural Thematic Routes Creation - Case Study of the City of Sarajevo
Jovica Petrović	Serbia	Strategic Planning in Development of Wine Tourism in Negotinska Krajina

MOTIVATION, BEHAVIOR AND HUMAN RESOURCES IN TOURISM & EDUCATION AND INNOVATIONS

Aurelio Deniz Guizar	Mexico	Economic, Social and Cultural Behaviour of Tourists That Visit Manzanillo, Colima as Destination of Sun And Beach
Ivana Zubac	Montenegro	Financial Accountant Versus Managerial Accountant in the Hotel Business System

Nataša Papić-Blagojević	Serbia	Using Bayesian Network and AHP Model as a Marketing Approach Tools in Defining Tourists' Preferences
Ubolwanna Pavakanun	Thailand	How Difficult Situations Effect To Business Strategy, Human Orientation, Human Capital, And Business Success Of Free Hotel Entrepreneurs In Bangkok, Thailand
Nada I. Vidić	Serbia	Thematic Tourism - Motives Profiling and Global Code of Ethics in Tourism
Ivana Mišković	Serbia	Ethics in Tourism Services
Ana Tripković-Marković	Montenegro	Tourism Destination Management: Human Resources in Montenegro
Gentiana Kraja	Macedonia	The Importance of Human Resource Management and Performance in Tourism
Tatjana Pivac	Serbia	Attitudes of Local Population About Maintaining the Economic and Touristic Event „Slaninjada“ (Bacon Fest) in Kačarevo
Nataša Stupar	Serbia	The Role of Manageress in Contemporary Society - the Case of Tourism Market
Irina Petrovska	Macedonia	Teaching Excellence in Cuisine Language

HOSPITALITY		
Ljiljana Kosar	Serbia	Benchmarking Method for Quality Evaluation in Hotel Industry
Tabitha Njeri Mugo	Kenya	Tourists' Security and Tourism Development in Samburu National Reserve, Kenya
Jovanka Popov-Raljić	Serbia	Situation in Hospitality and Direction of Development of Serbian Hospitality Product
Brunilda Licaj	Romania	Quality Mark in Hotelier Versus Authentic Balkan
Jasmina Markov	Serbia	Marketing Mix Planning in the Function of Improving Quality of Hospitality Services and Consumer Satisfaction
Nikolina Kosar	Serbia	Contemporary Sales in Tourism And Hospitality
Novak M.Svorcan	Serbia	Integration of Hotel Companies
Marko Petrović	Serbia	Relation Between Service Orientation and Job Satisfaction Among the Employees in Novi Sad's Hotels
Ádám Galambos	Serbia	Function and Geographic Layout of Houses for Rest and Recreation on Vršac Mountains
Danka Curaković	Serbia	Degree of Consumer Satisfaction with Hotel Service

GASTRONOMY		
Silvestre Campos Maria Adelaida	Mexico	The Quality of the Service in the Restaurant'S of Manzanillo, Colima, Case: Miramar Beach
Gordana Vulić	Slovenia	The Place, Meaning and Messages of Gastronomy in the Development of Wellness Tourism (In the Case of Slovenia)
Vesna Vujasinović	Serbia	Gourmet and Health-Promoting Oils in Gastronomy
Đorđe Psodorov	Serbia	Application of Medicinal Plants in the Production of Bakery Products
Bojana Kalenjuk	Serbia	Elementary Skills and Habits on Food Safety of Students in Hospitality and Tourism
Snježana Gagić	Serbia	"My Plate" - New Concept of Balanced Diet
Marijana Pedović	Serbia	Hidden Gastronomy Resources of Golija in Function of Gastronomy Tourism
Martina Korbatfinski	Serbia	Implementation of HACCP as a Prerequisite for Entering the Foreign Market

HUNTING TOURISM		
Jovica Bradvarević	Serbia	Red Deer as a Hunting Tourism Motive of Romania
Zoran A. Ristić	Serbia	Valorisation of Trophy Roe Bucks in Vojvodina's Hunting Tourism
Branislav Živković	Serbia	Marketing in the Function of Promotion of Tourism and Hunting Tourism Potentials in Rural Regions
Vladimir Marković	Serbia	The Importance of Education of Hunters as a Means of Hunting Promotion of Vojvodina
Joseph Nyabezi	Tanzania	Sustainable Hunting in Tanzania
Marko Pavlović	Serbia	Recommendation of Model for Tourism Valorization of Small Game Hunting Grounds
Aleksandra Prodanović	Serbia	The Combination of Rural and Hunting Tourism in Order to Improve Braničevo District
Milutin Kovačević	Serbia	Hunting-tourism potentials of hunting ground "Jaruge"

Student Workshop - “From theory to practice - getting it right”

This year, for the first time, there will be international Student Workshop held during the CTTH conference. The workshop will be held on Friday, 30th September 2011 along with the conference programme.

The title of the workshop is “From theory to practice - getting it right” and its aim is to share practical knowledge from experienced lecturers and build professional competences and skills through mutual interaction of both students and experts.

The list of invited keynote speakers - experts

Miloš Milutinović - International Officer, University of Novi Sad, Serbia & **Gordana Vlahović** - International Relations Officer, Faculty of Sciences, University of Novi Sad, Serbia

WRITING MOTIVATION LETTERS AND STUDENTS’ MOBILITY

Miha Lesjak, M.A - Head of International office, University of Primorska, Faculty of Tourism Studies Portorož, Slovenia

APPLYING FOR EU STUDENTS’ EXCHANGE PROGRAMS

Ivana Ćuruvija & Miloš Ćuruvija, PhD - Futurizam doo, Tourist Guide Training Center PROFESIONALAC, Novi Sad, Serbia

CRUISE TOURISM – A CHANCE FOR YOUNG STUDENTS’ EMPLOYMENT

Video call to our ex-students, future experts in tourism, hospitality and gastronomy

Darko Travica, Dorchester Hotel, London, UK

Ilija Kukolj, Cruise Ship Cook

Cultural Heritage of Vojvodina – One-Day Excursion



Museum of Vojvodina

The Museum of Vojvodina, cultural institution with more than 150 years of museological tradition, is one of the biggest general museums in Serbia, with significant collections of Vojvodina's cultural heritage. It was founded on the initiative of renowned Serbs from Vojvodina, on the session of the Matica Srpska management board in Pest in 1847, and was named "Serbian National Collection and Museum". Today, Museum of Vojvodina is consisted of different, but functionally connected parts, such as: archeology, history, history of arts, ethnology, conservatory service, workshop, library, pedagogical service. Museum's collection contains priceless cultural heritage from different parts of Vojvodina, from Paleolithic period to modern time. In museum's depots more than 400.000 artifacts could be found. The Museum's main building, with area of more than 2000 square meters, contains about 4000 artifacts presented through three larger sections: archeology, history and ethnology. This extraordinary exhibition reveals the story of Vojvodina's past, from prehistoric times to 20-th century, with the addition of the story about everyday life and achievements of civilizations that lived here for more than eight thousand years.



Kulpin Museum Complex



The Museum in Kulpin comprises the nucleus settlement from the second half of the eighteenth and the first half of the nineteenth century. This compound of buildings consists of two mansions with extra facilities, built by the members of the noble Stratimirović family, encapsulating the gardens, the old school building, the Serbian Orthodox Church and the Parochial House.

The Agricultural Museum

The Agricultural Museum in Kulpin, as unique specialized museum facility in Serbia for agrarian history research, was established 20th January 1993. Establishment was preceded by extensive investigations and activities of various scientists and other relevant experts. The result of these activities is that the Museum now has safeguarded space, exhibits and conditions for further development, so that in a relatively short period has become an institution of significant cultural and scientific importance, especially in the research, promotion and interpretation of the agrarian past. The Museum comprises complex of castles “Kaštel” i “Stari dvorac”, which were placed under state protection as monumental buildings. Within the complex, beside these castles, there are administrative building, the so-called blacksmith shop, stables and grain barn. All facilities have museological purpose. With the reconstruction of grain barn, the Museum has gained a unique exhibition and gallery space.

The Museum is surrounded by wonderful park with surface of 4 ha, which is a monument of nature - arboretum of rare plant species. The main objective of the

Agricultural Museum is primarily to preserve physical evidence of the rich agricultural past from extinction and declination.

Permanent thematic exhibitions: History of hop cultivation, History of hemp cultivation, History of wheat cultivation, History of sorghum cultivation, Tobacco and pipes, History of cattle breeding, History of dairy farming, Pig breeding – Yesterday, Today and Tomorrow, Traditional sheepherding in Vojvodina Province, Ploughing tools and instruments, The history of Faculty of Agriculture in Novi Sad (1954 - 2004).

Carlsberg Brewery in Čelarevo



Carlsberg Srbija is a beer brewery in Serbia, majority owned by Danish Carlsberg Group since 2003. Known by its signature brand Lav pivo, it is located in the village of Čelarevo in Bačka Palanka municipality and has around 500 employees. According to year 2007 data, Carlsberg Srbija holds around 23% of Serbian beer market, placing it second, behind market leader Apatinska pivara. Pivara Čelarevo Brewery has been under the patronage of Carlsberg Group owning 52% from September 2003, and from September 2004 the ownership has become 99.96%. Since then, one of the major investments in production has been purchasing of modern PET line of a renowned German producer Kronos, which started working in June 2004. This increases the capacity for producing larger number of brands as well as the capacity of the brewery. In 2006. new CAN line was installed in Brewery producing and filling CAN beer for Carlsberg South East Europe region. On October 22, 2008, the company opened the Beer Museum in Čelarevo which will be visited during this trip.

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PLENARY SESSION

Activating Change in Tourism Education

Pauline J. Sheldon, PhD

*International Academy for the Study of Tourism & Tourism Education Futures Initiative (TEFI),
School of Travel Industry Management, University of Hawaii, Honolulu, Hawaii, e-mail:
psheldon@hawaii.edu*

Successful tourism depends heavily on the quality of its leaders, their education, and their sense of responsibility to the destination as a whole system. Enormous changes in tourism education worldwide are necessary if we are to respond adequately to the socio-economic and environmental shifts facing the planet and tourism destinations in the next few decades. The work of the Tourism Education Futures Initiative (TEFI), an initiative to provide vision, knowledge and a framework for tourism education programs to promote global citizenship and optimism for a better world, will be outlined in this presentation. Tourism is a hallmark activity of the postmodern world. As such, it is a significant factor in world-making and people-making. The same can be said for universities – they are major enterprises and can be sources for innovative thinking

and change. The intersection of tourism and universities is, therefore, a powerful nexus of potential influence. TEFI was born in 2007 to meet this challenge and has held four conferences to date. They have been attended by educators and industry members around the globe, who feel the same urgency to make a difference. In this presentation, specific TEFI initiatives and their progress will be presented. In addition, the outcomes of the May 2011 TEFI World Congress held at Temple University in Philadelphia, USA will be shared with conference delegates with the expectation of feedback, dialog and interchange of ideas to further the progress of responsible tourism education. The future role of the TEFI initiative and how it fits into the international tourism education system with its cultural differences and uniqueness will be discussed.

Heritage Management: The Planning and Management of Shared Cultural and Heritage Spaces

Noga Collins-Kreiner

*Department of Geography & Environmental Studies, University of Haifa, Haifa 42860 Israel,
e-mail nogack@geo.haifa.ac.il*

This presentation explores the inherent contradiction and conceptual conflict that arise when heritage sites are marketed to different market segments. Its final aim is to provide recommendations for the planning and management of shared heritage spaces.

The case study used for illustration is the Baha'i Gardens and Shrine in Israel, which was classified as a world heritage site in 2008. The site was found to be a multi-dimensional space characterized by two distinct co-existing socio-spatial processes and practices: one for the cultural tourist and one for the religious pilgrim. These practices – which differ from one another in time, space, and substance – transform the holy site into a secular shared community asset.

Investing the Haifa's Baha'i Gardens facilitates an understanding of the manner in which place-specific practices can enable different kinds of visitors to negotiate a shared space, preserve the integrity of the site, avoid conflict, and promote local tourism.

In order to explain the issue, this presentation employs a theoretical approach which holds that pilgrims and tourists are distinct entities situated at opposite ends of a continuum of travel. The extremities of the pilgrimage-tourism axis can be thought of as 'sacred' and 'secular,' marking two poles delineating a range of almost endless possible

combinations. Different positions along the axis reflect the multiple and changing motivations of travelers, whose interests and activities may change over time, even though the individual tourists may actually be unaware of the changes.

The presentation concludes with a discussion of broader implications concerning the efficacy of developing a "layered" experience. It also offers recommendations for the planning and development of shared spaces, consisting primarily of basic principles such as: implementation of a planning and management program prior to the onset of spontaneous evolution; the critical necessity of community participation in planning, development, and operation; and an understanding that all communities are different and that successful tourism planning, development, and management must be based on a "bottom-up" and a "top-down" approach. All solutions must also take into account the local limits for acceptable change (LAC).

The three questions we should be asking, therefore, are: Where are we today? Where do we want to be tomorrow? And, how do we get there?

Keywords: Heritage Tourism, Cultural tourism Religious Tourism, Shared Spaces, Tourism planning, Tourism Management

Tourism Roads and Routes: The Case of Labels without Product

Renata Tomljenović, PhD

Institute for Tourism, Zagreb, Croatia, e-mail: renata.tomljenovic@iztg.hr

The presentations aims to identify key obstacles that the destination management organizations are facing in developing tourist routes and to propose a conceptual approach to integrated planning and development of tourist routes/roads able to overcome some of these obstacles.

Tourist routes/roads are one of the more popular products to develop among destination management organisation (DMO). Reasons are many. It is argued that they pool together scattered attractions of local or regional significance and turn them into a more appealing product. They spread demand over the wider area. They boost visitor traffic to smaller service providers who lack funds and, often, experience, to penetrate visitor market. They provide a means for forging desired image. They give impetus to reviving traditional culture and restore cultural heritage. Finally, in comparison to other tourism development strategies, the financial investment is relatively low.

It is not surprising, therefore, that many national and regional governments, as well as the European Union, have poured significant funds in their development.

Yet, in spite of numerous efforts to establish tourist roads/ routes, the final result is more often than not a thick line on the map with some general promotional or, in other words, brand without the product. To back up this argument, the presentation starts by outlining the key success factors of route development from, both, demand and supply side. It then moves to the analysis of the main challenges that the DMOs and other stakeholders are faced with in the process of route development from the planning, product development, organisational and promotional standpoints. Finally, it propose a conceptual approach to the tourist route development, illustrated by the case study from Croatia.

Keywords: tourist routes, planning, development concepts, Croatia

Turkish Tourism in the Planned Periods (1963-2013) Tourism Investment Incentives and Evolution of Foreign Capitals

Ahmet Aktaş, PhD

*School of Tourism and Hotel Management, Akdeniz University, Antalya, Turkey,
e-mail: aktas@akdeniz.edu.tr*

In this study main purpose is to define Turkish Tourism in Planned Periods, tourism investment incentives and evolution

of foreign capitals. Tourism has been one of the most rapidly developing sectors especially in the second half of the 20th cen-

tury. Having been convinced of its importance, many countries including Turkey have been trying to make the most of tourism. Turkey started guiding efforts regar-

ding tourism by having the State Planning Organization prepare development plans.

Keywords: Tourism, Tourism Planning, Planned Periods.

Contemporary Trends in Hospitality Industry

Thomas Pavlović

„Holiday Inn“, Belgrade and Novi Sad, e-mail: t.pavlovic@hinovisad.rs

Rapid changes in technology, customer expectations and job design make training and development an increasingly important topic in human resources development, especially in the hospitality industry. Every organization needs to have people dedicated to improving employee performance, which will be reflected by repeat customers and their satisfaction. Main tool for achieving and maintaining this is constant investment in training, coaching, mentoring and key employee identification.

The focus of all aspects of Human Resource Development is on developing the superior workforce so that the organization and individual employees can accomplish their work goals in service to customers, since this is the only aspect in which hotels nowadays can demonstrate their advantages.

According to the importance of the ecology trends, InterContinental Hotels Group has developed special programs called the “Innovation hotel”. This program includes: green transport options,

green roofs, rainwater harvesting, solar power, using the recycled and low emission materials, natural materials, linen laundry program, energy system control in each room (so called Smart rooms, which leads us to Smart Buildings), and more innovative hotel options.

E-distribution is about giving global message at a local level in order to drive your hotel’s revenue. Your hotel website is only one of the tools, the others are connectivity to CRS, GDS, online booking engines and consumer generated media (Facebook, Trip Advisor, etc).

“Value for money” concept never grows old, it has increasing tendencies and impact on every global traveler, be it business or leisure. Expectations of modern guest reflect basic human needs to be distinctive, always different, new and with a scent of tease. That is why your service offer or product needs not only to meet them, but also to overcome them. It’s up to every property to consider how to cope with this and gain maximum for himself and guest in the first place.

DANUBE – RESOURCE FOR FUTURE DEVELOPMENT

The “Danube Propeller” Master Plan for Regional Development of Nautical Industry and Tourism; A Project Founded in Reality

Krsta Pašković

*President of Danube Propeller-Nautical Association, 11000 Belgrade, Mihizova 22, Serbia,
e-mail: propeller_danube@yahoo.com*

The master plan for the development of the nautical industry and tourism in the Middle Danube region encompasses more than 3500 km of inland waterways opens to recreational navigation.

If the Middle Danube countries adopt UN-ECE resolution No 52 in favour of Europe-wide planning of recreational waterways infrastructure, the middle Danube basin could have more than 5500 km of navigable routes, including those available to smaller craft (category RA).

For this network to support a new leisure-based industry, investments are required in three areas. The investments are not enormous, and could be implemented in stages: moorings and boat harbours, boatbuilding and services.

The paper draws on examples observed in several countries (France, Netherlands, Belgium, Germany, UK, Ireland and Canada), and on the embryonic industry already present in Serbia

and the neighbouring countries, to illustrate how these investments could take place in the Middle Danube region.

The *raison d'être* of the master plan, apart from enhancing the obvious potential of the inland waterways as new regional waterway tourist destinations, is the creation of thousands of new jobs for the regional population.

Through the present conference, and associated efforts such as the EU Interreg “Waterways Forward” program, we hope to accomplish the essential first step in this development process, which is to obtain the effective integration of the Middle Danube basin in the European waterway network for recreational navigation and to bring the network and its existing and potential value to the attention of the European institutions (EP, EC and Council) and also, to make them aware of the transnational importance of waterways, not only for the transport of goods but also in the fields of recreation and European heritage.

Considerations Regarding the Marketing Destination Danube Valley

Aurelia-Felicia Stancioiu PhD^{1*}, Mirela Mazilu PhD², Ion Pargaru PhD³,
Nicolae Teodorescu PhD², Anca-Daniela Vladoi PhD¹

¹ Academy of Economic Studies, Bucharest; *Corresponding author: stancioiufelicia@hotmail.com

² University of Craiova

³ Polytechnic University of Bucharest

Element of ethnogenesis and at the same time an area of important cultural, ethnical and economical interferences, Danube valley, populated since at least the Neolithic Age, is considered nowadays to hold a great tourism attractiveness, moreover because Danube is the junction between Western Europe, Central Europe and South-Eastern Europe.

Insufficiently exploited so far, the tourism potential of this macro-destination has on the one side 53 major ports as the starting points and on the other side 17 relatively compact ethnic groups (Germans, Serbs, Slovaks, Slovenes, Czechs, Russian, Hebrew, Turk-

ish, Croatian, Armenian, Gypsy, Bosnian, Polish, Romanian, Bulgarian and Ukrainian) well represented by settlements “with their architectural models, rural landscapes and cultural traditions. These elements can be reunited under the umbrella of marketing “. The marketing of cultural tourism “needs to be absolutely integrated into a strategy of the whole Danube Valley, starting from the symbolic cultural representations of the researched mental, at individual and afterwards at collective level.

Keywords: destination marketing, Danube valley, ports, forms of tourism, tourism routs

Danube as a New Strategic Product in the Serbian Tourism

Nevena Ćurčić PhD^{1*}, Natasa Pavlović MSc¹, Sandra Medić², Željko Bjeljac PhD³

¹ Department of Geography, Tourism and Hotel Management, Faculty of Science, University of Novi Sad, Serbia, *Corresponding author: galant@ptt.rs

² Tourist organisation of Vojvodina, Novi Sad, Serbia,

³ Geographical Institute Jovan Cvijic, Belgrade, Serbia

The Danube River is one of the most important factors for economic, urban, cultural and historical development of Republic of Serbia. It is the factor of effective European cooperation, as well as national and regional development based on potential of the river to inten-

sify agriculture through irrigation, development of industries with linked to cheap water-borne transport, shipping, port activities, seasonal recreation and tourism.

The Serbian part of Danube catchment area, as the whole Serbia, which

is now at the historical crossroads of the intensive adaptations to the European integrations, with a powerful growth of competitive capacities of institutions, enterprises and individuals is now on the way of defining the development clusters and economic sectors with chances for success. It will have to build, independently and with the assistance of the international community, as soon as possible, the competitive growth strategies. In that context, tourism imposes itself as an unavoidable complex, with unused growth potential. The tourist attractions in the Serbian part of Danube catchment area have not been enough valued in the past, simply because tourism has never been a se-

rious subject of the development policy of Serbia.

The aim of this paperwork is that, through analysis of qualitative and quantitative indicators of tourism development in the Serbian part of Danube catchment area, emphasize the deficiencies of the tourist offer and to provide guidelines for improving existing and developing new tourism products. In this way will be determined the comparative advantages of tourism development on the river Danube and also will be established bases for the development of tourism, as an important generator of national well-being.

Key words: comparative advantages, new products, tourism, Danube, Serbia

Tourism in the Valleys of European Rivers, the Case Study: The Loire Valley

Tamara Lukić PhD^{*}, Tatjana Pivac PhD[†], Kristina Košić PhD[†]

[†] *Department of Geography, Tourism and Hotel Management, Faculty of Science, University of Novi Sad, Serbia, *Corresponding author: snstamara@yahoo.com*

Analysis of forms of tourism trends in the Loire Valley aims to initiate similar ideas in the Danube Valley in Serbia. The field research identified similar relief qualities, fertile alluvial soil, and similar economic activities, such as farming, animal husbandry, horticulture and viticulture, which are reminiscent of the Danube valley. In addition to these similarities, similarities were observed in the sphere of social life. Touristically affirmed the Loire Valley is part of the flow Loire, 250 km in length, and belongs too many of administrative units. Specifically, two regional councils and 161 municipalities take care of this part

of Loire Valley. In function of balanced regional development, all governing bodies are forced to continuously harmonize views and plans on the territory of 800 km square with an estimated one million inhabitants. However, a difference that is imposed is that in the Loire Valley in 2009 registered 2.3 million tourists, of which 32% of cyclists, of whom 48% are foreign tourists, in contrast to the Serbian Danube Basin, which according to research; visit the 26,000 foreign tourists, of whom about 77% are cyclists. Statistical Office of the Republic of Serbia records arrivals and overnight stays at the municipal level. In the absence of data, it is

hard to say how many is the proportion of those who are in particular Danube Valley municipality only for the Danube. Research in the Danube region of Croatia determined the economic importance of tourists on bicycles and that they are mostly intellectuals. The work provides

ideas on how to use the comparative advantages of the Danube has, as an international river, and how to attract tourists, as well as cyclists in his region.

Key words: Loire Valley, Danube, forms of tourist movements, sports and recreation, cycling

Personal Limits for Nautical Tourism Product Selection

Aleksandra S. Dragin PhD¹, Dragoslav Pavić PhD¹, Nemanja Davidović¹, Tamara Jovanović¹, Tanja Armenski MSc¹

¹ Department of Geography, Tourism and Hotel Management, Faculty of Science, University of Novi Sad, Serbia, *Corresponding author: saska5geo@yahoo.com

This paper examines issues related to personal limits for nautical tourism product selection that are crucial for decision making. The research was carried out as a transversal study of empiric-experimental type. Timeframe of the research was 11/2010-02/2011 with „pen and paper“ method. The survey was filled by 260 randomly picked persons across Serbia (Novi Sad, Subotica, Zrenjanin, Sombor, Sremska Mitrovica, Kikinda, Bečej, Kanjiža, Bačka Palanka, Bačka Topola, Apatin, Sremski Karlovci, Petrovaradin, Valjevo, Šabac, Pirot, Loznica, Negotin, Svrlijig, Futog, Rumenka, Stajićevo, Kljajićevo, Pačir, Novo Miloševo, Bačko Dobro Polje, Đurđevo, Mi-

šar). In the first part of the preliminary analysis sociodemographic characteristics are taken into consideration (gender, age, education, economic standard), as well as their travel habits and preferences to certain types of tourism and tourism destinations. Main discussion focuses on interpersonal, intrapersonal and structural limits of potential tourists. The results of the research are of great value to nautical tourism based destination managers, as well as all other stakeholders involved. The results presented in this paper are a part of a wider research.

Key words: nautical tourism, personal limits, Serbia

Đerdap as an Excursion Destination – A Unique Offer in the European Tourism Market

Sara Stanić MSc^{1*}, Dario Šimičević MSc², Sanja Pavlović PhD¹

¹ *University of Belgrade, Faculty of Geography, Belgrade, Serbia,*

**Corresponding author: sara.stanic.zemun@gmail.com*

² *College of Tourism, Belgrade, Serbia*

The global economic crisis, the decline in the standards and climatic factors have influenced the redistribution of tourist movements on a global scale. It makes certain types of tourist movements, once traditionally represented appear and strengthen. This includes excursions or short trips to specific destinations. Due to their characteristics they do not require a lot of money, and also appear as an increasingly important segment in the European and world tourist market. Due to the global economic crisis, with some negative aspects of civilization, excursion movements that follow the world trend of taking more short breaks during the year are also excellent solutions with a minimum investment in tourism that can meet tourist demand. Đerdap gorge and the natural area along the gorge, as well as spatial units is an increasingly important excursion destination in the tourism market in Europe because of its exceptional cultural and historical values, significant natural ecosystems in composition of exceptional value and rarity, the original objects of the flora and fauna and well-preserved forests, which have been since 1974 placed under state protection as the Đerdap National Park. In its ove-

ral tourist offer Đerdap National Park is a separate and complete travel unit which is in many ways unique in Europe and worldwide. Đerdap gorge offers visitors rare, unique and attractive tourist facilities throughout the year due to its morphological and hydrographic characteristics, attractive Danube landscapes, which are based not only on diversity but also relief from a wide range of combining different forms of flora and vegetation, with a wealth of cultural and historical heritage and the very specific ethno characteristics areas. Excursion tourism in Serbia in recent decades has been characterised by a consistent tourist traffic in certain segments of tourism despite a number of limiting factors (inadequate infrastructure, outdated supply, organizational deficiencies, etc.). Đerdap area is particularly interesting in the domain of school trips where it appears as the most wanted destination. It is also significant when it comes to boat cruises as a supplement of the program and also as various types of individual and group excursions, both domestic and international.

Key words: Đerdap, excursion tourism, excursion destination, tourism market

Transport and Canal Navigation: Impact on Climate Change

Zoran Radmilović¹ Krsta Pašković²

¹ *University of Belgrade, Faculty of Transport and Traffic Engineering, 11000 Belgrade, Vojvode Stepe 305, Serbia, e-mail: z.radmilovic@sf.bg.ac.rs*

² *President of Danube Propeler-Nautical Association, 11000 Belgrade, Mihizova 22, Serbia, e-mail: propeller_danube@yahoo.com*

Climate change and transport including canal navigation are in close mutual dependence and in the relatively unfavourable mutual respect. The canal transport and navigation are only one part of inland waterway system and common transport system. Motorised transport with fossil fuels, including motorised canal navigation, affects climate change in the sense that with their activities act on its environment, such as increase of air temperature on the Earth, changing of the composition of atmosphere, water and landfill. On the other hand, the feedbacks' effects of climate change act negatively on canal navigation. These negative impacts are present in all transport modes in the various and very complex ways.

As known, the inland waterway transport, including canal transport, is

the most environmental-friendly transport mode. However, canal vessels generally use fossil fuels and as such, like seagoing vessels, emit CO₂ emissions, sulphur, particles and others pollutants, directly polluting their environment. Canal navigation is geographically limited to areas with canal networks and is subject to the effects of natural, hydro meteorological and current weather conditions. This means that during dry years with long period of low water, vessel emissions are increased and contribute to global warming.

For these reasons, this paper discussed the typology of impact of canal transport on climate change with mitigation and partial adaptation measures and the aim to support research in climate-friendly canal navigation.

Possibilities of Regional Cooperation of the Danube River Basin Countries

Bojan Đerčan*, Tamara Lukić PhD, Milka Bubalo-Živković PhD, Rastislav Stojsavljević MSc

*Department of Geography, Tourism and Hotel Management, Faculty of Sciences, Novi Sad, Serbia, *Corresponding author: bojandjercan@yahoo.co.uk*

International initiatives focused on regional cooperation in the Danube basin region are becoming more current after the political changes in this part of the European continent. A number of European documents and studies emphasize

integrity and encourage cross-border cooperation regarding this region. European trends and planned development go towards activation and utilization of potentially the most attractive European regions. Plans and studies are focused

sed on integration and coordination of strategies regionally close countries, as well as those that are not geographically close but have traditional or potential connection. The Danube basin is a very rich area, either by natural and cultural resources or already created capacities. Still, the main value of this region, especially the middle and eastern Danube region is its geo-strategic and strategic-economic position. The main resource of this complex wealth is the Danube River itself. In addition of being a part of 3500 km long waterway from Rotterdam to Sulina, which connects about 500 million inhabitants, around 350 cubic kilometres of water flows through this river from a territory of two million square kilometres, representing about one-fifth of the European continent.

Looking at the whole Danube river basin area the possibilities have been used very unevenly: most intensely in upper and the lowest in the lower Danube region. As for Serbia, although there are a lot of valuable natural and cultural resources as well as capacities built in the earlier period (we can single out the Danube – Tisa – Danube channel and the hydroelectric power plant Djerdap as the most important ones) in compar-

ison to other countries the possibilities are not sufficiently exploited.

International cooperation that needs to be developed is related to cooperation of Danube river basin countries and the establishment of their joint approach to the other regions of the world. The possibilities of regional cooperation of the Danube river basin countries include several dimensions: economic dimension (with special emphasis on transport issues and Pan-European Corridors VII, IV, V and X); navigational dimension (in close cooperation with the Danube commission); ecological dimension (with the aim of further cooperation of Danube river basin countries in the promotion and protection of the environment); tourism dimension (aimed at development of tourism potentials of the region, especially rural and eco-tourism); cultural dimension (along with the promotion of cultural specificities of each member); educational (Danube Rectors' Conference) and sub-regional cooperation (with the aim to encourage and promote sub-regional initiatives and projects aimed at the development of existing Euro-regions on the Danube river).

Key words: Danube river basin region, regional cooperation, Euro-regions

Importance of Entertainment and Leisure Organisation on the River-Cruise Ships on the River Danube for the Guest Satisfaction

Irma Erdeji

Department of Geography, Tourism and Hotel Management, Faculty of Science, University of Novi Sad, Serbia, e-mail: irmaing@gmail.com

Nautical tourism is an important economic activity with a constant growth tendency. River cruises are very popular among the tourists and include multi-day trips through the waterways of several countries for a period of 7-26 days. In recent years, the Danube has become one of leading tourist destinations in Europe. Growing interest for the countries of Southeast Europe and the smooth navigation throughout the river, all the way down to the delta, have given impetus to the development of tourism in the region, and the constant growth of the number of cruise ships and tourists using their services. In 2007, the Austrian part of the course sailed 101 ships, with 3400 dockings in total and the sum of 165,000 passengers. While the itinerary offered on this type of cruises is interesting and educative in the same time, some tourists should be given little incentive to bring their vacation to complete. Not everyone is as open and communicative when interacting with others, not all have the same interests and expectations. For some tourists the holiday means enjoying the nature, sightseeing and slowing down

the pace, while for others activities, games, communications, dance, etc. are the most beautiful impressions of the trip they would like to take as a souvenir. That is the point when cruise managers (cruise directors, in charge for itinerary, excursions and entertainment) come to the scene, organising number of “in house” and external entertainment programs, not only to please the guests needs and fulfil their expectations about the river-cruise experience, but also to provide the tourists from the distant countries with an insight of the local life and culture of the countries visited along the river. In order to exceed guests’ needs, river-cruise companies are very interested in the feedback. Therefore, at the end of the cruise, surveys will be handed out to the guests, the results analysed and the suggestions, preferences and complaints considered. The best way to improve and become leader on the market is to explore the guest expectations and to exceed, tending to reach level of perfection.

Keywords: Nautical tourism, Cruise, Danube, entertainment, survey, guest satisfaction

The Development of the Danube River Banks in Vojvodina for the Purpose of the Nautical Tourism

Jelica Marković MSc*, Marko Petrović MSc

*Department of Geography, Tourism and Hotel Management, Faculty of Science, University of Novi Sad, Serbia, *Corresponding author: jelica_ns@yahoo.com*

The fact is that the nautical-tourist offer in Serbia and Vojvodina has long been on the margins of tourist flows. However, in recent years, we can note the positive trends in the offer of river tourism. For these reasons, there appears a need for construction of reception facilities of nautical infrastructure (marinas, ports, anchorages, moorings ...) primarily on the banks of the Danube, as well as for designing tourism offer in the coastal hinterland. In the segment of international tourism demand there are two main motives for sailing on the Danube: the transit through Serbia and target coming into our waters. To increase the participation of nautical tourists who come into our

waters, there are needed serious activity on the evaluation and regulation of the Danube, and primarily the construction of adequate reception facilities. The first steps have already been made, but it requests a lot of investments and good tourist organization. In this moment in Serbia and Vojvodina, there is only one marina (in Apatin), which satisfies the international standards. This research analyzes development of the Danube river banks in Vojvodina for the purpose of the nautical tourism and determines the primary locations for investment.

Keywords: nautical tourism, Danube River, Vojvodina, Reception nautical infrastructure facilities

Relationship between Country Brand Image and Willingness to Recommend

Artur Bobovnický PhD

University of Sts. Cyril and Methodius, Trnava, Slovakia, e-mail: a.bobovnický@gmail.com

Theoretical aspects of the country brand image as a key factor for successful place marketing will be assessed based on the worldwide studies. Hypothesis regarding the importance of country brand image and its relationship to loyalty (represented herein by willingness to return and willingness to recommend), and satisfaction with recent visit will be developed. The model of these relationships will be tested based upon the quantitative data from

Czech Republic, Hungary, Austria, and Germany (400 samples per country). These data have been collected in 2010 within the research project evaluating of the Slovakia's brand image in abroad. For statistical evaluation we will utilize PLS modeling.

Keywords: place marketing, country brand image, loyalty, willingness to recommend, willingness to return, satisfaction, brand personality, partial least square

Online User Generated Travel Reviews - a Core Component for Building an Online Marketing Strategy

Barbara Gligorijević

Queensland University of Technology and Smart Services CRC, Australia, e-mail: barbara.gligorijevic@qut.edu.au

The travel and hospitality industry is one of the most dynamic industries in the world, featuring highly adaptive business models that incorporate advanced IT solutions as part of their business processes. With increased access to information through various communication channels in the Web 2.0 environment,

the marketing approach is undergoing transformation from a "customer focused" to a "customer driven" model. This change has empowered consumers to share experiences, post information and evaluate services through aggregated word of mouth. Word of mouth marketing is becoming the most dominant

and influential type of marketing on the Web, and we are witnessing proliferation of user generated reviews, ratings and recommendations websites. Content-creating communities have established their reputation as independent travel advisors that consumers greatly rely upon when searching for information about destinations, accommodation, service providers and prices. They offer travel related information in a form of “personal experience” allowing fellow travellers to make travel related inquiries, discuss various issues or even write travel journals. This paper is analysing several business models that rely on online ratings and recommendations created by travellers-consumers as a unique selling proposition (USP) of their business offer. These organisations have developed strong and sustainable online communities and in-

teractive travel forums, harvesting user generated content (UGC). The influence of this type of UGC is apparent as it informs consumers about available choices and influences their purchasing decisions. Beyond its influence on consumers, travel reviews are easily integrated into promotional materials servicing specific travel niches. They allow travel and tourism operators to augment their online presence beyond company websites. Upon examining various features of user generated travel reviews websites, business processes and marketing practices, a set of recommendations is developed how to utilise user generated travel reviews for marketing purposes and promotion in the e-tourism industry.

Keywords: User generated content, travel reviews, online communities, word of mouth marketing.

Measuring Business Outcomes within Macedonian Travel Companies

Elizabeta Mitreva PhD*, Vesna Prodanovska MA, Cane Koteski PhD, Zlatko Jakovlev PhD, Tanja Angelkova MA

*University “Goce Delchev” - Shtip, Macedonia, *Corresponding author: elizabeta.mitreva@ugd.edu.mk*

Main discrepancy between the TQM (Total Quality Management) strategy and the regular quality management methods within travel companies could be met with the fact that the latter one is based on the following approach: planning, organizing and control, while TQM strategy besides the appointed activities insists on amending through learning and investigation of issues and therefore gaining the final aim of continuous quality improvement. In order to become flawless, measuring the busi-

ness outcomes comes with the purpose to derive a feedback for how well things are done, what is lacking according the planned actions. The evaluation into travel companies needs to be done in each stadium and the outcomes gained should be used as a powerful weapon in order to continue the follow-up cycle towards continuous improvement.

The analyses in this paper are under the influence of the percipience from our practice, manner of self-assessing and the issues that Macedonian travel

companies experience with European and world market as well as the measures that are undertaken from the managers in terms of improvement of servic-

es and business processes.

Keywords: TQM (Total Quality Management) strategy, evaluation, continuous quality improvement.

Romanian Banks' Online Marketing as Facilitator of Tourism Development

Hajnalka Kanya^{*}, Szabo Orsolya¹, Dan Candea²

¹ Partium Christian University – Oradea, Romania,

^{*}Corresponding author: kanyahajnalka@yahoo.com

² Technical University of Cluj-Napoca, Romania

The internet causes different changes in the environment in which different tourism organizations operate. Romanian tourism organizations try to adapt themselves in order to manage the technological changes, to face the challenges of sustainability and social responsibility, to remain competitive, to create and offer value for their customer. Tourists use the internet for planning their holidays, obtaining the needed information, booking, communicating with tourism organizations, making online payments etc. Banks play important role of facilitators of the development of secure online payment systems which can be used by tourists and tourism organizations, and they also play an important role in the development of the informa-

tion society, e-business and e-commerce in the tourism industry. The article refers to the results of a marketing research, which - through analysing the Web presence, the Web sites and e-readiness of different Romanian banks - has the main objective to find out how Romanian banks manage the Web technology, how do they integrate the Internet in their marketing strategy, how do they use different online marketing tools, how do they offer online payment possibilities for their customers' aspects which contribute to the development of tourism in Romania.

Keywords: online bank marketing, online payment systems used in tourism, online marketing strategies, online marketing tools

To Brand or Not to Brand a Tourist Destination

Marta Plumed Lasarte*, Carmen Elboj PhD, Vitelio Tena PhD

*Faculty of Business and Public Management, Universidad de Zaragoza, Spain, *Corresponding author: mplumed@unizar.es*

The main aim of destination marketing is to convey a positive image of itself, in such a way that not only is more attractive for potential visitors and tourists, but also local people feel identified and satisfied with their life quality. The design of the destination image must be carried out emphasizing its personality to avoid going unnoticed in this increasingly globalized and saturated market. Therefore, the image management is the key to get the wished position, which requires cooperation between public and private sectors with the aim that both have common goals and work together to achieve a higher level of competitiveness. For the development of a destination as an integral product, just in the tourism sector or in general, it is absolutely necessary a planning and a marketing strategy, especially in times of economic uncertainty such as those we are living now.

Destination branding is one of the latest trends in tourism marketing but, is

branding the best option for all the destinations? It is clear that the administration of every kind of places has to develop a marketing strategy in order to be in the tourist market in the wished position having a good image, but some important destinations have achieved both good image and position without having a brand, like Barcelona or Paris, so we can see that branding is not always necessary, and even it may be not advisable.

The purpose of this paper is to compare marketing strategies with and without branding, analyzing several examples of successful destinations and their different actions, and the pros and cons of both types of plans. We will see that branding is helpful but not always required, and we will describe what other actions can help an unbranded destination to get or keep a good image and how it can be conveyed.

Keywords: image, brand, destination, marketing, promotion, position

Headlining Dubrovnik: Unmaking, Remaking, and Restoring Dubrovnik's Image, 1991-2011

Nicholas Wise

Department of Geography, Kent State University, Kent, Ohio, USA, e-mail: nwise@kent.edu

Wars leave places and tourism destinations with burdened images, creating imaginations of fear not only through physical scars in the landscape, but

also in regards to tourists' perceptions and images of places. Discourse refers to communication, and communications, whether via newspapers, television, ma-

gazines, or the internet convey images and imaginations of places around the world. Living in an era of globalization, the compression of time and space has allowed for the efficient transportation (transmission) of textual and visual content. With this exchange, we come to know about tragic events around the world and how such events brand negative images. This work assesses newspaper headlines that inform readers of destination image, imagination, and place identity. Headlines during the period of

war display the unmaking of tourism in Dubrovnik. Immediately following the war, there is noticeable content representing the remaking of the destination, and efforts to remove imaginations of war that gave the destination a negative image. Post-2000, newspaper headlines have provided multiple meanings of Dubrovnik, but show the destinations recovered image and tourism identity.

Keywords: Destination Image, Imagination, Place Identity, Dubrovnik

Facebooking in the Stable? Online Marketing Strategies Applied by Rural Touristic Pensions in Romania

Szabo Orsolya*, Kanya Hajnalka

*Partium Christian University – Oradea, Romania, *Corresponding author: orsolya_szabo@yahoo.es*

It is widely considered that rural Romania is living in the past. And for sure, some aspects of this statement are undoubtedly correct as the economic development of post communist rural spaces still face major difficulties. Underdeveloped infrastructure, high-unemployment rate, low wages and the lack of opportunities for young people, which leads to the aging and depopulation of rural areas, are just a few of the many problems of rural communities. It is no wonder therefore that rural tourism has become an alternative income source for many households of the rural space, thus it captured an important role within the restructu-

ring countryside. On the other hand the pensions involved in the rural tourism of a country which “is living in the past” have adopted modern online marketing strategies to attract tourists. The purpose of this study is to collect and analyze the information provided by the existing homepages of rural touristic pensions in Bihor County, Western Transylvania and to determine the extent to which online marketing strategies are present in promoting the services offered by the pensions of the research area.

Keywords: Rural tourism, Online marketing, Internet-based promotion, Romania, Rural Communities

IPA Now and How – Revision of Importance-Performance Analysis

Tanja Armenski MSc*, Ivana Blešić PhD, Lukrecija Đeri PhD

*Department of Geography, Tourism and Hotel Management, Faculty of Science, University of Novi Sad, Serbia, *Corresponding author: tanja.armenski@dgt.uns.ac.rs*

As a valuable tool in a strategic marketing approach, importance-performance analysis (IPA) has gained popularity among hospitality and tourism researchers for its simplicity and ease of application. Importance-performance analysis has also been applied in a number of destination satisfaction studies.

This article revisited employment of importance-performance analysis in destination image studies and discuss a possible applicability of method in studying of Serbian destination satisfaction.

The author conducts a critical review of past studies, reanalyzes published data to raise questions, and develops suggestions for future destination satisfaction research applying importance-performance analysis. The primary goal of this article was to stimulate further discussion and research on the validity and reliability of widely adopted importance-performance analysis.

Key words: Important- performance analysis, consumer satisfaction, tourism, Serbia

Branding Macedonia as a Tourist Destination in Europe – What Is Done and What Shell Be Done

Zoran Strezovski MSc

*Agency for Promotion and Support of Tourism in Republic of Macedonia,
e-mail: zoranol@yahoo.com*

Republic of Macedonia as a country in the heart in South East Europe recently begins to branding as a tourist destination. In times when we are witnesses of competition among countries in the world in order to attract as many tourists as possible, and strengthening their brand as a tourist destination, Macedonia has started to build and strengthen its tourism brand.

Due to the enormous competition, traditional destinations maintain and improve their brand through new in-

novative tourist attractions. On the contrary, the new tourist destinations strongly attack on tourists with the intention of gaining a better position on the tourist market. The famous branding guru for tourist destination, Simon Anholt, addresses that countries need to raise themselves the question: What do we need to do today in order to reach the desired level of recognition of the tourist destination for foreign tourists in 10 years?

In this study it will be analyzed what

institution in R.Macedonia have undertaken regarding the aspect of branding as a tourist destination – what is done and what shall be done .We will analyze Macedonian hexagon of Competitive

identity and which points of that should be improve.

Keywords: promotion, tourist destination, branding, activities, strategic position

Museums – Active Approach towards (Tourism) Market

Željko Anđelković MSc*, Anđelija Ivkov Džigurski, PhD

Department of Geography, Tourism and Hotel Management, Faculty of Sciences, University of Novi Sad, Trg Dositeja Obradovića 3, 21000 Novi Sad, Serbia,

**Corresponding author: zeljkozelja@yahoo.co.uk*

In our country it is not rare that museums are thought to be scientific institutions. The first ICOM definition from 1946 states that a museum is such a public institution consisting of collections of art, technical, scientific and historical materials. Time has changed as well so that the latest ICOM definition from 2007. somehow modified the museums activity stating that a museum is a non-profit, permanent institution in the service of society and its development, open to the public, which acquires, conserves, researches, communicates and exhibits the tangible and intangible heritage of humanity and its environment for the purposes of education, study and enjoyment. This part related to communication with the audience is what the majority of mu-

seums in Serbia lack. What efforts are made in order to turn some museums into brands? How much do we know about the collections? How do marketing and management evolve and what do we know about the audience and the market? Is it “The Night of the Museums?” everything they have to offer? How is tourist economy related to them? Are there any theme exhibitions? Who are the guides there? What is the role of animation in a museum tourist presentation? Is non – verbal communication included? What is done for the segmentation and education of the audience? These are some of the questions this paperwork will try to find answers for.

Keywords: animation, museums, guides, communication

The Challenges of Branding Montenegro as a Rural Tourism Destination

Ilija Morić MSc

*Faculty of Tourism and Hotel Management, University of Montenegro, Kotor, Montenegro,
e-mail: imoric@t-com.me*

Tourism is seen as a prosperity engine in Montenegro, accounting for 21% of national GDP and generating almost 30,000 jobs. Diversification of the integral tourism product and its specialization for certain market segments is defined as a goal of great importance for the future sustainable tourism development. Rural tourism as a selective form of tourism is already playing a very important role in these processes. Montenegro has a respectful potential regarding rural tourism development, but in order to develop competitive rural tourism product and create its positive image, implementation of adequate marketing strategy is seen as a key and critical factor for success. This paper focuses on the challenges in enhancing the value of the brand Montenegro as a rural tourism destination. One of the challenges facing all subjects involved in rural tourism development is that there is no uniform recipe for the creation of a successful brand. The paper describes the development, structure, organization, and characteristics

of the branding process in rural tourism. One of the main conclusions in the case of Montenegro is that there is not enough support for the further development. Furthermore, the main limitation factors are related to the lack of financial support and lack of marketing knowledge as an obstacle to set objectives successfully regarding segmentation and targeting. Moreover, there is a growing concern regarding the tourism product development of considerable quality that could generate high levels of customer satisfaction. However, creation of a distinctive image (not general accommodation without specialization in offer), branding based on the process of networking and implementation of a marketing strategy in a cooperative way are factors of strategic importance for the future rural tourism business development. Tourism appropriate qualitative and quantitative methods are implemented in preparing this paper.

Keywords: Montenegro, rural tourism, branding, marketing mix, networking

Adoption of Information Communication Technology in Small and Medium Tourism Enterprises (SMTEs) in Eldoret Town, Kenya

Tabitha Njeri Mugo*, Rose Wairimu Burugu, Nancy Bitok

*MOI University, Eldoret, Kenya, *Corresponding author: tamugo@yahoo.com*

Development of Information and Communication Technologies (ICT) has transformed the contemporary business environment and SMTEs are no exception owing to the information intensive nature of tourism industry and the opportunities that ICT brings. This study explored the uptake of ICT by Small Medium Tourism Enterprises in Eldoret town. Specifically, the study examined ICT usage in SMTEs and explored factors that influence uptake of ICT in SMTEs. Structured interviews and que-

stionnaires were used to collect data. Study findings indicate that internet and information management were the most used ICT applications by SMTEs in Eldoret town. These were mainly used for marketing and general management of sales and supply. Consumer demand, Popularity of ICT-based applications and their associated costs, and e-business security are key determinants of ICT adoption by SMTEs in Eldoret town.

Keywords: ICT, Eldoret, Small Medium Tourism Enterprises, SMTEs

TOURISM POLICY AND REGIONAL DEVELOPMENT

Planning and Forecasting Tourism Demand in Macedonia

Biljana Petrevska, PhD

“Goce Delcev” University-Stip, Faculty of Tourism and Business Logistics-Gevgelija, Republic of Macedonia, e-mail: biljana.petrevska@ugd.edu.mk

The paper makes an attempt to identify the adequate position of tourism within the global development strategy of Macedonia, by emphasizing the economic perspectives which tourism sector may affect on the overall economic development. Having in mind that the concept of tourism planning could not be applied if forecasting of tourism demand is neglected, the paper underlines the importance of application of forecasting methods in projection of future tourism trends. In that respect, two quantitative methods, commonly applied in estimation of tourism demand, were used. Firstly, the method of exponential smoothing is implemented, through two of its variants: Double Exponential Smoothing (DES) and the Holt - Winters Smoothing (HWS). Secondly, the Box-Jenkins (BJ) methodology is applied and several alternative specifications were used in modelling the original time series.

The result of the research is a medium-run estimation of foreign tourism demand for Macedonian destinations by the end of 2014. In order to define which of three implemented models is the most accurate in forecasting tour-

ism demand in Macedonia, the forecasts are evaluated by means of the following standard indicators: Root Mean Squared Error, Mean Absolute Error, Mean Absolute Percentage Error and the Theil Inequality Coefficient. The forecast evaluations emphasized that the DES model is the most accurate and as a relatively simple quantitative model is easy for practical use, thus it is recommended for forecasting the number of foreign tourists in Macedonia.

Despite the fact that all applied methods are not capable of explaining the driving factors behind the results, the estimated values can serve as a base of identifying measures and activities necessary for creating comprehensive tourism policy and preparing tourism development plan as well.

Forecasting tourism demand is important since it is the starting point for creating achievable tourism policy, for creating adequate regional development policy, as well as for formulating and implementing overall tourism strategy.

Keywords: tourism planning, forecasting, quantitative methods, tourism demand, Macedonia

Environmental Monitoring and Management of Heritage in Tourism

Djordje Čomić PhD

Department of Geography, Tourism and Hotel Management, Faculty of Science, University of Novi Sad, Serbia, e-mail: comic.djordje@gmail.com

The main issue of this paper is the ecological management of environment protection for the purpose of tourism development. The first part considers ways of transforming heritage into a tourist attraction. Attention is focused on the relationship between objective geographic space and the individual / collective perception of the space by tourists, conditioned by the given culture (myths, religion, symbols, art, media, and mental representations). In the second part the concepts of carrying capacity, physical capacity, environmental capacity, and ecological capacity are identified. The relevant factors in this context include, among other things, tolerance thresholds of ecosystem, of local population, and of tourists. The final part identifi-

es the basic criteria and suggestions, recommended by some large tour operator, leading to the creation of “environmentally compatible tourist and hotel products”. It is pointed out in the conclusion that environment protection should be compatible with the economic development, that is, healthy environment and strong national economy should be in synergetic relationship. Technology that caused ecological degradation in the past can become an instrument of ecological improvement in the future. This phenomenon is called “the technological paradox” and is recognized by the majority of ecologists and technocrats.

Keywords: tourism, monitoring, management, heritage, space, protection, product

Large Football Events as an Area of the Activity of National Tourism Organizations

Jacek Borzyszkowski PhD*, Mirosław Marczak, PhD

*Department of Tourism Institute of Economics and Management Koszalin University of Technology, Poland, *Corresponding author: jacbo@wp.pl*

This article presents selected forms of the marketing activity of national tourism organizations connected with the realization of several large sporting events, i.e. the European Cup in the years 2008 and 2012 and the World Cup in the years 2006 and 2010. The analysis

was conducted on the basis of organizations from 5 states, i.e. Germany, Austria, Switzerland, the Republic of South Africa and Poland, i.e. the organizers of the abovementioned football events. The first part of the study covers general concepts of national tou-

rism organizations on the basis of the statutory objectives of the organizations analyzed. The further part presents the activities pursued by the national tourism organizations in question concerning the selected large sporting events. It was demonstrated that national tourism organizations run inten-

se and diversified marketing activities aimed not only at the promotion of the event itself. Sporting events are also used for the promotion and an improvement of the image of a given state as an attractive tourist destination.

Keywords: national tourism organizations, football events, promotion

Influence of Terrorism on the Development of International Tourism in the Years 2000-2010 on the Example of Selected Tourist Destinations

Mirosław Marczak, PhD^{1*}, Jacek Borzyszkowski PhD¹

*Department of Tourism Institute of Economics and Management Koszalin University of Technology, Poland, *Corresponding author: miromilan@wp.pl*

The main purpose of the present article is an attempt to determine the influence of terrorism on the development of international tourism in the years 2000-2010 in the area of selected tourist destinations. The study covers among others safety issues in tourism. The notion of tourism and its varieties were determined. The reasons for the occurrence of terrorism and its main features were analyzed. An important element of the article also includes an analysis of the actions undertaken by various international institutions in order to counteract terrorist

phenomena. The following research thesis was accepted in the article: terrorism constitutes one of significant barriers to the development of international tourism. This is especially true of those regions where terrorist attacks are most frequent. In this case, they have a significant impact on the development of tourism. In those locations where there were incidental terrorist attacks, this impact is of a transitory nature and it usually concerns short periods of time.

Keywords: terrorism, tourism, development, destinations, influence

Spain from Sea Paradise to Cultural Delight. Shifting to the Stendhal's Syndrome Tourist Experience

Nuria Recuero Virto¹, Francis Blasco López², Jesús García De Madariaga³

¹ *Universidad Complutense de Madrid, Edificio B, Mas Ferré, Campus de Somosaguas, 28223, Madrid, e-mail: nuriarecuerovirto@yahoo.es,*

² *Universidad Complutense de Madrid, EU Empresariales, Avenida Filipinas 3, 28003, Madrid, e-mail: fblasco@emp.ucm.es*

³ *Universidad Complutense de Madrid, Facultad de Ciencias Económicas y Empresariales, Campus de Somosaguas, 28223, Madrid, e-mail: jesusmadariaga@ccee.ucm.es*

This paper seeks to stimulate the debate surrounding the recent crisis Spanish tourism sector is suffering. Tourism industry used to be regarded as one of the most relevant activities because of its significant contribution during the last forty years in the economic development of the country. A review of the evolution of Spanish tourism model is proposed to emphasize how Spain became the stereotype of summer holidays and to be considered in the international panorama as the perfect example of mass tourism with high environmental costs. On the whole, these circumstances have concluded in the maturation of Spanish coastal destinations entailing many negative consequences that will be explained in detail. As the research analysis illustrates, understanding tourists and tourism processes –within knowing the role of international and domestic tourists, the months of most tourist affluence and the most visited regions- is the first stage to conform the proper tourism national strategy. In the second part of this paper, the review presented reinforces the importance of avoiding the

non sustainable sea and sand image and highlights the significance for Spanish cultural tourism of diversifying the current situation. In addition, the study findings reveal that there is a growing tendency among foreign tourists of practising activities linked to cultural tourism. However, the restructuring process of the Spanish tourism model has conducted to a more complex reality in which sustainability has become an inevitable criterion for competitiveness excellence. In order to set the scene and encourage future research directions, the different typologies of cultural tourism are conceptualised and a brief description of the profile of domestic and international cultural tourists is also offered. Appropriateness of a cultural tourism strategy ought to be formulated depending on the changing conditions and interests of tourism sector; and tourism-led development should always conform to long-term sustainable interests.

Keywords: Cultural tourism, Spain, mass tourism, sustainability, sun and sea, cultural heritage management, tourism management, tourism

Tourism as a Structurant Activity of the Emergent Economic Areas in the Metropolitan Area of Bucharest

Ioan Ianos PhD, Radu-Daniel Pintili PhD*, Daniel Peptenatu, Cristian Draghici

*University of Bucharest - The Interdisciplinary Center for Advanced Researches on Territorial Dynamics, Romania, *Corresponding author: pinty_ro@yahoo.com*

The purpose of this study is to underline the role of touristic activities in delineating and developing of the emergent economic spaces in the Metropolitan Area of Bucharest (MAB). The study will identify the structural tourism elements that act as condensation nucleus of the emergent economic activities in this area. In this respect there are some elements already structured, and others with a possible strong structurant capacity, with medium structurant capacity and, respectively with a lower one. The main goal of the paper is to find the answer at the following question: How the tourism activities could structure the emergent areas? The analysis is focused on structuring processes by: touristic potential, touristic infrastructure, investments in tourism sector and improving the accessibility. As results, we will choose Snagov, one of the most developed emergent areas, with the highest contribution of touristic activities, as a case study. Why Snagov? The answer of this question is that it represents one of the most important touristic centres in the MAB. It will be shown its structurant capacity from the

beginning (starting with the developing of the tourism infrastructure) up to the end (the developing of the general infrastructure and other investments in the physical and social infrastructure). The second case study is Izvorani. Here, we will show the impact of other nucleus, such as: training centers, nautical centers, financial services and light industry centers, on the local economies. The land use changes reflect the structurant character of the tourism activities.

Finally, our study demonstrates that the tourism activities, valorizing the touristic resources, have an important role in creating new economic spaces. It is about the relationships between existing economic actors, set up of the new economic clusters around tourism activities. These kinds of activities determine a lot of changes in the land use, around Bucharest; it can be observed a very high pressure of the new residential units, especially upon the green spaces, affecting the weekend tourism activities.

Keywords: weekend tourism, emergent area, structurant capacity, infrastructure, accessibility, metropolitan area

Tourism, an Economic Pillar for Kenya's Vision 2030; a Mirage or a Reality (A Case of Tourism and Hospitality Operations in Kenya)

Rose Wairimu Burugu^{*}, Tabitha Njeri Mugo, Rita Wairimu Nthiga, Thomas Bor

MOI University, Eldoret, Kenya, ^{}Corresponding author: rwburugu@gmail.com*

After a disappointing performance in the 1990s, Kenya's economy is now resuming the path to rapid growth. The country aims to increase annual growth development product (G.D.P) growth rates to an average of 10% over the visions' horizon. This has been cited as an ambitious goal with all participating institutions clearly aware of that. However, the challenge comes in when questions have been consistently raised on the extent to which Kenyans will raise to the challenge. This is with consideration that the current economic growth primarily relies on the rapid utilization of existing capacity rather than efficiency gains or new investments. Specific strategies will be required to oversee this development

and all parties involved in collaboration with international development partners. This study therefore, seeks to establish the viability of the vision to date and the strategies put in place to make tourism a leading sector in achieving the visions goals to become a long haul destination in the world, offering high end diverse and distinctive visitor experience that few competitors can offer. Comparative statistics will be analyzed of the growth trends to date, since the visions inception and challenges that have blurred the success including the massive 2007 post election violence. The results will be utilized in policy making and further inform the strategic decisions to be undertaken to ensure achievement of the vision.

Canals of Vojvodina Recovery Chance for Sustainable Tourism Development of Serbia

Snežana Štetić PhD

Department of Geography, Tourism and Hotel Management, Faculty of Science, University of Novi Sad, Serbia, e-mail: snegics@gmail.com

Tourism is essentially positive activity which brings substantial revenue to local communities affected by the possibility of protection and conservation areas, water resources, biodiversity and becomes a force for environmental protection in particular in developing coun-

tries. Regulation of waterways, rehabilitation of canal networks, development of coastal areas, creation of parks and nature reserves is one of the examples of how tourism can positively and profitably impact on the development of certain areas.

One of the richest areas of the water bodies and streams in our country is Vojvodina which has more than half of the surface waters of Serbia. Biggest hydro potential is the Danube River with its tributaries, as the most important waterway and the strategic direction of traffic in central Europe. Given the hydrological potential of Serbia and their lack of utilization, in this paper are seen potential drainage network Danube-Tisa-Danube Canal in terms of sustainable tourism development in Serbia and Vojvodina through their better evaluation. Previous development of tourism on our waterways is not satisfactory, according to the resources we have. When we consider from one side potentials and the other side level of tourist development, we can talk about another paradox in Serbian tourism. There are many motives and hydro potential which we have, but achieved level of development of tourism is not satisfactory.

Therefore, in the paper are emphasized the processes of various complementary activities in the development of tourism on the canals, rivers and their coastal areas. In particular there are given some proposals for tourism development of Vojvodina in order to include employment of local people and economic development of the region. Different types of tourism that we can develop along the canal would impact on other activities. Nautical, fishing, sports and recreation could be supplemented with spas, rural, urban, transit tourism... There are many options and proposals, however, if we find a way to realize all the distinctive tourism products that will be able to qualify for the domestic and international tourism market we can develop sustainable tourism in our country.

Keywords: Serbia waterways, canals, the Danube region, Vojvodina, sustainable development, local communities, the economic effects

Fast Forward Regional Initiative

Milan Čulić MSc

Centre for Tourism Research and Studies, Novi Sad, Serbia, e-mail: info@ctrs-balkans.org

Paper focuses on the issue of developing concept of modern platform for scientific and business network for the region of South East Europe. Research was conducted among academics, industry professionals and public sector stakeholders with the aim of identifying how to bridge a gap and establish network that will bring benefits to all sides involved. Four pillars that this initiative shall cater and involve

private, public, and academia stakeholders along with young leaders network. Main idea is building capacity of SEE region in the long term and defining short term activities such as scientific events, business to business meetings and cross training management programs.

Keywords: scientific network, business network, South East Europe, building capacity

Accessible Social Tourism in Tourist Spaces

Stephanie Carretero*, Garces, J., Ferri, M.

Polibienestar Research Centre. University of Valencia, Spain,

**Corresponding author: stephanie.carretero@uv.es*

Recently, national and international organisms have declared their vocation to favor the tourism access for all. Thus, Accessible Social Tourism is a right that has been recognized by the Universal Declaration of Human Rights and the World Tourism Organization.

From the perspective of tourist spaces, the consideration of Accessible Social Tourism produces benefits for: private entities, due to the market share it represents and the added value that provides to tourist spaces, and for public entities, improving the social and family relationships, self-esteem in different groups and families, etc. which affects directly on reducing the use of social and health services and their costs, and other indirect or opportunity costs such as increased opportunities for employment.

However, the situation of the tourism sector does not take the advantage of these previous benefits because

the tourist spaces do not respond to the needs and demand of dependent older and disabled people. Due to that, it is necessary a reinvention of tourist spaces.

In that context, we are executing a research to improve the Accessible Social Tourism in Spain, with the aim of increasing the sustainability and competitiveness of tourism sector. During the project execution, we are developing tools that will allow the tourism entities to analyze their accessibility conditions and to know the keys to improve their situation. These keys consider the different kinds of disability and are based on a model of universal tourist accessibility made from existing bibliography.

These results would be presented in the communication of the congress with the purpose of avoiding the social exclusion for belonging to a specific group in the access to tourism.

The Influence of “Danube Cycle Route” to the Development of Sports and Recreational Tourism of Fruška Gora Mountain (Serbia)

Aleksandra Vujko, M.Sc.*, Jovan Plavša, Ph.D.

*Department of Geography, Tourism and Hotel Management, Faculty of Science, University of Novi Sad, Serbia, *Corresponding author: aleksandravujko@yahoo.com*

The length of the main Danube cycling route through Serbia is now about 667 km divided into seven stages and Fru-

ška Gora is located on the crossroads of 3 and 4 stages. Taking into consideration the natural and anthropogenic pre-

disposition of Fruška gora mountain for tourism, research goal was to adequately demonstrate the benefits that route may have on the development of sports and recreational tourism and disadvantages of certain environmental factors using LoNGPESTEL analysis. The proposal of sport and recreational locality given on the map was the result of field research (the results of field research carried out in an extensive research project have been used (Vujko, 2011). The research resulted in the following conclusions: that Fruška gora is the potential for the development of sports and recreational tourism, and the Danube cycling route can be a backbone of this development. In relation to the Danube cycle route research has shown that one of the main advantages of Fruška gora mountain are: gro-

und mobility, easy availability and access to the official route from many points on the mountain. Also, numerous natural and cultural values that can complement and extend the stay of cyclists practicing some of the many activities that develop in our investigations there are good conditions. Also, many natural and cultural values can complement the stay of cycling and extend his interests in a way so they will be able to practice many activities which is on the mountain can be developed because there are good conditions which is on the mountain can be developed because there are good conditions.

Keywords: Danube cycle route, Sport and recreational tourism, Fruška Gora Mountain

Position of Tourism in Spatial Plans of National Parks in Serbia

Nada I. Vidić PhD

Faculty of Sports & Tourism - TIMS, Novi Sad, Serbia, e-mail: alma.mons@hotmail.rs

Travel system, as part of a complex physical system, has a certain territorial capital. Travel territorial capital should be carefully planned for current and future tourism. **The content of this paper will be the analysis of spatial plans of national parks in Serbia, in terms of tourism. National Parks in Serbia are: Fruška Gora National Park, National Park Kopaonik, National Park Tara, Iron Gate National Park and the Šar Mountains National Park. Spatial plans of national parks, will be analyzed in terms of the theory of the location of tourism re-**

sources, and will include: descriptive research, causal research, research of potential tourist sites, normative research (Hall, 2002: 87). The aim is to determine: (1) what is the position of tourism in these plans and (2) to make certain proposals for future planning.

In addition to the analytical method will be applied: the benchmark method and synthetic method, whose implementation will: conduct assessments, provide suggestions and conclusions.

Keywords: spatial planning, tourism, national park

Opportunities for Organization Multiple Sport Activity Holidays in Šajkaška as Part of Sports-Recreational Tourism Development

Bojana Kovačević, MA^{1*}, Tamara Gajić, PhD¹, Ana Stranjančević, MA²

¹ Higher School of Professional Business Studies, Novi Sad, Serbia,

*Corresponding author: bokicakovacevic@yahoo.com

² Faculty of Tourism, Bar, Montenegro

This paper is based on the assumption that sports tourism, as a type of special interest tourism, creates certain benefits to destinations when introduced in the local development plans. Major tourism destinations are developing tourism product concepts revolving around pleasure sports. The main intention of the multiple sport activity holidays is to practice several sport activities. Sport camps, sport cures and hotels with sports and exercise facilities can be identified here. This paper presents the results collected in the field research about the opportunities for organization sports leisure vacations and sport camps in Šajkaška, with explanations of the specific examples; opportunities for

development sports-recreational tourism in Šajkaška, as well as involving local community in this process. The main goal of this research was to establish the steps that would contribute to activating Šajkaška's recreational spaces and salashes for tourism purposes, and to determine the context of accompanying programs in sports camps that would be interesting to potential tourists. As long as sport tourism development in Šajkaška is well planned and monitored, it can be an effective means of local economic growth, cultural affirmation and environmental protection without compromising a region's unique attractions.

Keywords: sport, tourism, Šajkaška, sport camps, development

Tourism Development and Exchange of Cultures

Sayyed Khalil Sayyed Ali Pour, PhD

Department of Management, Firoozkooh Branch, Islamic Azad University, Firoozkooh, Iran,
e-mail:seyedkhalilsap@yahoo.com; s.kh.sap@iaufb.ac.ir

For development of tourism, clearly culture problem is very important. Old and ancient works of every country show special culture of same country and consist of values about that land and characteristics of people in that country. This works has many spiritu-

al values for that tribe specially and has many attractions for other public and such things can attract others to visit and distinguish of that attraction. Culture is spiritual, artistic and scientific that that recognition has an extensive effect in tribes' development and diffe-

rent communities and cultures it's a main tools for that tourist that love visit such tribal culture from near. Only way that can near cultures to each other is make enemies to friendship this big art of tourism made by travel. Individuals are agent of different cultures and relations of such people actually is relations of cultures that blessing

and wealth of culture can be seen. Face to face relations should contain of all group. From big professors, students, unskilled workers, and its now that public tourism is in the shape an achievement and emergency.

Keywords: culture, exchange of cultures, tourism, development, attractions Tourism

Tourism Policy, Place Image and Planning for Investments

Ph.D. Nako Tashkov, M.Sc. Tatjana Dzaleva, M.Sc. Dejan Metodijeski

Faculty for Tourism and Business Logistics, University "Goce Delcev" Shtip, Macedonia, nako.taskov@ugd.edu.mk; tatjana.dzaleva@ugd.edu.mk; dejan.metodijeski@ugd.edu.mk

Development plan with aim promotion of a city as attracting place is the principal planning policy which for are interested all those involved in development of the place that is promoting. It recognizes that achieving urban regeneration is dependent on creating an attractive and safe environment within the city, by using high-profile projects. This benefits the existing residents and businesses and attracts new investment, particularly in the city centre.

Cities pursue these types of tourism strategies as a tool to give some competitive advantage in an increasingly globalized and interdependent economy. In the interrelation between tourism and interurban competition, globalization decidedly affects the way in which policies for tourism are formulated and put into practice. Destinations (in this case, cities) face increasing pressure to raise their 'place identity' in order to position themselves competitively in the global context.

Improvement of the physical environment, will promote the city as an at-

tractive and enjoyable place to visit, to invest in, and to live in.

Many cities are combining the use of high-profile projects with enhanced tourism policy to seek to revitalize economic decline and improve their urban physical structure. These high-profile projects are developed in city centres, and comprise prominent conference centres and meeting places; museums and other leisure destinations; and concentrations of restaurants, bars and nightlife. They are often linked to special events such as art performances and festivals, and place specific marketing strategies. The use of high-profile projects alongside tourism policy also aims to promote a positive city image in order to attract inward business investment. Central to the majority of these initiatives is a reassessment of the image that the city projects (Stevenson, 2003), which then becomes a key element in an urban regeneration strategy, for employment creation, increasing tourist expenditure and improving the physi-

cal urban structure, in a context of high interurban competition for potential inward investment.

City image is the subjective view or perception of a city and it has been argued that a positive change in image may encourage business investment and business activity; though much of the literature on the topic has not clearly defined what kind of inward business in-

vestment/investor might be encouraged due to such a change in the city image.

The government continues to pursue a policy that promotes high-profile projects with tourism policy, and upgrading the image of the city, where is underling the significance of the influence on inward business investment.

Keywords: flagship projects, tourism, place image, investment

NATURAL AND CULTURAL RESOURCES IN TOURISM

Capitalization of Industrial Heritage in Situ between Preservation, Controversy and Cultural Recognition Worldwide – Case Study: Rosia Montana Mine (Romania)

Merciu Florentina-Cristina PhD^{1*}, Cercleux Andreea-Loreta PhD¹,
Merciu George-Laurentiu²

¹ Faculty of Geography, The Interdisciplinary Center for Advanced Researches on Territorial Dynamics, University of Bucharest, Romania, *Corresponding author: krysten1009@yahoo.com

² Faculty of Geography, University of Bucharest

Rosia Montana is a mining locality, situated in the so-called “Golden Quadrilateral” in Apuseni Mountains, in the central-western part of Romania. It is a mining site exploited from Stone Age and during the Roman period was known as Alburnus Maior. The locality was preserved the same main occupation until 2006 when the mine was closed down due to the implementation of the industrial restricting process at national level. This archaeological site is one of the most significant objectives in Romania in terms of cultural and technological values. Also, the site was analysed by a French research team which mentioned the unique roman mining works. Currently the mine is transforming into a technical museum which contains old traditional and industrial installations for operating gold deposits (wooden installations used for washing and sorting of gold ore).

The purpose of this study is to conduct a comprehensive analysis of indus-

trial heritage in situ, highlighting the cultural and technological importance of Rosia Montana archaeological site. There is the proposal that Rosia Montana site to be entered on the UNESCO monuments list. The main results of this work are based on the field trips made to improve the information regarding the mining site in order to identify an optimal cultural capitalization. Also, the results will be focused on anticipating the impact of the resumption of extractive activity by a Canadian company. This would endanger the natural environment and the cultural heritage. This situation is one of the most controversial topics of the Romanian society following the response to the negative impact of mining (the pollution of surface waters with cyanide to be used, the flooding of villages in the future mining area which would lead to loss of valuable architectural heritage).

In conclusion, it is necessary to highlight the interaction between preserva-

tion and capitalization of Rosia Montana archaeological site representing a way to reflect the local community identity. In the current context it is necessary to rethink the development of the area under study by implementing eco-

nomie operations that would serve as an alternative to mining.

Keywords: heritage in situ, industrial archaeology, cultural conversion, industrial tourism, Rosia Montana, Romania

Danube Story of the Vučedol Orion – Transmodern Cultural Tourism and the Transformational Power of Myth

Romana Franjić¹, Srećko Favro PhD²

¹ *University of applied sciences Vern, Zagreb, Croatia,*

**Corresponding author: romana.franjic@zsm.hr*

² *Hydrographic institute of the Republic of Croatia Zrinsko-frankopanska 161, Split Croatia*

Danube story of the Vučedol Orion - Transmodern cultural tourism and the transformational power of myth the human need to travel is a fundamental need, we are all nomads at heart, but modernism and corporate culture have developed unnatural rules that separate us from ourselves. The deep rootedness of such a conquering approach is still visible today, because Europeans and European understanding of tourism is a dominant form; eighty percent of all the world's travellers are from only a dozen countries, which we call highly developed. Therefore, tourism is an aspect of modernisation which is homogenising the world. It is therefore important that, on those journeys, tourists see opportunities to escape from everyday life and its imposed structures. Such tourism has great transformational power, as it truly brings together different cultures and worldviews, whilst offering possibilities of permeation as well as opening of the human heart and soul.

Throughout history, the Podunavlje region has always been a crossroads as

well as point of contact for a variety of different peoples who subsequently left behind a part of their rich cultural heritage. The cosmology of the Vučedol's ancient people, which today, in the atmosphere of nearing 2012 and the prophecy of the Mayan energetic calendar, has an especially attractive place in the global offering of cultural tourism. This will be brought to mind through mythological stories and the symbolic language of the ancient calendar, the Vučedol Orion.

Through cultural observation, this paper will show the model of interpretation, which views the calendar through the symbolic language of myth, as a result of a particular era, but also as a process of human creativity, which currently exists in a sense of its absolute or universal values. The Vučedol Orion and the riverbanks of the Danube has become an essential tourist attraction with a strong potential for the development of cultural tourism. Familiarity with the calendar retains a high degree of civilizational achievements, and the

ability to calculate the passage of time which had a significant influence on the everyday life of the people.

Keywords: transmodern tourism, model of interpretation, symbolic language, myth

Banovina Building Complex as a Potential for Development of Urban Tourism

Jasna Jovanov PhD^{1*}, Lolita Pejović MSc²

¹ *Department of Geography, Tourism and Hotel Management, Faculty of Science, University of Novi Sad, Serbia, *Corresponding author: jasna.jovanov@gmail.com*

² *The Gallery of Matica Srpska, Novi Sad*

Throughout history, river Danube was in many ways a focal point of this region. After the administrative division of Kingdom of Yugoslavia carried out by King Aleksandar Karađorđević in 1929, this river became the center of the newfound region, Danube Banovina. Banovina administration building was built according to the project of architect Dragiša Brašovan and represents a monumental creation in the spirit of modernism, a symbol of the region's power, and due to the fact that its shape resembles luxurious Danube ships, it also symbolizes the river in which vicinity it stands. With its white marble sheeting and luxuriously decorated interior, it represents a unique work of art. The building belongs to district of Little Liman, built between two world wars in the place of former fortifications and drained swamps. The district was located next to Queen Marija Boulevard and Prince Tomislav's Bridge – where the most important public build-

ings were concentrated – together creating a unique urban complex. The subject of this work is a study on various aspects of its significance – in cultural and historical, as well as artistic, urbanistic, architectural, and symbolic context, as well as the context of Brašovan's work. By analyzing its aspects, we can underline its tourism potential and significance, as well as various possibilities of presentation and evaluation of Banovina building complex, Little Liman as an architectural complex, particular buildings of great importance, and ideological matrix that led to their construction. Apart from signifying the possibilities of enrichment of city and regional tourism, it also points out that even the recent past, with its spiritual and material heritage, offers diverse and attractive landmarks which fit into overall tourism offer.

Keywords: Danube, region, Banovina, modernism, Dragiša Brašovan, tourism

Monitoring of the Eurasian Lynx (*Lynx lynx*) Population in Gorski Kotar in Croatia Using Digital Trail Cameras

Slijepčević, V.^{1*}, K. Pintur¹, M. Sindičić², T. Gomerčić²

¹ Department of Gamekeeping and Environmental Protection, University of applied sciences in Karlovac, J. J. Strossmayera 9, 47000 Karlovac, Croatia, *Corresponding author: vedran.slijepcevic@vuka.hr

² Department of Biology, The Faculty of Veterinary Medicine, University of Zagreb, 10000 Zagreb, Croatia

Eurasian lynx (*Lynx lynx*) in Croatia is under strict protection and their number is estimated between 40 – 60 individuals. Their cryptic nature makes these rare and charismatic mammals very difficult to study. Studies including telemetry produced poor results due to lynx mortality and collar disfunction. Territorial nature of lynx involves frequent visits to their marking objects where they investigate presence of other lynx and leave their own scent. In June 2011, 10 digital trail cameras were positioned in Gorski kotar near known lynx marking objects. Among other species (Brown bear, Red fox, European wildcat) 2 lynx visits were

recorded of which one was previously tagged with GPS collar by Slovenian researchers. The goal of our research is to monitor lynx population in Gorski kotar and to study their population dynamics (mortality, migration, reproduction) by identifying individual animals on photographs and videos comparing spot patterns on their fur through prolonged period of time. Results will give us a brief, but significant view in biology of this species and also provide interesting tourist attraction since 2 cameras are placed inside National park „Risnjak“.

Keywords: Eurasian, lynx, digital trail camera, Gorski kotar

Protection of the Medieval site Dombo and its Potential for packaging the tourism product

Bogdan Janjušević MSc¹, Igor Stamenković MSc², Vladimir Stojanović PhD²

¹ Institute for the Protection of Cultural Monuments of Vojvodina, Serbia, *corresponding author: bogdan_021@yahoo.com

² Department of Geography, Tourism and Hotel Management, Faculty of Science, University of Novi Sad, Trg Dositeja Obradovića 3, 21000 Novi Sad, Serbia

Based on previous research, it was determined that on the site Dombo in antiquity was a Roman villa with all the typical amenities. Nowadays, Medieval Dombo still also has several layers. Based on the research of Hungarian researchers, on

the site of the present site Dombo there was the Benedictine abbey. The oldest medieval layer at the site is linked to the existence of the abbey or monastery, and dates back to the Romanesque period. There is an assumption that the

seat of the diocese Domba there, but in the early Middle Ages.

Recent studies indicate that on the location of the Dombó remains monastery of Saint George with traces of a former brick temploma modeled on the medieval Byzantine walls. The Gothic church was build over the remains of an older basilica and covers much of its former base.

IPA project which started 2011th year should contribute to alleviating dispar-

ities in the results achieved during the excavations themselves on one site and both conservation and reconstruction of the ancient city's basilica and monastery complex on the other. Based on the found elements, it can be detected relatively reliably reconstruction of the basilica and its packaging into the tourism product.

Keywords: protection, cultural heritage, Dombó, medieval site

Touristic Assessment of Spiritual Sites – Case Study of Novi Sad Churches

Sanja Božić

Department of Geography, Tourism and Hotel Management, Faculty of Science, University of Novi Sad, Serbia, e-mail: sanjica89@live.com

Due to its advantageous position, and vivid history, Novi Sad was always reputed to be attractive place to be settled by many nations. Considering the fact that integral part of every nation's culture is religion, it is not strange that religious architecture of Novi Sad is very diverse. Such variety of religious buildings including orthodox, roman catholic, protestant, Jewish and Muslim, with its artistic, cultural, historical significance and value and idiosyncratic architectu-

re, represents rarity and cultural treasure which should be essential part of unique tourist offer of Novi Sad alluring to tourist. The aim of this paper is tourist valorization of sacred objects of Novi Sad in order to raise people's awareness of its existing value and importance as a part of cultural heritage of the town, and to point out its immense potential to entice tourists, both religious and cultural.

Keywords: Novi Sad, churches, valorization, spiritual sites

Analysis of the Touristic Valorization of Park Maksimir in Zagreb

Nika Dolenc¹, Renata Grbac Žiković², Rade Knezević²

¹ Public institution „Maksimir“

² Faculty of Tourism and Hospitality Management Opatija, University of Rijeka

The modern pace of life imposes new needs and demands of the tourist market as well as the need for rest and recreation in areas of preserved nature. Maksimir Park dates from the 19th century, and since 1964 was protected as a monument of park architecture. Today is a space for recreation and relaxation in which there are cultural monuments (Gatekeeper's cabin, Swiss House, Mogila, ..) and natural (five lakes, the diversity of flora and fauna, forests, meadows, ..) heritage. They make a strong attractive potential factor that has been underused in the tourist offer of the City of Zagreb.

The paper examines the attractiveness of the Park for visitors and gives the comparison with some of London's parks (Hyde Park, Regent's Park, Hampstead Heath, Kew Gardens). The main goal of this paper is to analyze the existing resources of the park (both natural and social) and to iden-

tify their weaknesses in order to complement and enhance the Park offer as tourist attraction. The methodology is based on the analysis of material of the origin and development of Park Maksimir, the evaluation survey conducted 2009. and 2010. at the Park area (case study) and SWOT analysis of the significant resource for tourism development of the Park.

The results show that the Maksimir park contains many resources, but they are not recognized as a tourist attraction of Zagreb. Tourist services in the Park are not in accordance with the needs of visitors and should be complemented with traditional and cultural events, better cuisine, education about resources in the Park and improve the range of activities throughout the year.

Keywords: Maksimir park, development, natural and cultural heritage, tourist offer.

The Assessment of Land Cover Ecological Significance in Tourism Zones of Fruška Gora Mountain (Vojvodina, Serbia)

Uglješa Stankov¹, Michal Klaučo², Jasmina Đorđević¹, Vladimir Marković¹, Daniela Arsenović¹

¹ Department of Geography, Tourism and Hotel Management, Faculty of Sciences, University of Novi Sad, Trg Dositeja Obradovića 3, 21000 Novi Sad, Serbia, *Corresponding author: stankovugljesa@yahoo.com

² Faculty of Sciences, Banská Štiavnica, Slovakia

The ecological signification is purpose-built landscape property, establishing a

degree of naturalness and natural functioning processes in the ecosystem to

maintain and sustain the conditions for regeneration and genetic resources, natural resources, ecological stability, biodiversity and the implementation of various utility functions in the country. The impact of tourism could influence on land cover ecological significance in a big scale. This research examines land cover patches in the area of Fruška Gora Mountain (Vojvodina, Serbia) by a set of landscape metrics for area, size, density, shape and diversity (NP, PD, MPS, PSSD

and MSI). In this research the classification of land cover patches was based on Corine Land Cover 2000 (CLC2000) seamless vector data. The results show that tourism impact on landscape in the area of Fruška Gora Mountain have moved ecological signification from level two to level four. These results can be important indicator for environmentalists and tourism policy makers in this area.

Keywords: ecological signification, tourism, Fruška Gora

Geosite Enhancement Circle – Everlasting Cycle of Geoconservation and Geotourism

Vasiljević A. Đorđije MSc^{1*}, Marković B. Slobodan PhD¹, Hose A. Thomas PhD², Lukić Tin MSc¹, Vujičić D. Miroslav MSc¹, Basarin Biljana PhD¹

¹ *Department of Geography, Tourism and Hotel Management, Faculty of Science, University of Novi Sad, Serbia, *Corresponding author: geotrends@dgt.uns.ac.rs*

² *School of Earth Sciences, University of Bristol, Wills Memorial Building, Queens Road, Bristol, BS8 1RJ, United Kingdom*

Up until recently, nature conservation and ecotourism usually included the protection and promotion of biodiversity and its endangered and rare specimens. Its geological equivalent – geodiversity, defined as range of geological, geomorphological and pedological processes, shapes and phenomena of certain area, gets more attention and appreciation due to variety of its aesthetic, scientific, educational, functional, as well as touristic values. It is evident that people will show more respect to the natural features that they understand, so (popular) interpretation and education is obligatory element of geodiversity protection – geoconservation. The most

effective way of this practice is geotourism – the phenomenon focused on the promotion of geologic and geomorphic sites for their scientific and societal value to ensure their conservation for future use by academics, tourists and casual recreationalists. The aim of this study is to present the Geosite Enhancement Circle (GEC), the everlasting cycle of all features inside geodiversity conservation and promotion with their interconnection and mutual dependence, which leads to successful and sustainable management of these significant natural resources.

Keywords: geotourism, geodiversity, geoheritage, geoconservation

Further Development of GAM's Concept – More Space for Upgrade?

Miroslav D. Vujičić^{1*}, Djordjije A. Vasiljević¹, Slobodan B. Marković¹, Thomas A. Hose²,
Tin Lukić¹, Basarin Biljana¹, Olga Hadžić^{1,3}, Snežana Besermenji³

¹ Department of Geography, Tourism and Hotel Management, Faculty of Sciences, University of Novi Sad, Trg Dositeja Obradovića 3, 21000 Novi Sad, Serbia, *Corresponding author: miroslav.vujicic@dgt.uns.ac.rs

² School of Earth Sciences, University of Bristol, Wills Memorial Building, Queens Road, Bristol, BS8 1RJ, United Kingdom

³ Department of Mathematics and Informatics, Faculty of Science, University of Novi Sad, Trg Dositeja Obradovića 2, 21000 Novi Sad, Serbia

For every potential geotourism destination and its special places, before any planning, there should be a thorough assessment made to determine the condition and values of all the geosites of a destination. For this purpose a preliminary geosite assessment model (GAM) was proposed, with the aim to assist in the sustainable planning and management of natural heritage locations and their transformation into tourism destination. The methodology is based on several existing models and presented through two groups of values – main (scientific/educational, aesthetic/scenic and protection as market appeal and conservation) and additional (functional and tourism use as current stage of development), which are further divided into indicators and subindicators respectively.

As ranking was the same for all values, authors proposed evaluation of these indicators conducted on experts in various fields of geosciences (main

values) and tourists (additional values). The aim of the paper is to rank the indicators through construction of the evaluation criteria hierarchy, and then calculate the criteria weights by applying Analytic Hierarchy Process (AHP) method. The AHP is based on a linear additive model, it derives the weights and scores achieved by alternatives on the basis of pair wise comparisons between criteria and between options respectively. The evaluation and further upgrade of GAM is needed because every sub indicator is of different importance to expert or tourist. That could be done through conversion of subjective assessments of relative importance to a set of overall scores or weights, and the final step will be to turn these resultant weights into final ranking of the subindicators and make more precise assessment model.

Keywords: GAM, geotourism, AHP, geosite, evaluation, assessment

Tourism in Natural and Cultural Heritage Sites: The Challenge of their Sustainable Management

Giorgio Andrian, Ph.D

CURSA, Rome, Italy, e-mail: projects@giorgioandrian.eu

The regimes of designation and protection of natural and cultural heritage – such as the world natural and cultural heritage properties – had not originally foreseen tourism as an important management driver.

The protection and preservation goals lead – in many cases – to more careful management planning processes in place, which resulted in transforming the designated areas into attractive tourism destinations.

The example of the UNESCO World Heritage Natural and Cultural properties is a meaningful one: originally designated for conservation and preservation

purposes, these sites of ‘outstanding universal value’ – therefore very visible internationally – become more and more attractive as tourism destinations.

This phenomenon brings the authorities in charge to prepare and implement very detailed visitors management plans to keep tourism within the carrying capacity of each of the sites. The sustainability of these local systems is constantly challenged by the need to have enough revenues to cover the costs of maintaining these ‘uniqueness’. Innovative forms of adaptive management are being adopted as the most convenient mean to deal with these challenges.

Geotourism and Geoparks: The Case of Kizilcahamam-Çamlidere Geopark, Turkey

Medet Yolal, PhD

Anadolu University, School of Tourism and Hotel Management, Yunusemre Campus, 26470, Eskişehir, Turkey. e-mail: myolal@anadolu.edu.tr

The terms ‘geotourism’ and ‘geoparks’ have emerged very recently in the tourism literature. In this sense, geotourism is defined as tourism that sustains or enhances the geographical character of a place –its environment, culture, aesthetics, heritage, and the well-being of its resources. It is about creating a geotourism product that protects geoheritage, helps communities, communicates and promotes geological herita-

ge and works a wide range of different people (Dowling, 2008:227). Geotourism incorporates the concept of sustainable tourism, which meets the needs of today’s tourists and hosts regions while protecting and enhancing opportunities for future. It is predicted as “leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled as well as maintaining cultural integrity, essenti-

al ecological processes, biological diversity, and life support systems” (WTO, 1998). In such, building geoparks for the development of geotourism in the destinations to increase the importance and value of the geological heritage is beneficial for the sustainability of both the destination and the community.

This case study explores how Kızılcahamam-Çamlideregeopark and geotourism project is initiated. The project has been developed both to protect the richest geoheritage of the region and to provide economic benefits to the region. It is expected that the project will produce permanent re-

sults only by embracing of local people and supports of nature lovers. For the purpose of the study, the paper starts with a literature review on geotourism and geoparks. Further, Kızılcahamam-Çamlideregeopark and geotourism project is revealed with its history, goals of the project, administration, where and what does the project cover, and geological characteristics of the region. The paper also aims to offer a guideline regarding marketing and promoting the region as a geotourism destination.

Keywords: Geotourism, geoparks, marketing, Kızılcahamam-Çamlidere project, Turkey.

Natural Tourism Values of Budva’s Subregion – Significant Resource for Development of Sport and Recreation in Tourism

Ana Stranjančević MSc^{1*}, Bojana Kovačević MSc², Ana Tripković MSc¹

¹ Faculty of Tourism, Bar, *Corresponding author: stranjancevicana@yahoo.com

² Higher School of Professional Business Studies, Novi Sad

As the largest number of sports and recreational activities taking place in the natural environment, natural features are the basic component of the development of sports-recreational tourism. The characteristics of an area depend on natural ele-

ments such as relief, climate, hydrography and wildlife. These elements greatly impact on the development of all types of tourism in Budva sub-region.

Key words: natural resources, tourism, sport, recreation, Budva sub-region

Artificial Lakes on the Bačka Loess Plateau as a Touristic Resource of Vojvodina

Huba Tolgyesi, Dragoslav Pavić PhD, Minučer Mesaroš

*Department of Geography, Tourism and Hotel Management, Faculty of Science, University of Novi Sad, Serbia, *corresponding author: tolgyesih@gmail.com*

In the tourism development master plan of Serbia Vojvodina is described as “water treasure and Pannonian pleasure”. The province gained this description above all because of the Danube river, the most valuable water potential and resource of Vojvodina and entire Serbia, as well as the rivers Sava and Tisa. However, natural and artificial lakes on the territory of Vojvodina should not be excluded either, because they constitute an essential and significant part of the above mentioned “water treasure” with their large number and characteristics.

Artificial lakes are common phenomena in Vojvodina. One of the characteristic areas, where these lakes are formed is the Bačka loess plateau. This area is a unique geologic and topographic unit in the northwestern part of Vojvodina, which is generally water-poor, because of the geological structure and the overall higher elevation of this plateau relative to the surrounding areas. Exactly because of this fact, i.e. the need for water, primarily in agriculture, accumulations were formed on the streams Krivaja (Zobnatica, Panonija, Moravica, Pačir, Tavankut), Čik (Svetičevo), Krnjaja (Čonoplja) and the canal Tisa-Palić (Velebit).

Beside the basic functions, today these artificial lakes more or less adopt touristic and recreational functions.

Namely, the global development of tourism and lifestyle changes influenced in significant extent that these lakes slowly receive the attention as touristic locations for the local population. Most of these lakes are still totally undiscovered though for travelers and tourists from other areas, not to mention foreign countries. This indicates the fact that these lakes are still not sufficiently touristically exploited, which is exactly the main reason that initiated the research in this subject.

This research aims to demonstrate primarily the main hydrological characteristics of the artificial lakes on the Bačka loess plateau. Afterwards the touristic infrastructure and the offers will be analysed and presented. Finally an overall evaluation of the current touristic utilisation of these lakes will be given, considering the real touristic potential of each of these lakes, which is often different in each particular case. In this part of the research, options and instructions will be given to increase and advance the touristic functions of these artificial lakes, which should result in full inclusion of these locations in the tourist offer of Vojvodina and Serbia as well.

Keywords: artificial lakes, Bačka loess plateau, Vojvodina, touristic resource

Correlations of Climate Changes and Ski Tourism Development

Časlav Kalinić*, Stevan Savić PhD

*Department of Geography, Tourism and Hotel Management, Faculty of Science, University of Novi Sad, Serbia, *Corresponding author: caslavkalinic@gmail.com*

Ski tourism has reached high stage of development, mostly on northern hemisphere. However, ski tourism is very dependant on adequate terrain configuration, as same as on climate. Recent climate changes, concerning temperature and snow precipitation, can make great positive or negative impact on future development strategies of this sector of tourism industry. This paper examines correlations of climate changes and ski tourism development. Research was conducted at Whistler Blackcomb (Canada), Zermatt (Switzerland), Soelden, Kitzbuhel and Gossau (all in Austria). Climate data combined with tourist arrivals and overnight stays during last ten years were considered as key indicators for this study. It has shown that ski areas at lower

altitude could experience fewer tourist arrivals during snow insufficient winters. On the other hand, ski areas at higher altitude (in particular glacier ski resorts) increased their tourist visits and therefore profited from the lack of snow in lower areas. If climate changes continue, they would cause further shift of tourist flow into resorts at higher altitudes, thus creating economical and environmental consequences. As main industry's ways of tackling climate changes, emerges artificial snowmaking. Also, other possible strategies for the winter tourism industry to adopt if climate change occurs are presented.

Keywords: Ski tourism, climate changes, tourism, temperature, snow precipitation

Gastro Tour Effect on Destination Product of Rural Areas

Dario Šimičević MSc^{*}, Snežana Štetić PhD^{1,2}, Sara Stanić MA¹

¹ College of Tourism, Belgrade, Serbia, ^{*}Corresponding author: dancom@yubc.net

² Department of Geography, Tourism and Hotel Management, Faculty of Science, University of Novi Sad, Serbia

This paper focuses on the influence of gastronomic tours on destination product and development of rural areas within which these tours are realized. Gastro tours are specific form of presentation of the destination attractiveness and often can be presented as independent tourism motives. These tours are among the most interesting and most complex forms of specific presentation. The complexity of this form of presentation derives from the fact that it includes and links several elements such as round trip, presentation, tasting, service and product trading and provides uniquely combined impact on total experience of tourists. Gastronomic tours are important because all stakeholders within specific destination (tourists, producers, destinations) have benefit from them and this will be discussed in the paper.

This paper will point out multiple importances of gastro tours in the overall development of rural tourism destinations. Their influence is present in several areas such as increasing the quality of destination product, creating direct economic effects on producers and employees within the destination, increasing demand for tourist destination and creating a unique experience for tourists. Through matrix of tourists reactions and manufacturers expectations will be pointed key aspects of developing of gastro tours and their impact destinations of rural tourism. Also, the paper will represent present situation and development opportunities in gastro tours in Serbia, with emphasis on future development and necessary prerequisites for long term sustainable development.

Key words: gastronomy, round trip, rural tourism, tourist destination

On The Roads of Natural and Cultural Heritage – The Trail “The Little Two” – Zabrđe, Municipality of Dimitrovgrad, Serbia

Tanja Angelkova MSc

Faculty of Tourism and Business Logistics, Gevgelija, University “Goce Delchev” - Shtip, Macedonia, e-mail: angel.tanja@gmail.com

The pathway “Little two” is a combined path suitable for one-and two-day tourist trips. On its way the most interesting objects are Petrlaška caves, lakes Smilovska, Native library and museum, a traditional village architecture - timbered buildings (ethno house “Bekov,” for example) as well as the village records and crosses “meals”. The path is marked with labels bridle way (green circle with a white dot in the middle) and green signposts with the horse and rider and number 2. Navigating is easy, using the map alone. In 2006 were marked more tens of kilometres bridle ways, biking and hiking trails, and paths for field vehicles are traced and drawn in maps. Organisation “Natura Balkanika” in 2010 made a new, detailed map of the area, tourist guide and a card with GPS coordinates, allowing the movement of tourists in the field more facilitated under conditions of lack of road tourist signs. It was made 20 tourist maps of most famous places. In the new map 2 tourist paths are traced: “Milky Way”, which talks about the traditional way of production of dairy products from old meadows and pastures of the mountain Stara planina, to workshops for cheese and yoghurt museum in Trn municipality and “Treasure Hunt”, which allows you to experience the cultural heritage

of the area, traditional crafts, treasure of the spiritual heritage, music and visual arts, starting at Stara planina waterfalls, canyons and cliffs, through caves, monasteries and talented local artists - musicians, painters and so on.

In the region Zabrđe, which is the largest karst field in Serbia, there are numerous caves, bays and depressions, which make the region attractive for educational tourism. The most important is a group of caves of unique system that was built by the underground river Odorovacka River. Visit of the cave and rest next to her with the traditional “white breakfast” is the first longer stay on this path. Continuing the path, there are the farms Stojadinov and Vasov, dealing with the breeding of indigenous breeds of domestic animals - pigs man-gulica, pramenka sheep, balkan goats and horses of the race nonius. On the farm within the tours traditional lunch and dinner are organised with high-quality sour milk, white goat, sheep and cow cheeses, homemade meals like stuffed papper (plnene šušpe), stuffed vine leaves, pork, lamb or goat from the oven, pies, homemade brandy from wild plums and so on.

Keywords: sustainable eco-tourism, recreational tourism, thematic routes, horse and jeep tours

Creating Religious Route through Synergy of Cultural and Natural Assets – Case Study of Ovčar-Kablar Gorge Monasteries

Bojana Spasojević

Department of Geography, Tourism and Hotel Management, Faculty of Science, University of Novi Sad, Serbia, e-mail: bojana.spasojevic@fondmt.rs

For almost two centuries, monasteries of Ovčar-kablar gorge attracted attention of many researchers, artists, believers, and in recent times they became pull factors for modern tourists. These monasteries along with natural beauty of Ovčar-Kablar gorge and healing properties of Ovčar-Kablar Spa make an extremely important area and tourist potential, not only for municipality of Cacak, but also for Serbia. Although Ovčar-Kablar monasteries by overall artistic achievements are behind Serbian medieval work of art, not many people can remain indifferent for their beauty and spirituality. The appearance of these temples (ten monasteries and two holy places) can be determined only

approximately, which leaves a lot of space for numerous assumptions. In opinion of historians Ovčar-Kablar monasteries were built in the late XIV century, during the arrival of The Sinaite monks in Serbia. Monasteries of Ovčar-kablar gorge suffered numerous wars and destruction, but they still represent a place which keeps the true value of Orthodoxy.

In this paper work the author will present the potential synergy of natural and anthropogenic values of Ovčar-Kablar gorge through the presentation of the tourist route of this destination.

Keywords: Ovčar-kablar gorge, Monasteries, Orthodoxy, Religious tourism, Cultural routes

Criteria of Touristic Spots Selection for Cultural Thematic Routes Creation - Case Study of the City of Sarajevo

Ivana Ćuruvija PhD^{1*}, Ivana Volić MSc², Miloš Ćuruvija, PhD²

¹ *Futurizam doo, Tourist Guide Training Center Profesionalac, Novi Sad, Serbia, *Corresponding author: ivana.curuvija@futurizam.rs*

² *Department of Geography, Tourism and Hotel Management, Faculty of Science, University of Novi Sad, Serbia*

Cultural touristic routes represent one of the contemporary tendencies in the tourist offer organization. To evolve towards the set goals and achieve the expected results, these routes should

contain: Clear vision and achievable goals; Touristically attractive theme as a core of their organization (in accordance with expectation of specific niche/groups); a theme should represent the

cultural identity of the area; Well preserved, for tourism adapted, available and activated cultural resources; Implemented elements of immaterial culture from the area in which the route is organized; Organizational structure of the participants; Sustainable financial, realization and presentation/ promotion resources; Ecological, cultural and economic sustainability.

According to the proposed elements, a methodology for cultural routes in Sarajevo was created, as a part of EU funded project "Sarajevo - a crossroads to stay".

Touristic spots were preselected by the project and given as obligatory, which meant that themes for those routes should had been invented. The aim of this paper is to investigate the compatibility of selected spots by ana-

lyzing their specific problems connected to created routes. Problems were most obvious in the public sector (museums and galleries) because of the inability for the employees to benefit from the cultural routes (there is no mechanism for obtaining an extra profit). On the other side, private sector (even though it might seem to be more flexible), shows little or no interest in cultural routes creation. Besides the problems mentioned, there are some additional problems that are common for Sarajevo in general. Some of them are unresolved status of certain cultural institutions, insufficient cooperation with the Tourism Association of Sarajevo Canton, problems of parking for tourist buses, absence of tourist guide licensing etc.

Keywords: cultural routes, thematic routes, criteria, creation

Strategic Planning in Development of Wine Tourism in Negotinska Krajina (East Serbia)

Jovica Petrović, MSc

Faculty of Economics Subotica, University of Novi Sad, Serbia, e-mail: jovica015@yahoo.com

Negotinska krajina is historical determinant for Negotin municipality. It is situated in East part of Serbia. Thanks to natural conditions, long tradition of wine producing and special villages consisted of wine cellars, this rural area has amazing base for development of wine tourism. This paper is going to show present

products portfolio, SWOT analyze of wine tourism, identification of the key factors in the development of wine tourism. Main segment of analyze is plan for future tourist offer and proposal for managing with instruments of marketing MIX.

Keywords: wine tourism, thematic routes, strategy planning

MOTIVATION, BEHAVIOR AND HUMAN RESOURCES IN TOURISM & EDUCATION AND INNOVATIONS

Economic, Social and Cultural Behaviour of Tourists that Visit Manzanillo, Colima as Destination of Sun and Beach

Aurelio Deniz Guizar PhD*, M.E. Maria Adelaida Silvestre Campos, M.C. Nuchnudee Chaisatit, Juan Alonso Llvás de la Garza

*University of Colima, Mexico, *Corresponding author: adenizguizar@ucol.mx*

Introduction: Manzanillo, Colima, has been characterized by a conventional destination of Sun and beach in the Mexican Pacific, therefore, the tourist industry is renewing to offer higher quality services and infrastructure, to make significant changes, it is important to identify and analyse the needs and the socio-cultural behavior of tourists who visit the destination and thus achieve his full satisfaction. The research's aim is to meet the economic and socio-cultural behavior of tourists visiting Manzanillo as a destination for Sun and beach. For the collection of the information it was required a methodology of inductive type with questionnaires, interviews and field visits; as well as document revision history statistics of various government departments. Among the most significant results can enlist as follows: During the last holiday seasons most of the tourists come from Europe

and Asia, representing 56% due to Asian investments generated by port activities, which has led to spills economic, national tourism remains predominantly from the bajao, reflecting 87 per cent of the total of the influx, the tourists that visit the destination receives \$9,000.00 and \$15,000.00 pesos monthly, most of them are Catholic with a higher educational level and also travel in family. The discussion was due to the economic shedder is not proportional to the number of tourists who visit the destination. **Conclusions:** Manzanillo is an international destination that has visitors from various countries and various States of the Republic, which leads to behaviors and habits of purchase of the products offered are acquired and perceived differently, so the tourist selects only those that fully satisfy their needs.

Keywords: behavior, tourist, provenance, profile, tourist, needs.

Financial Accountant versus Managerial Accountant in the Hotel Business System

Ivana Zubac MSc

*Faculty of Tourism and Hotel Management, University of Montenegro, Kotor, Montenegro,
e-mail: ivanazu@ac.me*

From the aspect of the role of financial or managerial accountant, subject of interest of this paper is the relationship of financial and managerial accounting in the hotel business. Being necessary functions within the business system of hotel company, their mutual connection as well as their differences are explained. The management of hotel company makes decisions based on accounting information from both parts of accounting. As support to hotel management in decision-making, financial manager provides financial information about past events, while managerial accountant provides non-

financial information oriented toward future. The example above is just one out of many specific tasks, which are performed by accountants of specific part of hotel accounting system. Without their support, the management could not make correct and timely decisions with certainty. The importance of the roles of financial and managerial accountant is reflected through need for a wide knowledge in the field of accounting in specific business conditions of hotel industry.

Keywords: financial accountant, managerial accountant, management, decision making, hotel business system

Using Bayesian Network and AHP Model as a Marketing Approach Tools in Defining Tourists' Preferences

Nataša Papić-Blagojević MSc*, Tamara Gajić PhD, Nenad Đokić MA

*Higher School of Professional Business, University of Novi Sad, Serbia,
Corresponding author: npapic.blagojevic@gmail.com

Marketing approach is associated to market conditions and achieving long term profitability of a company by satisfying consumers' needs. Today products, services, events, experiences, personalities, places, property, organizations, information and ideas are offered at the market. That suggests that marketing approach plays an important role in tourism as well. Marketing approach in tou-

rism does not have to be related only to promoting one touristic destination, but is associated to relation between travel agency and its clients too. It considers that travel agencies adjust their offers to their clients' needs. In that sense, it is important to analyze the behavior of tourists in the earlier periods with consideration of their preferences. Using Bayesian network we can combi-

ne the individual's behavior with the behavior of other tourists who have similar taste, with a graphical display of selected variables and relationships between them. Based on the highest calculated probability, it could be determined what attracts tourists mostly in choosing a specific destination. On the other hand, the analytic hierarchy process (AHP) is used to rank tourist attractions, with also relying on past experience. This technique enabled the integration of multiple judgments for studying how decisions are made. It involves structuring several choice criteria into a hierarchy, assessing the relative importance of these criteria, comparing alternatives for each criterion, and determining an

overall ranking of the alternatives. In the standard deterministic AHP approach the decision maker always specifies point estimates that express his preference relations between two elements in the given hierarchical level. It can often be very difficult to fulfill this condition for decision makers, but it is also a challenge for every researcher. AHP method is a powerful tool for analysis of complex decision problems and, for all of these reasons, it is ideally suited to the objectives of this study which aimed was to identify the relative importance of the attributes of tourist attraction.

Keywords: marketing approach, tourists' preferences, Bayesian network, estimation, AHP

How Difficult Situations Effect to Business Strategy, Human Orientation, Human Capital, and Business Success of Free Hotel Entrepreneurs in Bangkok, Thailand

Ubolwanna Pavakanun Ph.D.

Psychology Department, Thammasart University, Thailand, e-mail: ubolwanna@msn.com

During the recent years (the end of 2007-now) crisis of political situations, effects of world economic collapse, including contagious deceases and natural disaster, have affected Thai tourism business, especially the Free Hotel business in Bangkok. In order to survive and keep their business success, the entrepreneurs have adjusted their business strategies, as well as their own inner factors such as human orientation and human capital. This study is aimed to illuminate how situation could affect the psychological factors relating to Business success. Results showed that Thai Free Hotel Business success has

been affected which is shown in the dropping from the high level to the medium level. However, complete planning and critical point planning strategies are still highly being used in the situations. Business experiences and career skills are highly demanded in such a case. Autonomy and Need for Achievement attributions are required by Thai Free Hotel Business Entrepreneurs who still wish to achieve business success in Thailand.

Keywords: Business Strategy, Human Orientation, Human Capital, Business success, Free hotel Entrepreneur, difficult situations

Thematic Tourism – Motives Profiling and Global Code of Ethics in Tourism

Nada I. Vidić PhD

Faculty of Sports & Tourism - TIMS, Novi Sad, Serbia, e-mail: alma.mons@hotmail.rs

Mass tourism, as a planetary phenomenon, has undergone a complete transformation into a new form - the form of diversified tourism. Their number is unknown, and the process is to increase exponentially, in terms of profiling.

The motives of tourist movement are dominant factors in profiling of tourism. Tourist motivation "is a hybrid concept: made up of individual orientations, and applied to a particular area of human activity ... The motivation is the key to understanding changes in the travel practice ..." (Pearce, 1993:113).

The paper is the correlation between the motive, according to which

tourism is profiled and the Global Code of Ethics turizmu.U this paper, we analyze some examples of new forms of tourism, which we feel is unethical for Tourism (sex tourism, drug tourism, tourism Thanatos). The aim is to point out, the risk profiling in tourism, starting from the Global Code of Ethics for Tourism. The conceptual framework is contained in the title and will apply the combined research methods: analytical methods, the benchmark method, desk research methods, synthetic methods.

Keywords: thematic tourism, travel motives, ethics in tourism

Ethics in Tourism Services

Ivana Mišković MSc

Kompas Tourism & Travel, Novi Sad, Serbia, e-mail: ivanartcns@yahoo.com

This work deals with the somewhat neglected ethical issues related to the interaction of participants in tourism trends and tourism in general. Contacts with a large number of people in the workplace, many challenges tourism professionals face every day, sometimes leading them to a situation where they need to make their own decision. Will the-

ir decisions be ethically justified or not? Whether the gamble pays off and put at stake their reputation and the reputation of the whole company? What are the moral dilemmas faced by tourists to travel and who they are welcomed? These are just some of the issues that this work tries to draw attention.

Keywords: ethics, tourism, services

Tourism Destination Management: Human Resources in Montenegro

Ana Tripković-Marković MSc

*MTS - Montenegro Tourism School Bar, Mediterranean University Podgorica,
e-mail: atripkovic@yahoo.com*

Being a service industry, especially one where tourist “experience” is main product, tourism is highly dependable upon the people who are delivering such product. But, contrary to its importance for the final tourist satisfaction, human resources in tourism are subject that has, more often than not, been neglected. Low payments, high seasonality, big turnover, pressure at work, long and anti social working hours are just some of the reasons that kept both theory and practice away from this issue. Nevertheless, in the last 20 years some improvement has been made. Empty proclamations about “most important” factor in tourism have been replaced with some concrete steps in analyzing and improving status of this enormous work force. WTTC estimates that travel & tourism support directly 99,048,000 jobs (3.4% of total employment) in 2011. Indirectly, T & T support 258,592,000 jobs – 8.8% of total world employment. Even these figures have been subject of debate because in this labor intensive, fragmented industry it is hard to measure impact of tourism employment. Despite recent theoretical and practical improvements in this field, destination that highly depends on tourism still might find it very hard to deal with human resource management as much of above mentioned findings are oriented towards industry

itself, not the destination planning.

Tourism is Montenegro’s main industry. Since its beginnings at 1930s tourism has initiated many changes in this destination. Much of these changes are connected with the migrations of labour force. Montenegro is not highly populated: average population density is 26.6 inhabitants per km². But population concentration in tourism developed Southern part is more than three times higher, with the population density rates of 91.8 inhabitants per km². Imbalanced development among the three main regions of Montenegro (coastal, central and mountain) is also one of the consequences.

Tourism development of Montenegro has been subject to many strategies over the last seventy years. This article will analyse solutions that have been implemented regarding human resource management and what is its status today. Many issues still burden Montenegro’s tourism labour force: for tourism planning of this destination challenge is to find applicable solutions that will satisfy both employer and employees, and that will ensure balanced development according to the premises of Master plan.

Keywords: tourism planning, human resources in tourism, balanced development, employment

The Importance of Human Resource Management and Performance in Tourism

Gentiana Kraja, MPA

University "Aleksander Moisiu" Durres, Albania, e-mail: gentianakraja@yahoo.com

The aim of this paper is to emphasise the importance of human resources as a key factor in the competitive market especially in the tourism industry, as a service industry where the role of the individuals is fundamental.

The paper goes on to explain the critical contribution of the employees to the competitive advantages of tourism organisations and reveal why human resources are an important issue for the industry. The model of performance management adopted by an organisation must be customised to meet individual business and employee needs. A series of activities were undertaken to fulfil the objectives above. A framework was developed to explore the links between tourism and human resource management. A second round of discussions was held with representatives of the tourism industry to determine how tourism industry is recruiting and retaining employees with the right skills, knowledge and attitudes to their work. The relationship between tourism and human capital is complex, of inter-con-

ditioning, each of the two elements having at the same time the role of cause and effect. Thus, the stimulation of the growth of tourism is an important medium of re-launching of the labour, but the development, respectively the retardation of the development of tourism depends on the existence or the inexistence of the human resources in the reference territory.

Main goal of this paper is to evaluate the great importance that job fit has on the human resources management in general and human resources management in tourism industry specially. For this reason author has identified the essential components of job fit and their influence on the human resources management process. The author also through conclusions and recommendations has given the way to change the low performance of human resources in tourism industry to high individual and group performance in tourism industry.

Keywords: human resource, tourism industry, performance, management, job fit.

Attitudes of Local Population About Maintaining the Economic and Touristic Event „Slaninijada“ (Bacon Fest) in Kačarevo

Tatjana Pivac PhD*, Ivana Blešić PhD, Aleksandra Anđelović, Igor Stamenković MSc, Snežana Besermenji PhD

*Department of Geography, Tourism and Hotel Management, Faculty of Science, University of Novi Sad, Serbia, *Corresponding author: tatjana_pivac@yahoo.com*

During the last decade of the 20th century, there has been an evidence of intensive growth of the economic role and importance of events within developed countries and transition countries' economies. Events offer huge possibilities which attract both domestic and foreign tourists. The economic effects of their arrival are perceived in the number of visitors, number of overnight stays, utilisation of services, expenditure, etc. "Slaninijada" is one of the greatest economic and folklore event that is held in village Kačarevo in Vojvodina, and it is unique in the world for its contents. It is a specific fair of bacon, meat, meat products and other products, with artistic and cultural entertainment. This is the first event that occurred in this region, and the quality is proven by their sur-

vival of twenty-four years (the first was held in 1988.). The same formula that has proven to be very successful has later been applied by many others, so today in Vojvodina there are more than thirty events and festivals: Kulenijada, Bostanijada (Melons fest), Strudlijada (Strudel fest), Kobasicijada (Sausages fest).

The paper will present the results of the survey research conducted during the maintenance of "Slaninijada" in February 2011. A survey was conducted on 57 inhabitants of Kačarevo in order to determine the degree of satisfaction of respondents with the event, to collect their comments and suggestions to improve the event.

Keywords: festival, "Slaninijada", attitudes, local population

The Role of Manageress in Contemporary Society – the Case of Tourism Market

Nataša Stupar*, Anđelija Ivkov-Džigurski PhD

*Department of Geography, Tourism and Hotel Management, Faculty of Sciences, University of Novi Sad, Trg Dositeja Obradovića 3, 21000 Novi Sad, Serbia, *Corresponding author: stuparnale@gmail.com*

Regardless of whether tourism, hotel industry, or any other business activity, when choosing the best person for a

particular job position his or her ability to work should be of most importance. However, when looking for the most ca-

pable employee, person that will show best performance at the specific tasks, it should not be of any importance of which gender that person is. Ability is sexless (John Henry Newman), and should be measured by knowledge, skills, wish for success and progress of entire company.

There is a general thought that women today have many difficulties during their professional career regarding position upgrade and competence reliability,

especially in comparison to men. There are constantly exposed to expertise and skills audit and prejudicial analyses. The aim of this study is to demonstrate female manager's abilities, their position and evaluation in tourism-related management sector, as well as possibilities, progress and innovations to tourism management area that could be contributed by female manager.

Keywords: manageress, tourism, management, employment

Teaching Excellence in Cuisine Language

Irina Petrovska, PhD

University St. Kliment Ohridski, Faculty of Tourism and Hospitality, Ohrid, Macedonia, e-mail: irina.petrovska@yahoo.com, irina.petrovska@uklo.edu.mk

This paper aims at presenting language standards in gastronomic offer, as well as results of research done on a corpus of list of dishes. Special accent is given to translation process of list of dishes and implementation of practical sugges-

tions for reaching teaching excellence in cuisine language and in hospitality education.

Keywords: cuisine language, gastronomy, list of dishes, teaching excellence

Benchmarking Method for Quality Evaluation in Hotel Industry

Ljiljana Kosar

Department for Geography, Tourism & Hotel Management, Faculty of Sciences, Novi Sad, e-mail: ljiljakosar@hotmail.com

Benchmarking is the process of comparing one's business processes and performance metrics to industry bests and/or best practices from other industries. There is no single benchmarking process that has been universally adopted. The wide appeal and acceptance of benchmarking has led to various benchmarking methodologies emerging. Benchmarking is successfully applied in the international hotel industry. This method gives answers to questions about the quality of hotel product. This paper treats the specific application of benchmarking for assessing the quality of hotel products. It analyzes the various types of benchmarking and

assessing the most suitable species for use in hospitality. By using benchmarking method hoteliers can see how the clients compare their hotel to the other hotels. Competitive benchmarking compares on the following main criteria: prices, product, level of service, location, distribution channels. Benchmarking is undertaken in order to anticipate competitors' strategies. It can give two main answers: How will their selling strategies by segments evolve? How will that impact our demand to come to our hotel?

Keywords: benchmarking, hotel product, quality, evaluation, competitors.

Tourists' Security and Tourism Development in Samburu National Reserve, Kenya

Tabitha Njeri Mugo^{*}, Rose Wairimu Burugu, Jocelyne Jepkemboi

*Moi University, Kenya, *Corresponding author: tamugo@yahoo.com*

Destinations seek to enhance consumer safety and security at all times by monitoring security threats and incidences.

However, tourist safety and security remains a threat for sustainable tourism development, owing to the industry's

fragile nature. Despite the fact that Kenya as a country has not experienced serious insecurity spells, northern Kenya has over the years witnessed insecurity due to its proximity and persistent civil wars in Somali and Sudan. Samburu National Reserve in the northern part of Kenya being one of the tourism hot spots in Kenya.

The study evaluates security issues in SNP and seeks to establish strategies employed to counter the insecurities. Qualitative approach involving interviews and oral discussions were used for this study. From the study, it is evident that ethnic clashes, cattle rustling and cross-border tension and conflicts, banditry activities, and influx of refu-

gees pose security threat to tourists in this part of Kenya. However integrated security management by government security agencies, local government, and NGOs among others ensures sound tourist security and safety through peace building, disarmament, and awareness creation. There is need for improved infrastructural development (road network) and involvement of local communities for better security enhancement which will in-turn foster tourism development not only in SNP but also in Northern Kenya and beyond.

Keywords: Tourist security, Tourism Development, Samburu National Reserve.

Situation in Hospitality and Direction of Development of Serbian Hospitality Product

Dragan Tešanović*, Jovanka Popov-Raljić, Danka Curaković

*Department of geography, tourism and hotel management, Faculty of Science, University of Novi Sad, Trg Dositeja Obradovića 3, 21000 Novi Sad, Serbia, *Corresponding author: tesanovic.dragan@gmail.com*

Hospitality is one of the most dynamic and the labor most intensive sectors of the economy of each country, including Serbia. Recession hits the first this sector, but it first comes out of the crisis and itself recover. Because of the fragmentation and the large participation of family entrepreneurial business this industry shows remarkable resilience and stamina at critical times. It is also incorporated into other branches and sectors of economic and social activities. The task of this paper is to show the structure, complexity and different forms of organization of such activiti-

es, as well as to examine the staff turnover, net and gross earnings and the total revenue over the past ten years. It will particularly pay attention to the trends of these parameters in the period from 2008 to 2011 to review the impact of recessionary factors and make comparison of various parameters with trends in other industries. The paper will highlight future trends in the development of food and beverage management as creator of basic hospitality product.

Keywords: hospitality, food and beverage management, development.

Quality Mark in Hotelier versus Authentic Balkan

Brunilda Licaj^{1*}, Hasim Deari², Gentiana Kraja³, Armada Molla MSc³

¹ University "Aleksander Moisiu" Durres, Albania, ^{*}Corresponding author: brunilda.licaj@yahoo.it

² State University of Tetova, Macedonia

³ ADCT (Association of Development of Cultural Tourism), Albania

The tourism development lately shows that the world is led toward emergency places, unknown. The tourist which has become expert requires even more surprises and authentic elements that go outside the framework of massive tourism. Quality mark Authentic, applied firstly in Bulgaria, Croatia, Albania and in temptation to be applied in Macedonia tries to create a new Balkan, Authentic Balkan, exploring this way the originality of Balkans brand with the peculiarity and the diversity of all the components. Quality mark, evaluating previously hotels, gives to traveller's confidence to accommodate in structu-

res where owners are "tested" to give clients an unforgettable service quality and experience.

This paper after presenting the quality mark concept in the hotelier sector, will make an analyse of implementation process in Balkans beginning from the countries where is already implemented and them that the implementation is expected. This analysis will end with the creating idea of a new Balkan Brand, by the intention of increase curiosity toward "new mystic part of old peninsula".

Keywords: quality mark, authentic, Balkan, standard, hotel, classification, brand.

Marketing Mix Planning in the Function of Improving Quality of Hospitality Services and Consumer Satisfaction

Jasmina Markov^{*}, Biljana Lazić, Miloš Lutovac

Higher School of Professional Business Studies in Novi Sad,

^{*}Corresponding author: jasmina.markov@gmail.com

The needs and desires of consumers are the focus of any successful company. Company's ability to generate profit is truly connected with understanding of customers needs and continuously adjusting marketing mix instruments to dynamic, variable market conditions. Those who want to survive in a modern, highly competitive business environment must pay attention to long-term interests of consumers, hence the planning proce-

ss must not neglect the trends in the market needs. Considering the above stated facts, it can be said that tourism activity is still characterized by a high degree of implementation of marketing strategies. Hospitality, one of the key areas of tourism, has a critical role in the overall tourist industry. The growing competition in the hospitality services forced managers to devote maximum attention to understanding and meeting the consumers

needs and wishes through the selection of optimal combinations of marketing mix instruments. In the above mentioned circumstances, the hotel facility that wants to be successful and attract more users must provide a high quality service, reasonable prices, a variety of benefits at booking and payment for service, pleasant and friendly atmosphere and trained staff. The aim of this paper is to highlight the importance of adequate planning of individual marketing mix instruments in order to improve the qu-

ality of hospitality services. Exactly these instruments represent a link between the hotel facility and its environment, as well as the basis of its successful business. The paper also presents research results of the specific preferences and opinions of consumers about the quality of hotel services, from the possibilities for their improvement and advancement to the price levels, as well as the expected and actual level of consumer satisfaction.

Keywords: hospitality, marketing mix, planning, consumer, satisfaction

Contemporary Sales in Tourism and Hospitality

Nikolina Kosar^{1*}, Milan Dimitrijević², Lazar Kalmić¹

¹ Faculty of Geography, Belgrade, *Corresponding author: nikolinakosar@hotmail.com

² Faculty of Mathematics, Belgrade

The Internet has brought dramatic changes to the way customers search for and book hotels, and increasing online sales may be the way to boost hotel profitability without drastic rate slashing. Travelers are using the Web to find the best deals on hotel rooms, so hotel managers should be welcoming those customers online by offering them the best rate possible at the very moment they are searching. Faster and fa-

ster broadband connections, new cloud computing technologies, and a travel data explosion on the internet are reshaping the way travelers buy hotel rooms. Smart hoteliers who are investing in the latest technologies will outbid their competitors who cannot keep up with the new revenue management solutions of the next decade.

Keywords: sales, automatization, internet, tourism, hospitality, customers

Integration of hotel companies

Novak M. Svorcan^{1*}

The College Of Hotel Management, Belgrade, e-mail: svorc@open.telekom.rs

Consideration of the overall effects of internal and external growth of hotel companies is not only based on in-

vestments, capital transfers and changes in ownership structure. Changes in the spheres of decision-making become do-

minant. This is particularly emphasized when applying different strategies of the market positioning of corporate brands or individual hotel brand. Different degrees of netting affect the levels of competencies in decisions making regarding application of specific strategies for market positioning. Although the implicit and explicit contractual arrangements are awarded, successful implementation of strategic decisions contributes to reducing and limiting discretion according to the intensity of the connection. From a legal point of view of great importance is freedom of decision-making or decision-making on crucial business issues. Based on the intensity of connections there are: networking with no contract, network with the partial contractual arrangement, the

network based on creating a new market entity, franchise, holding, fusion, internet connectivity as a model.

Integration processes of hotel chains and groups, as well as independent hotels contribute to changes. The existence of various networking intensity means specific hierarchy and adjusted management structure. A variety of manifestations further complicates already established relationships and distances. Practice already shown that the independence of making strategic decisions reduces by connecting and joining in proportion to the intensity of relationships and the strength of integration achieved.

Keywords: hotel companies, brand, networking, market positioning

Relation between Service Orientation and Job Satisfaction among the Employees in Novi Sad's Hotels

Marko Petrović*, Jelica Marković

*Faculty of Sciences, University of Novi Sad, *Corresponding author: m_petrovic86@yahoo.com*

In recent years, researches put in the centre of many papers the phenomena of the relation between service orientation and job satisfaction of the employees in subjects of travel industry. It have been analyzed many factors that affect the quality of tourism services and opportunities to improve service processes. Employees are no longer only technically part of the service process, but the most important factor in perception of services by service users - the tourists. Marketing concept of Novi Sad's hotels are adapting to the requirements of market trends. Increasingly

accepting the importance of employees for the company profit and the company management turns to the issues, such as problems of the employees, in the reason to improve the service processes. The opinion which considers that better satisfied and service-oriented employees create a quality service is more and more accepted.

Service orientation of employees is determined by many factors - from the work environment, job demands, interpersonal relationships within the organization to financial and personal satisfaction. One of the new approaches

emphasizes the importance of the connection between personal characteristics and the job requirements.

If the employee is satisfied with the job, and if his personality traits are expressed and perceived by the organization, the customer will perceive all this through the service received. Research shows that customers very emphasize the treatment by employees during the consumption of certain services. Thanks to this finding, there is the expansion of the HR sector among the hotels in Novi Sad and employees becoming center of interest of experts and management of hotel enterprises.

The purpose of the paper is the study of service orientation of employees in the certain Novi Sad's hotels and their relation with the job satisfaction. The results will be analysis of numerous variables and the characteristics of employees in the purpose to create a general picture of a service orientation and job satisfaction of employees in the observed hotel objects. There is need to identify the positive and negative correlation characteristics that are crucial for quality of hotel service in Novi Sad.

Keywords: tourism, service orientation, job satisfaction, hotel employees, motivation

Function and Geographic Layout of Houses for Rest and Recreation on Vršac Mountains

Jovan Romelić*, Ádám Galambos, Tamás Galambos

*Department of geography, tourism and hotel management, Faculty of Science, University of Novi Sad, *Corresponding author: jromel@eunet.rs*

The intensive construction of houses for rest and recreation in the municipality of Vrsac begins in seventies. In the same period also starts the construction of vineyard houses. Since it was realized that it is necessary to regulate and direct the construction of these facilities, local authorities of Vrsac in 1972. made a decision to build a house for rest and recreation and vineyard house. Cottage settlements differed from each other, which were primarily influenced by the specificity of the physical-geographical characteristics of each site, financial and economic opportunity-owner, trends in architectural style, prevalent use of the facilities. A survey research among the tourists, the authorities of the Mountaineering Asso-

ciation "Vrščka kula" and Tourism Organisation of Vrsac city, showed that there is interest for cottage renting among hikers, mountain biking enthusiasts, nature lovers in general. The survey results showed that the cottage owners who are members of MA „Vrščka kula” and their friends also, are mostly interested in renting their cottages for tourists. The beginning of illegal construction took place at the village called „Široko Bilo“, where the local agricultural land owners built their makeshift houses. After a gradual subdivision of these areas they also started selling them, which initiated the chain of illegal construction.

Keywords: Holiday, wine house, Vrsac mountains, a secondary residence

Degree of Customer Satisfaction with Hotel Service

Danka Curaković*, Ivana Šikora, Vuk Garača

*Department of geography, tourism and hotel management, Faculty of Science, University of Novi Sad, *Corresponding author: danka.curakovic@gmail.com*

The customer focus is one of the principles of quality management in organizations whose decisions, policy and strategy are based on market analysis. The results of the analysis are then used in the introduction of innovation, planning, investment in order to positioning in the market and meeting customer needs. The subject of this paper is hospitality, in order to determine the level of guest satisfaction with the various hotel services.

For the purposes of this paper there was conducted a research of primary and secondary materials, as well as field research in the July-August 2011. The research was conducted in hotels and B&B hotels in Novi Sad (Park, Leopold, Fair, Novi Sad, Vojvodina, Center, Traveler, Elite, Alexander, Aurora, Old roofs, Ep-

icenter, Prezident, Master, Beautigüe Arta Hotel, Panorama, Zenit). A survey included 200 respondents who were using a hotel services at the time of testing. The first part of the survey includes socio-demographic characteristics of respondents (gender, age, education, country of origin, living standards, etc.), while the second part of the survey relates to the topic of research, and determine the degree of respondents' satisfaction with various hotel services. The principal part of the paper is the analysis and description of results obtained in the study. The research results can be used by hotel managers in order to improve and adapt hotel services to market needs, as well by students.

Keywords: Research, consumer, satisfaction, hotel, service.

The Quality of the Service in the Restaurant's of Manzanillo, Colima, Case: Miramar Beach

Silvestre Campos Maria Adelaida Master*, M.C. Aurelio Deniz Guizar,
M.C. Nuchnudee Chaisatit, M.D.O. Juan Alonso Llvás de la Garza

*University Of Colima, Mexico, *Corresponding author: adelaida_scampos@uacol.mx*

The philosophy of the quality of service to the interior of each organization, consist in the need to offer what the customer really needs; because the competitiveness and the permanence of the company in the market depends largely on the degree of satisfaction of users; invariably all as users seek a careful service to comply with what we want, expect and need. The aim of the research is to know how to evaluate and measure the level of the quality of service that offer the Miramar restaurants area. The methodology is based on a design of non-experimental research where required for the implementation of a questionnaire, interviews with the restaurateurs, surveys to the clients, visit to Secretary of Health, among others, considering the restaurants and a representative sample of clients. Results quality in the restaurants of Miramar's beach is not completely well implemented, the research that

was made with customers from restaurants tell us to go to Miramar's beach for being safe and kind; most of those interviewed said that restaurants fail satisfactorily to their needs they argue that the service is good but the food and facilities left something to be desired. The discussion leads the concordance between the offered food and the quality level to grant them. If obtaining the support of the restaurateurs to implement the different standards of quality perceived by the customers in restaurants, and the Secretary of Tourism approaches the certifying institutions suitable among the workers of the restaurants, create a culture of quality in service, and achieve greater satisfaction in the people who visit the Miramar's beach and its restaurants area.

Keywords: Quality, service, measurement, satisfaction and competitiveness.

The Place, Meaning and Messages of Gastronomy in the Development of Wellness Tourism (in the Case of Slovenia)

Gordana Vulić*

BIC Ljubljana, Slovenia, *Corresponding author: gordana.vulic@guest.arnes.si

“Wellness is a multidimensional state of being describing the existence of positive health in an individual as exemplified by quality of life and a sense of well-being.” (Charles B. Corbin of Arizona State University)

Wellness tourism is an important segment of the tourist offer in countries with developed tourism, especially in countries of central Europe: Austria, Switzerland and Germany, which stand in the first places according to the Travel & Tourism competitive Index (World Economic Forum)

We still can't compare Wellness in Slovenia with the more developed forms in the previously mentioned countries.

Wellness in Slovenia is made of service offers of exercise and recreation, healthy nutrition, spiritual activities, relaxation activities, beauty and body care, classic medicine and beauty medicine and of complementary medicine.

In the article, wellness gastronomy will be presented or healthy nutrition for which we don't pay much attention in Slovenian tourism. That reflects in the modest offers of diet nutrition and in the modest inclusions of organic food and local food into the food offer for guests.

Keywords: wellness, gastronomy, healthy nutrition, organic food, diet nutrition.

Gourmet and Health-Promoting Oils in Gastronomy

Vesna Vujasinović^{1*}, Jovanka Popov-Raljić², Etelka Dimić³

¹ Oil factory „Vital“, Vrba, Serbia, *Corresponding author: vesnavujasinovic@hotmail.rs

² Department of Geography, Tourism and Hotel Management, Faculty of Science, University of Novi Sad, Serbia,

³ Faculty of technology, University of Novi Sad, Novi Sad, Serbia

The word gourmet is used to describe a connoisseur to the refined sensation of fine foods and drinks and a „gourmet food“ is a food of highest quality, perfectly prepared and artfully presented. Gourmet vegetable oils are, thus, characterized by their aroma and taste, mainly resulting from the fact that the oils are not refined. Cold-pressed oils, the

highest-grade virgin oils, which are sold at much higher prices than commodity oils, are considered the best options for cooking and salad dressings in fine and luxury restaurants. In contrast to refined oils, sensory properties of cold-pressed oils preserve some of the characteristics of the source raw material and thus contribute to the formation of a

specific aroma of the food, providing a special gastronomic pleasure. Furthermore, it is currently recognized that the contribution of dietary lipids to our health and well-beings is determined by their compositional factors. Both the fatty acid profile (i.e. the relative levels of omega-9, omega-6 and omega-3 fatty acids) and a wide range of common and specific minor lipid components have been shown to influence the physiological functions of our bodies. Edible plant oils today make up a rather big proportion of our diet, in which they occupy a special place, due to its multifunctional importance: they are the main source of energy, liposoluble vitamins, essential fatty acids and other minor ingredients.

The objective of the present study was to investigate the fatty acid composition and nutritive-health importance

of four cold-pressed oils, as follows: sunflower and sesame seed, hazelnut and walnut oil. It is established that these oils are very differ according to essential omega-6 and omega-3 fatty acids. The greatest content of linoleic fatty acid is found in sunflower oil (57.40%) and α -linolenic in walnut oil (16.02%). The best ratio of omega-6/omega-3 fatty acids (3.71) is found in walnut oil. This ratio is absolutely in accordance with the modern nutritional demands in diet. All these investigated oils, beside their very specific fatty acid profile and high nutritive value, have pleasant sensory characteristics, especially aroma. Because of that it would be necessary to intensify their consumption as salad oils.

Keywords: gourmet cold-pressed oils, omega-6 and omega-3 fatty acids, nutritive value.

Application of Medicinal Plants in the Production of Bakery Products

Djordje Psodorov¹, Bojana Kalenjuk², Dragan Tešanović², Dragan Psodorov³

¹ Institute for Food Technology – FINS, Novi Sad,

*Corresponding author: djordje.psodorov@fins.uns.ac.rs

² Department of Geography, Tourism and Hotel Management, Faculty of Science, Novi Sad

³ Faculty of Management - FAM, Sremski Karlovci

The findings reached by the modern science of nutrition have confirmed that there is a connection between diet and health so that the food or its ingredients are involved in the modulation and control of various bodily functions. The subject of today's scientific researches is the development of food products that have a positive affect on health, help prevent and reduce the risk of disease at the same time. By adding medicinal and

aromatic plants in basic foods such as bread, biscuits and cakes (cookies) humans consume the so-called dietary fibers.

In recent decades, dietary fiber started to attract attention, both in nutritional studies, and in other medical research.

More and more nutritionists recommend a daily intake of cellulose fibers from plants, so that the recommen-

dations go to at least 25 g per day for adults.

Since there is a significant positive trend in diseases caused by disorders of the digestive tract in our country, the subject of this paper will be the use of

herbs in the diet of people prone to diabetes, obesity and gastrointestinal disorders.

Keywords: medicinal herbs, baked goods, confectionery products, functional foods.

Elementary Skills and Habits on Food Safety of Students in Hospitality and Tourism

Bojana Kalenjuk^{1*}, Marija Škrinjar², Đorđe Psodorov³,
Martina Korbatfinski¹, Snježana Gagić⁴

¹ *Department of Geography, Tourism and Hotel Management, Faculty of Science, University of Novi Sad, Trg Dositeja Obradovića 3, 21000 Novi Sad, Serbia,*

**Corresponding author: bojanakalenjuk@yahoo.com*

² *Faculty of Food Technology, Bulevar cara Lazara 1, 21000 Novi Sad, Serbia*

³ *Institute for Food Technology, Bulevar cara Lazara 1, 21000 Novi Sad, Serbia*

⁴ *Faculty of Management, Sremski Karlovci, Serbia.*

Food safety handling has multiple significances. Elementary knowledge and habits that have a direct impact on our body are especially important in the hospitality and tourism activities since they affect the imaging of the entire catering facility and as such represent a key for a successful business. Poisoning often damages the reputation of catering facilities for food and beverages, and the basic knowledge and habits of employees, when it comes to these issues, is always

questioned. This paperwork has a duty to investigate and present the level of basic skills and habits in the field of health safety of food of animal origin. The research will be focused on the future catering and tourism workers who already have a certain level of work experience. The aim of this study was to determine and compare their level of knowledge and habits according to their profiles.

Keywords: knowledge, habits, health safety, food of animal origin, students.

“My Plate” - New Concept of Balanced Diet

Snježana Gagić^{1*}, Daragan Tesanović², Bojana Kalenjuk²

¹ Faculty for Management, Sremski Karlovci, Serbia, *Corresponding author: gagicsnjeza@yahoo.com

² Department of geography, tourism and hotel management, Faculty of Science, University of Novi Sad, Trg Dositeja Obradovića 3, 21000 Novi Sad, Serbia

“My Plate” - a plate divided into four sections colored with four different colors and addition of dairy offset to the side of plate replaced 19-year-old Food Pyramid that had been guide to properly balanced meal. New, one might say, the simplified form presented by the USDA (U.S. Department of Agriculture) in May 2011st year plainly shows the structure of the well-balanced meals, so that two larger quarters of the plate are reserved for vegetables and grains while the remaining two place are allocated for fruit and protein.

The basic idea typified by “My Plate” concept is to help consumers in order to make the right choice in forming a well-balanced meal in a simple, easily applicable and memorable way.

The paper analyze the currently adopted model, comparing with until recently accepted Food Pyramid as well as the recommendations that are related to its implementation.

The variety of colors, texture, nutritional and energy content has to be taken into consideration in order to plan well balanced meal. This study will present a menu planning according to “My Plate” concept as an effective way to improve the offer and meet the needs of guests who are conscious of the importance of nutrition as a factor for health and vitality preserving.

Keywords: food, menu, gastronomy, management

Hidden Gastronomy Resources of Golija in Function of Gastronomy Tourism

Marijana Pedović

Department of geography, tourism and hotel management, Faculty of Science, University of Novi Sad, Serbia, e-mail: mayabiznis@yahoo.com

Geographical position, climate, flora and fauna are just some of many elements which affect in forming authentic, but still barely used gastronomy of Golija. Golija represents natural resource of enormous value. Terms of life, preserved old crafts, natural wealth, agriculture and animal husbandry has affected on forming specific habit

in nourishment and course preparation. So long, some leak out specifics of Golija’s cheese, cereals products, leaving on side huge diapason of gastronomy specialities. Essay has mission to show preserved old gastronomy specialities which could be of meaning for gastronomy tourism development, which could have influence on demographic and

economy development of region. Aim of this project is to point out authentic agricultural-alimentary products and meals, which may have been interesting for foreign and local tourists and in this

way could become essential part in development of gastronomy tourism.

Keywords: gastronomy, gastronomy products, food, meals, customs, Golija, tourism, gastronomy tourism.

Implementation of HACCP as a Prerequisite for Entering the Foreign Market

Martina Korbafinski*, Evelina Feješ

Department of geography, tourism and hotel management, Faculty of Science, University of Novi Sad, Trg Dositeja Obradovića 3, 21000 Novi Sad, Serbia,

**Corresponding author: martina@neobee.net*

Food safety standards, primarily HACCP (Hazard Analysis and Critical Control Points) became binding in EU and the World Trade Organization markets from January 1st, 2006. Companies that do not have certificates to prove that they operate in accordance with these standards cannot export or sell their goods outside the borders of Serbia. Following the example of European legislation Serbian government adopted a law according to which all economic subjects that handle food are obliged to introduce and implement HACCP system of control.

Simply, the inclusion of quality standards and food safety in general system of assessing the quality of companies has become a condition of doing business with partners in the international as well as in the domestic market in order to protect costumers. Internationally the quality of food is under the control of FAO (Food and Agricultural Organization) and WHO (World Health

Organization) which gave, through the Codex Alimentarius Commission, the basic principles of producing hygienically safe food. The main purpose of this principle is the application of organized control over the entire process of preparing, processing, transport and consumption.

The production and distribution of food are definitely the most important aspects of its quality and safety. The obligation of all those who come into contact with food during its production or distribution is to make all the preventive measures in order to provide the market with high-quality products that are safe for consumers.

The aim of this work is to uncover the common misconceptions about HACCP and to point out the advantages and disadvantages of this system with the help of extensive literature and practical findings.

Keywords: HACCP, food safety, food legislation.

HUNTING TOURISM

Red Deer as a Motive of Hunting Tourism in Romania

Jovan Bradvarović MSc^{1*}, Risto Prentović PhD²

¹ Provincial Secretariat for Agriculture, Forestry and Water Management, *corresponding author: hunter1@ptt.rs

² Department of Geography, Tourism and Hotel Management, Faculty of Sciences, Novi Sad

Romania is the largest country in southeastern Europe. It is one of the few countries in Europe whose wild habitats have not been significantly altered by human civilization. Consequently, Romania is still today characterized by the richness of wild animal species (20 species of mammals and 50 species of birds) that represent the main motive of hunting tourism. Convenient natural and geographic characteristics have contributed to the fact that Romania has a long history of

hunting. Even today, it is one of the most respected hunting-tourist destinations. A special place in hunting-tourism offer of Romania belongs to red deer (*Cervus elaphus* L.) that at the same time represents the most valuable and profitable wild specie in Europe. This paper is dedicated to the presentation of specific values that make Romanian red deer an exceptional motive of hunting tourism.

Keywords: Romania, red deer, motive, hunting tourism

Valorisation of Trophy Roe Bucks in Vojvodina's Hunting Tourism

Zoran A. Ristić PhD^{1*}, Dragan Božić MSc¹, Vladimir Marković PhD¹, Šimončik Silvija², Blažin Novica MSc¹

¹ Department of Geography, Tourism and Hotel Management, Faculty of Science, University of Novi Sad, Tgr Dositeja Obradovića 3, Novi Sad, Serbia,

*Corresponding author: zoran.ristic@dgt.uns.ac.rs

² Hunting association of Novi Bečej, 23272 Novi Bečej, street Sonje Marinković 29

Roe deer is among the most widespread, and most numerous big game, not only in Vojvodina and Serbia, but throughout Europe. The aim of paper is to analyze charging of roe deer trophy, using the

“old” system, when the trophy was assessed according to the formula CIC, and “new” way of charging by trophy weight. For the research, 101 samples of roe buck trophies were obtained from hunting

grounds of hunting association Novi Bečej (hunting grounds in – Novi Bečej and Novo Miloševo). The analysis of prices of roe buck trophies in Vojvodina shows that the values of the trophies up to gold medals are similar with prices in the region. However, there are great discrepancies in the category with the va-

lues of the gross weight of 420 g. Therefore, in these categories we proposed price adjustments for roe deer trophies over 80% compared to the current prices which are charged in hunting tourism in Vojvodina.

Keywords: trophy, roe buck, charge, prices

Marketing in the Function of Promotion of Tourism and Hunting Tourism Potentials in Rural Regions

Branislav Živković MSc

L.U. "Jovan Šerbanović" Žagubica, Serbia, e-mail : banelovac@ptt.rs

This paper presents the importance that tourism can have for the development of rural regions in Serbia. Special attention is paid to the importance of marketing management in promotion of the rural region as a tourist and hunting tourism destination. What is also highlighted is the importance of promotional activities with the aim of improvement of ru-

ral and hunting tourism. Also indicated are certain disadvantages and problems that occur in Serbian hunting tourism. At the same time, the directions for addressing the shortcomings and identified problems are given.

Keywords: rural tourism, hunting tourism, marketing management, tourism promotion

The Importance of Education of Hunters as a Means of Hunting Promotion of Vojvodina

Vladimir Marković PhD¹, Zoran Ristić PhD¹, Nemanja Davidović¹, Vladimir Barović PhD²

¹ *Department of Geography, Tourism and Hotel Management, Faculty of Science, University of Novi Sad, Serbia, *Corresponding author: vladimir.markovic@dgt.uns.ac.rs*

² *Department of Media Study, Faculty of Philosophy, Zorana Đinđića 2, 21000 Novi Sad, Serbia*

Education as an important factor in the development of a business has a major impact on the development of hunting and hunting tourism. For the purposes of work, done is a survey of hunters

from the territory of Vojvodina in relation to their attitudes about the motives for hunting, about the importance of education, about the importance of GIS in hunting, about poaching, as well

as the level of hunting ethics. Based on the application of SPSS program, was done crossing the individual responses in relation to age category and in relation to the level of education of hunters. The results show that the youngest hunters (18 to 35 years) compared to middle age hunters (35-59 years) and old hunters (over 60) most visit hunting events, they are most informed about GIS and they are most willing for training to these technologies. On the other hand, the

number of hunters which took part in the poaching is proportional with greater level of qualification, so that hunters with university degree participate in poaching in most. However, hunters with a university degree in the highest percentage believe that GIS can contribute to the development of hunting to a great extent, and are ready for the training.

Keywords: Education, hunting, GIS, Vojvodina

Sustainable Hunting in Tanzania

Joseph Nyabezi

Honeybadger Tours, Dar es Salaam, Tanzania, e-mail: jnyabezi@yahoo.com

Honeybadger Tours have been hunting in the Kilombero Valley that borders Selous Game Park in the Southern part of Tanzania for the last 4 years. Sustainable programmes need to be done in these places of tourism as to minimize the conflict with locals who in the area are not benefiting anything from the animals that destroy their farmlands as livelihood of their daily life. This has created a danger of having poaching, human deaths from wild animal attacks, resistance from locals as to fight and improve wildlife conservations in these areas.

Governments of Africa have failed to employ laws that protect animals first and humans respect. There now needs to be a new approach to these problems and learning from others who are doing

and facing the same or who have overcome this is great news and good idea to be shared to governments to follow suite. Honeybadger has tried and is trying to promote the ideas of community involvement in all its aspects of executions of work and establishing foundations, schools and helping in development projects back to the locals, however you can not make everyone happy mostly those who have lost their beloved one after wildlife attacks, Lions, elephant, are the main culprits of killing humans. Haynes and other cats a better known for attaching domestic animals too.

Keywords: hunting, Tanzania, photographic safaris, zones of mutual misunderstanding, government roles, hunters role

Recommendation of Model for Tourism Valorization of Small Game Hunting Grounds

Marko Pavlović MSc*, Jelena Kutanjac

*Department of Geography, Tourism and Hotel Management, Faculty of Science, University of Novi Sad, Serbia, *Corresponding author: ejineg@yahoo.com*

Hunting tourism is one of the most profitable types of tourism in which Serbia, as well as other countries in region, should invest. Hunting tourism is taking part in natural environment - hunting ground, which like a special type of tourism area requires a special model for valorization. Valuation model that will be consistent with the factors of importance for the quality of hunting ground is necessary for using potentials of hunting ground in the best way.

The paper will pay attention to hunting grounds of small game and their importance for hunting tourism. After research and analysis of natural resources of small game hunting grounds and has segment of hunting tourism demand concentrated to these hunting grounds, the recommendation of model for their tourism development will be given.

Keywords: tourism valorization, hunting tourist, hunting ground, small game, natural resources

The Combination of Rural and Hunting Tourism In Order To Improve Braničevo District

Vedrana Babić, Aleksandra Prodanović*

*Department of Geography, Tourism and Hotel Management, Faculty of Sciences, University of Novi Sad, Trg Dositeja Obradovića 3, 21000 Novi Sad, Serbia, *Corresponding author: aleksandra_prodanovic@yahoo.com*

Braničevo district is distinguished by variety of geological structure, terrain configuration, climatic conditions and diversity of pedological units. Subject of this paper work is to show area rich with variety of fauna, whose distribution depends on natural condition, what gives good conditions for developing hunting tourism. In this area there are no adequate accommodation facilities for hunters-travelers. In order to meet the needs of tourists for accommodation and tourism promotion in this area it could be used

luxury accommodation in rural household (there are many of them in this area) also rich folk heritage typical for this part of Serbia. Aim of this paper work is to connect two different tourism sectors (rural and hunting tourism) in unique travel product that would made area Braničevo district unique on travel map of Serbia. It was used comparative method for researching current state connection of these two sectors in Braničevo district comparing with conditions in Vojvodina. To analyse strengths and

weakness, opportunities and treats it is been used SWOT analise. Using descriptive method for conclusions is also included in paper work.

Keywords: Braničevo district, rural tourism, hunting tourism, rural household, hunters-travelers

Hunting-Tourism Potentials of Hunting Ground “Jaruge”

Milutin Kovačević

Department of Geography, Tourism and Hotel Management, Faculty of Science, University of Novi Sad, Serbia, e-mail: milutinkov@gmail.com

In this paper will be viewed hunting and tourism potentials of hunting ground “Jaruge”, like way of recognition tourism potentials of this hunting ground, and using them in future, with a view to further advantage of hunting tourism, not only at this hunting ground, but as well in entire Serbia. Hunting ground Jaruge covers an area of forests, land and water territory of Novi Bečej. Hunting ground is divided into four hunting grounds. The total area of hunting ground “Jaruge” is 60.745.0 ha. Hunting area managed by the hunting association “Novi Bečej” which has 532 active members. For this hunting ground is characteristic of great wealth and diversity of wildlife. Hunting in Novi Bečej has a long and rich tradition, and this hunting ground is the ideal environment for hunting small game such as hare, pheasant, wild pigeons, quail and especially hunting on roebuck. By the number of roe deer this is one of the richest

hunting grounds in Vojvodina and Serbia. Because the supply of trophy hunting of roebuck hunters, a large number of tourists every year visit this hunting ground. Hunting association of hunting ground “Jaruge” also managed by a special nature reserve “Slano Kopovo” which gives it a chance that in addition to hunting tourism offer and extend the bird-watching. The hunting ground has hunting lodge for the accommodation of hunters. Nearby there are two shooting ranges for clay pigeon shooting. In addition to extending offers need to hire appropriate staff that designed the expansion of hunting tourism and improved the marketing of the hunting association. All this would be further to engage in hunting tourism offer and to obtain financial resources that would later invest in improving facilities for the area.

Keywords: Hunting tourism, hunting ground Jaruge, Vojvodina